



**East Village Association – Executive Committee Meeting
Thursday, January 11, 2024, at 3:00pm
UCSD Park & Market (1100 Market Street #321)**

CLOSED SESSION TO DISCUSS LEGAL ITEMS ON ITEM 10

AGENDA

1. **Introductions and Meeting Etiquette – Terry McCleary, President/Chair**
2. **Public Comment & Announcements (3-Minutes Max Per Person)**
Please keep comments directed to non-agenda items.
3. **Approval of November 7, 2023, Minutes** *Action Item* P. 2 - 4
4. **YTD Draft Financial Report** *Action Item* P. 5 - 9
5. **Cox Communications EVA Collections Bill** *Action Item* P. 10 - 11
6. **FY25 EVA BID Budget** *Action Item* P. 12 - 13
7. **FY24 East Village Association BID Contract 6-Month Extension** P. 14
8. **FY24 Review vs. Audit Discussion** *Action Item*
9. **FY23 EVA Annual Report** P. 15 - 18
10. **CLOSED SESSION: BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL LITIGATION. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER THE CLOSED SESSION.**
 - a. **EVA/NCA 1-Year Management Mark Annual Contract Review** *Action Item*
 - b. **Potential Litigation with Past Employee – Update** *Action Item*
 - c. **East Village Block Party Event Management Performance – Update** *Action Item*
11. **REOPEN MEETING & REPORT TO PUBLIC: Update on East Village Association's decision, if any, on Closed Session item.**
12. **Other**
13. **Next Meeting: February 8, 2024, at 3:00pm
UCSD Park & Market (1100 Market Street #321)**

14. Adjournment

Action Item

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at meeting location and on the EVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ethan Olsen at 619-546-5636 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.

EAST VILLAGE ASSOCIATION

1041 Market Street #200 ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
Facebook / Instagram / TikTok / Twitter: [@EastVillageSD](https://www.instagram.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)



East Village Association – Executive Committee Meeting
Thursday, November 7, at 3:00pm
UCSD Park & Market Rm. 321 (1100 Market Street, San Diego, CA 92101)

PRESENT: Terry McCleary, Tyler Winslow, Hasan Ahmed, Robyn Spencer, David Miles

STAFF: Marco Li Mandri, Tammy DeLuca, Dominic Li Mandri, Ethan Olsen

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Introductions and Meeting Etiquette –	1. The meeting was called to order by the EVA District Manager, Dominic Li Mandri at 3:01pm.	1. No action taken
2. Public Comment & Announcements	2. Tammy DeLuca formally introduced herself to the EVA Executive Committee as the EVA Financial Manager. Tammy stated that she will be providing the YTD draft financial report.	2. No action taken
3. Approval of October 12, 2023, Minutes	3. The minutes from the October 12, 2023, meeting, were reviewed by the Executive Committee.	3. Robyn Spencer moved to approve the October 12, 2023, minutes. David Miles seconded the motion. Terry McCleary abstained. Motion passed.
4. YTD Draft Financial Report	4. Tammy DeLuca reviewed the YTD October draft financial report.	4. Robyn Spencer moved to approve the YTD draft financial report. David Miles seconded the motion. Motion passed unanimously.

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<p>5. East Village Oktoberfest Final Report</p>	<p>5. Dominic reported that the collaborative East Village Oktoberfest event held by It'sFarOut and EVA was a very polished event and was ultimately a success with an approximate \$17,700 net profit back to EVA.</p> <p>The Executive Committee agreed that the Oktoberfest event experienced a very high volume of bar sales and choosing to close Market Street proved to be a great decision.</p>	<p>5. No action taken</p>
<p>6. US Bank CD Investment Rollover</p>	<p>6. David Miles reviewed the US Bank Certificate of Deposit rates for EVA's investment renewal. David announced that the 13-month investment at a rate of 4.8% may be sufficient and asked the Executive Committee for feedback.</p> <p>Terry McCleary agreed with David Miles, noting that US Bank has been a proud legacy sponsor of the EVA for many years.</p>	<p>6. Terry McCleary moved to approve the renewal of one of the two EVA Certificate of Deposit through US Bank at a 4.8% rate for 13-months. Hasan Ahmed seconded the motion. David Miles abstained. Motion passed.</p>
<p>7. East Village Board Nomination Form Received (Business Director)</p> <p>i. Jason Wallace</p>	<p>7. Dominic reported that EVA Staff and the Executive Committee have previously deliberated on Jason Wallace becoming a Business Director on the East Village Board of Directors.</p> <p>Jason is with Top Mark Capital in the East Village and is paid to date on his BID fees within the BID boundary.</p>	<p>7. Tyler Winslow moved to recommend Jason Wallace to the Board as a Business Director. Terry McCleary seconded the motion. Motion passed unanimously.</p>
<p>8. East Village Opening Weekend Block Party RFP Candidate Selection</p>	<p>8. Dominic explained that the four (4) East Village Block Party RFP Candidates have been discussed extensively by the RFP Task Force and DI&P Committee. Dominic noted that It'sFarOut compromises Board Members Justin Navalle and Robyn Spencer, both of whom understand the nature of the East Village community and have experience orchestrating the East Village Block Party in prior years. Dominic clarified that Justin and Robyn have been excluded from the entire vetting and voting process. Additionally, EVA Staff interviewed It'sFarOut on Monday and</p>	<p>8. David Miles moved to authorize staff to bring It'sFarOut to the Board as the East Village Opening Weekend Block Party RFP Candidate. Terry McCleary seconded the motion. Robyn Spencer and Hasan Ahmed abstained. Motion passed.</p>

	clarified a series of questions that were raised during the Task Force discussion.	
9. Other	9. Ethan Olsen noted that the East Village SALUTES! Veterans commemorative event will be held this upcoming Sunday, November 12, at Park 12's Entrance Plaza.	9. No action taken
10. Next Meeting:	<p>10. Dominic reported that the EVA Executive Committee and Board has historically gone dark in the month of December due to quorum issues, however the Committee can choose to hold a December meeting or cancel.</p> <p>The next Executive Committee meeting will be held in 2024 on Thursday, January 11, 2024, at 3:00pm at UCSD Park & Market (1100 Market Street, Room 321).</p>	10. Terry McCleary moved to cancel the December EVA Executive Committee Meeting. David Miles seconded the motion. Motion passed unanimously.
11. Adjournment	11. Meeting adjourned.	11. Hasan Ahmed moved to adjourn the meeting. Tyler Winslow seconded the motion. Motion passed unanimously.

Minutes taken by: Ethan Olsen, New City America, Inc.

East Village Association Inc.
Balance Sheet
As of December 31, 2023

	Dec 31, 23	Dec 31, 22
ASSETS		
Current Assets		
Checking/Savings		
10010 · US Bank - Checking	113,817.99	100,433.55
10020 · US Bank - Savings Account	882.16	282,478.35
10040 · US Bank CD-3433-7 mos 4.1...	102,864.59	0.00
10050 · US Bank CD-3532-11mos 4.2...	102,888.54	0.00
Total Checking/Savings	320,453.28	382,911.90
Accounts Receivable		
12000 · Accounts Receivable		
12001 · Parking Receivable	93,957.70	100,216.13
12002 · Programs Receivable	10,380.60	2,500.00
Total 12000 · Accounts Receivable	104,338.30	102,716.13
Total Accounts Receivable	104,338.30	102,716.13
Other Current Assets		
12070 · Parking Receivable	0.00	-19,431.15
12075 · Prepaid Expense	0.00	11.91
12080 · Rent Deposit	1,152.00	1,152.00
Total Other Current Assets	1,152.00	-18,267.24
Total Current Assets	425,943.58	467,360.79
TOTAL ASSETS	425,943.58	467,360.79
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable	719.00	449.76
Total Accounts Payable	719.00	449.76
Total Current Liabilities	719.00	449.76
Total Liabilities	719.00	449.76
Equity		
Net Unrestricted Assets	433,965.33	459,145.20
Net Income	-8,740.75	7,765.83
Total Equity	425,224.58	466,911.03
TOTAL LIABILITIES & EQUITY	425,943.58	467,360.79

East Village Association Inc.
BID - Profit & Loss Budget Performance
December 2023

6

01/03/24

Accrual Basis

	<u>Dec 23</u>	<u>Budget</u>	<u>Jul - Dec 23</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Ordinary Income/Expense					
Income					
40055 · BID Disbursements	16,641.00	0.00	16,641.00	0.00	0.00
40065 · SBEP Management	0.00	15,000.00	66,963.35	90,000.00	180,000.00
40055 · BID Disbursements - Other					
Total 40055 · BID Disbursements	16,641.00	15,000.00	83,604.35	90,000.00	180,000.00
40060 · BID Carryforward Income	0.00	5,332.00	0.00	31,992.00	63,984.00
Total Income	16,641.00	20,332.00	83,604.35	121,992.00	243,984.00
Expense					
SBEP Expenses					
Management Grant	2,377.29	0.00	2,377.29	0.00	0.00
Total SBEP Expenses	2,377.29	0.00	2,377.29	0.00	0.00
512138 · Promotion/Advertising/Marketing					
Advertising	400.50	416.67	1,736.08	2,499.98	5,000.00
51250 · Banner / Branding	0.00	416.67	0.00	2,499.98	5,000.00
51320 · IT Website	350.00	166.67	1,579.27	999.98	2,000.00
51335 · Member Events	0.00	100.00	0.00	600.00	1,200.00
51336 Public Relations	3,750.00	3,750.00	22,580.00	22,500.00	45,000.00
Total 512138 · Promotion/Advertising/Marke...	4,500.50	4,850.01	25,895.35	29,099.94	58,200.00
512143 · Office Operational					
Admin Oversight	8,330.71	10,708.58	61,870.71	64,251.52	128,503.00
Computer Supplies & Services	0.00	500.00	475.88	3,000.00	6,000.00
Office Supplies	0.00	250.00	1,703.00	1,500.00	3,000.00
Postage	0.00	83.33	0.00	500.02	1,000.00
Storage	272.00	100.00	1,282.00	600.00	1,200.00
51160 · Legal Services	0.00	250.00	0.00	1,500.00	3,000.00
51165 · Accounting Services	0.00	375.00	1,140.00	2,250.00	4,500.00
51350 · Insurance	270.90	416.67	2,888.47	2,499.98	5,000.00
51355 · Office Rent	45.00	1,200.00	6,469.79	7,200.00	14,400.00
51365 · Permits & Fees	15.25	83.33	380.75	500.02	1,000.00
51370 · Printing	492.63	208.33	2,497.37	1,250.02	2,500.00
51380 · Telephone & Utilities	42.92	125.00	254.76	750.00	1,500.00
51390 · Dues/Subscriptions	415.97	125.00	1,441.74	750.00	1,500.00
Total 512143 · Office Operational	9,885.38	14,425.24	80,404.47	86,551.56	173,103.00
512153 · Contingency	0.00	1,056.75	0.00	6,340.50	12,681.00
Total Expense	16,763.17	20,332.00	108,677.11	121,992.00	243,984.00
Net Ordinary Income	-122.17	0.00	-25,072.76	0.00	0.00
Net Income	-122.17	0.00	-25,072.76	0.00	0.00

East Village Association Inc.
Parking - Profit & Loss Budget Performance
 December 2023

	Dec 23	Budget	Jul - Dec 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40085 · Parking District Income	6,097	33,333	220,739	200,000	400,001
Total Income	6,097	33,333	220,739	200,000	400,001
Expense					
512138 · Promotion/Advertising/Marketing					
51280 · On-Line / Print Marketing	0	208	1,267	1,250	2,500
51320 · IT Website	0	375	4,125	2,250	4,500
51336 Public Relations	1,750	1,667	10,500	10,000	20,000
Total 512138 · Promotion/Advertising/Marke...	1,750	2,250	15,892	13,500	27,000
521240 New Initiatives					
Wayfinding Systems	0	94	0	563	1,127
Enhanced Pedestrian Lighting	0	25,000	171,496	150,000	300,000
Total 521240 New Initiatives	0	25,094	171,496	150,563	301,127
512143 · Office Operational					
Admin Oversight	4,292	4,348	25,752	26,087	52,174
51170 · Audit & Tax Filing	0	375	2,660	2,250	4,500
51355 · Office Rent	55	1,100	4,994	6,600	13,200
51380 · Telephone & Utilities	0	167	0	1,000	2,000
Total 512143 · Office Operational	4,347	5,990	33,406	35,937	71,874
Total Expense	6,097	33,333	220,794	200,000	400,001
Net Ordinary Income	0	0	-55	0	0
Net Income	0	0	-55	0	0

East Village Association Inc.
Profit & Loss
July through December 2023

	110 - Associatio...	520 - Managem... (210 - BID)	210 - BID - Other (210 - BID)	400 - Parking Di...	TOTAL
Ordinary Income/Expense					
Income					
40040 · Sponsorships	20,000.00	0.00	0.00	0.00	20,000.00
40050 · Interest Income	4,341.27	0.00	0.00	0.00	4,341.27
40055 · BID Disbursements	0.00	16,641.00	0.00	0.00	16,641.00
40065 · SBEP Management	0.00	0.00	66,963.35	0.00	66,963.35
40055 · BID Disbursements - Other	0.00	16,641.00	66,963.35	0.00	83,604.35
Total 40055 · BID Disbursements					83,604.35
40075 · Other Income	310.26	0.00	0.00	0.00	310.26
40085 · Parking District Income	0.00	0.00	0.00	220,739.25	220,739.25
41000 · Event Income	124,174.21	0.00	0.00	0.00	124,174.21
Total Income	148,825.74	16,641.00	66,963.35	220,739.25	453,169.34
Expense					
Misc. Expense	61.00	0.00	0.00	0.00	61.00
SBEP Expenses	8,296.00	0.00	0.00	0.00	8,296.00
City Fees and Services	0.00	2,377.29	0.00	0.00	2,377.29
Management Grant	0.00	0.00	0.00	0.00	0.00
Total SBEP Expenses	8,296.00	2,377.29	0.00	0.00	10,673.29
512059 · Personnel	-429.36	0.00	0.00	0.00	-429.36
51150 · Workers Compensation	-429.36	0.00	0.00	0.00	-429.36
Total 512059 · Personnel	-429.36	0.00	0.00	0.00	-429.36
512138 · Promotion/Advertising/Marketing	843.00	0.00	1,736.08	0.00	2,579.08
Advertising	0.00	0.00	0.00	1,267.14	1,267.14
51280 · On-Line / Print Marketing	12.17	0.00	1,579.27	4,125.00	5,716.44
51320 · IT Website	0.00	0.00	22,580.00	10,500.00	33,080.00
51336 Public Relations	0.00	0.00	0.00	0.00	0.00
Total 512138 · Promotion/Advertising/Marketing	855.17	0.00	25,895.35	15,892.14	42,642.66
521240 New Initiatives	0.00	0.00	0.00	171,495.85	171,495.85
Enhanced Pedestrian Lighting	0.00	0.00	0.00	171,495.85	171,495.85
Total 521240 New Initiatives	0.00	0.00	0.00	171,495.85	171,495.85
512143 · Office Operational	0.00	0.00	61,870.71	25,752.00	87,622.71
Admin Oversight	0.00	0.00	475.88	0.00	475.88
Computer Supplies & Services	-11.97	0.00	1,703.00	0.00	1,691.03
Office Supplies	0.00	0.00	1,282.00	0.00	1,282.00
Storage	4,992.00	0.00	0.00	0.00	4,992.00
51160 · Legal Services	0.00	0.00	1,140.00	0.00	1,140.00
51165 · Accounting Services	20.00	0.00	0.00	2,680.00	2,680.00
51170 · Audit & Tax Filing	260.20	0.00	0.00	0.00	260.20
51340 · Bank Fees / Credit Card	0.00	0.00	2,888.47	0.00	2,888.47
51350 · Insurance	0.00	0.00	6,469.79	0.00	6,469.79
51355 · Office Rent	0.00	0.00	0.00	4,994.26	4,994.26

East Village Association Inc.
Profit & Loss
 July through December 2023

	110 - Associatio...	520 - Managem... (210 - BID)	210 - BID - Other (210 - BID)	Total 210 - BID	400 - Parking Di...	TOTAL
51360 · Membership / Parking	42.50	0.00	0.00	0.00	0.00	42.50
51365 · Permits & Fees	365.00	0.00	380.75	380.75	0.00	745.75
51370 · Printing	0.00	0.00	2,497.37	2,497.37	0.00	2,497.37
51380 · Telephone & Utilities	0.00	0.00	254.76	254.76	0.00	254.76
51390 · Dues/Subscriptions	0.00	0.00	1,441.74	1,441.74	0.00	1,441.74
Total 512143 · Office Operational	5,667.73	0.00	80,404.47	80,404.47	33,406.26	119,478.46
512186 · Special Events Program Expense	117,988.19	0.00	0.00	0.00	0.00	117,988.19
Total 512186 · Special Events	117,988.19	0.00	0.00	0.00	0.00	117,988.19
Total Expense	132,438.73	2,377.29	106,299.82	108,677.11	220,794.25	461,910.09
Net Ordinary Income	16,387.01	14,263.71	-39,336.47	-25,072.76	-55.00	-8,740.75
Net Income	16,387.01	14,263.71	-39,336.47	-25,072.76	-55.00	-8,740.75

November 17, 2023

East Village Association Dba
1041 Market St #200

San Diego, CA 92101

The MB&W Building
26000 Cannon Road
Cleveland, Ohio 44146
Phone 440.735.5100
Fax 440.735.5110

Re: Cox Communications and East Village Association Dba
Account #: 129690501
File #: 41931420
Invoice(s):

Dear East Village Association Dba:

Attached please find the documentation for the above captioned account. Upon receipt, please contact us to discuss this matter.

Amanda Rivera
(440) 735-5100 ext. 4250

This communication is from a debt collector. This is an attempt to collect a debt and any information obtained will be used for that purpose.

Notice: Please see below for Important Consumer Rights Information.

(NOT FOR PAYMENTS)
DEPARTMENT # 102288
PO BOX 1259
OAKS, PA 19456
6400 0340 NO RP 12 04132020 NNNNNNNY 01 002190 0007



EAST VILLAGE ASSOCIATION DBA
NONPROFIT BUSINESS IMPROVEMENT
1041 MARKET ST # 200
SAN DIEGO CA 92101-7233

April 12, 2020

Page 1 of 2

CONTACT US: cox.com/chat
 www.coxbusiness.com
 619-269-2000

Account Number **001 3110 129690501**
COX PIN 7525
SERVICE ADDRESS APT 200
633 9TH AVE
SAN DIEGO, CA 92101-6465



ACCOUNT SUMMARY as of Apr 12, 2020

Previous Balance	\$4,507.81
Remaining Previous Balance	\$4,507.81
DUE IMMEDIATELY	
Total Due	\$4,507.81

****Account Past Due****

Your billing has been stopped and your remaining balance is due immediately. If you have unreturned COX equipment, your account will be charged an equipment fee. Please *continued in News from Cox*



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With **EasyPay**, pay your monthly Cox bill automatically from your bank or credit card account. Add **Paperless Billing** and you get rid of paper bills and can access your account *online* any time, all while saving trees! Sign up today at www.coxbusiness.com/myaccount!

April 12, 2020 bill for EAST VILLAGE ASSOCIATION DBA

Account Number **001 3110 129690501**
Service at APT 200
633 9TH AVE
SAN DIEGO, CA 92101-6465

Remaining Previous Balance	\$4,507.81
DUE IMMEDIATELY	
Total Due	\$4,507.81

COX BUSINESS
PO BOX 53214
PHOENIX, AZ 85072-3214



East Village Association Inc.
Budget Overview - BID
July 2023 through June 2024

	<u>Total 210 - BID</u>	<u>TOTAL</u>
	<u>Jul '23 - Jun 24</u>	<u>Jul '23 - Jun 24</u>
Ordinary Income/Expense		
Income		
40055 · BID Disbursements	180,000.00	180,000.00
40060 · BID Carryforward Income	63,984.00	63,984.00
Total Income	<u>243,984.00</u>	<u>243,984.00</u>
Expense		
512138 · Promotion/Advertising/Marketing		
Advertising	5,000.00	5,000.00
51250 · Banner / Branding	5,000.00	5,000.00
51320 · IT Website	2,000.00	2,000.00
51335 · Member Events	1,200.00	1,200.00
51336 Public Relations	45,000.00	45,000.00
Total 512138 · Promotion/Advertising/Marke...	<u>58,200.00</u>	<u>58,200.00</u>
512143 · Office Operational		
Admin Oversight	128,503.00	128,503.00
Computer Supplies & Services	6,000.00	6,000.00
Office Supplies	3,000.00	3,000.00
Postage	1,000.00	1,000.00
Storage	1,200.00	1,200.00
51160 · Legal Services	3,000.00	3,000.00
51165 · Accounting Services	4,500.00	4,500.00
51350 · Insurance	5,000.00	5,000.00
51355 · Office Rent	14,400.00	14,400.00
51365 · Permits & Fees	1,000.00	1,000.00
51370 · Printing	2,500.00	2,500.00
51380 · Telephone & Utilities	1,500.00	1,500.00
51390 · Dues/Subscriptions	1,500.00	1,500.00
Total 512143 · Office Operational	<u>173,103.00</u>	<u>173,103.00</u>
512153 · Contingency	12,681.00	12,681.00
Total Expense	<u>243,984.00</u>	<u>243,984.00</u>
Net Ordinary Income	<u>0.00</u>	<u>0.00</u>
Net Income	<u><u>0.00</u></u>	<u><u>0.00</u></u>

East Village Association Inc.
Budget Overview - BID
 July 2024 through June 2025

	Total 210 - BID	TOTAL
	Jul '24 - Jun 25	Jul '24 - Jun 25
Ordinary Income/Expense		
Income		
40055 · BID Disbursements	192,436.80	192,436.80
40060 · BID Carryforward Income	3,725.73	3,725.73
Total Income	196,162.53	196,162.53
Expense		
512138 · Promotion/Advertising/Marketing		
Advertising	5,000.00	5,000.00
51250 · Banner / Branding	1,000.00	1,000.00
51320 · IT Website	2,000.00	2,000.00
51336 Public Relations	32,500.00	32,500.00
Total 512138 · Promotion/Advertising/Marke...	40,500.00	40,500.00
512143 · Office Operational		
Admin Oversight	120,000.00	120,000.00
Computer Supplies & Services	2,500.00	2,500.00
Office Supplies	4,636.80	4,636.80
Postage	250.00	250.00
Storage	3,300.00	3,300.00
51165 · Accounting Services	4,000.00	4,000.00
51350 · Insurance	5,000.00	5,000.00
51355 · Office Rent	3,600.00	3,600.00
51365 · Permits & Fees	100.00	100.00
51370 · Printing	6,500.00	6,500.00
51380 · Telephone & Utilities	550.00	550.00
51390 · Dues/Subscriptions	1,500.00	1,500.00
Total 512143 · Office Operational	151,936.80	151,936.80
512153 · Contingency	3,725.73	3,725.73
Total Expense	196,162.53	196,162.53
Net Ordinary Income	0.00	0.00
Net Income	0.00	0.00



Economic Development
Business Expansion, Attraction and Retention Division

December 19, 2023

Dominic Li Mandri, District Manager
East Village Association – New City America
UCSD Park & Market
1100 Market Street
Desk #462-2
San Diego, CA 92101

Delivered via email: dominic@newcityamerica.com

RE: FY 2024 EAST VILLAGE ASSOCIATION BID MANAGEMENT AGREEMENT DURATION EXTENDED THROUGH JUNE 30, 2024

Dear Dominic:

This letter provides notification that our office completed a compliance monitoring review of the FY 2024 **EAST VILLAGE ASSOCIATION BID** Management Agreement. We want to thank you and your organization for the courtesy and cooperation extended to our staff in its completion.

The compliance monitoring included a review of the organization's documentation regarding website posting, records retention, membership, public meetings, accountability provisions, and accounting procedures.

As the City's Contract Administrator, the Economic Development Department has determined that any and all corrective action required at this time, in response to the contract monitoring review, has been made.

This communication serves as a six-month extension of the Fiscal Year 2024 BID Management Agreement from January 1, 2024 through June 30, 2024.

If there are any clarifications needed, please contact (619) 236-6607 or lcrenshaw@sandiego.gov.

Sincerely,

A handwritten signature in black ink that reads "Michelle Muñoz".

Michelle Muñoz
Small Business Engagement Coordinator
Economic Development Department

cc: Christina Bibler, Director, Economic Development
Monica Hardman, Deputy Director, Economic Development
Elizabeth Studebaker, Assistant Deputy Director, Economic Development
Sean Karafin, Program Manager, Economic Development
Sean Plaisted, Small Business Engagement Specialist, Economic Development



FY23 ANNUAL REPORT

COVERING JULY 2022 TO JUNE 2023

LETTER FROM EAST VILLAGE ASSOCIATION PRESIDENT, TERRY McCLEARY

With the close of the 2023 fiscal year, the East Village Association reflects on a year defined by transition and reorientation in downtown San Diego's largest business and residential neighborhood. Last summer, the East Village Association's Board of Directors began its search for alternative management that culminated in the solicitation, selection, and onboarding of the San Diego-based firm, New City America, to serve as the Association's new administrative team. The New City America team was selected for its experience and expertise on how to effectively manage the East Village Business Improvement District (BID) and Community Parking District, as well as how to build a coalition of like-minded stakeholders to be part of the neighborhood's revitalization. Since coming aboard in November 2022, New City America has positioned the Association to function more efficiently as a non-profit organization all the while progressing district-wide projects and improvements intended to benefit East Village as a whole. A testament to this revamped East Village Association is the newly seated Board of Directors, a roster that now includes 24 business and property owner directors, and Community-at-Large directors from all corners of East Village.

Under the guidance of this new Board of Directors, the East Village Association has undertaken a series of new initiatives intended to rehabilitate the image and appeal of the neighborhood while promoting economic vitality amongst its various commercial corridors. Just this past May, the Board of Directors voted to revamp its district-wide banner series by rolling out a new set of banners, dubbed the I (heART) EV! Series, throughout the East Village that feature the iconic murals of the neighborhood. Shortly thereafter, in June, the Board moved forward with the dual initiatives of installing enhanced strand LED-lighting along Market Street from 7th to 17th Streets, as well as down Park Boulevard from Broadway to K Street. The joint improvement project was designed to enhance two of East Village's main corridors and demonstrate incremental progress in rehabilitating the perception of Downtown's urban environment. Another critical initiative debuting, just before the end of the fiscal year, was the fully renovated East Village San Diego website. The newly redesigned website is public facing and user-friendly, designed to geographically highlight businesses, points of interest, and events, in the East Village for residents and visitors alike. This enhanced online experience

presents users with a variety of pinpointed businesses in the East Village to shop, dine, live, and stay.

The closeout of FY23 also saw the return of some major events to East Village, which have historically been pivotal to the economic vitality and positive identity of the neighborhood. In Spring of 2023, the East Village Association brought its annual East Village Opening Weekend Block Party event back, marking the return of the baseball season in Downtown San Diego, but also, finally, the return to a familiar normalcy for many residents, visitors, and local fans. Beginning in FY24, the East Village Association will be working to build upon the level excitement that started in FY23 by rolling out an extensive calendar of events designed to showcase both the amazing businesses that call East Village home as well as promote the destination appeal of living in Downtown's largest residential neighborhood.

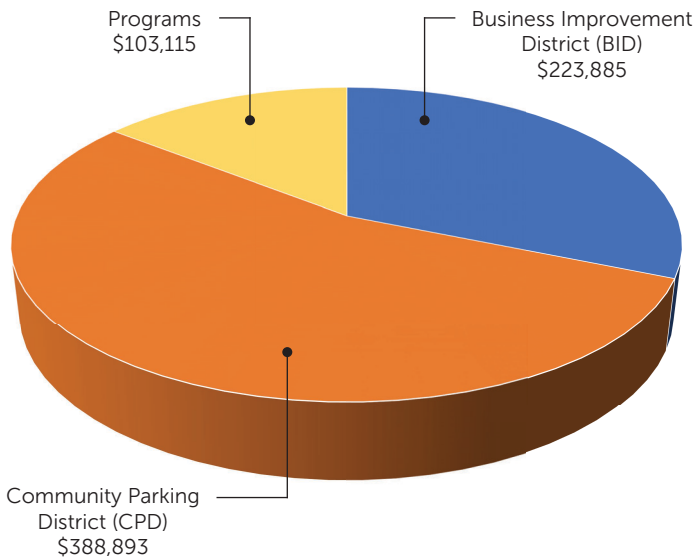
The East Village Association is preparing for our best year yet as the community continues to bounce back from the aftermath of the pandemic and a slow(er) Downtown recovery. Within the past year alone, Downtown San Diego has noticeably benefited from new policy initiatives being implemented and new (local) economic assets being realized, lending to the East Village neighborhood a sense of momentum and



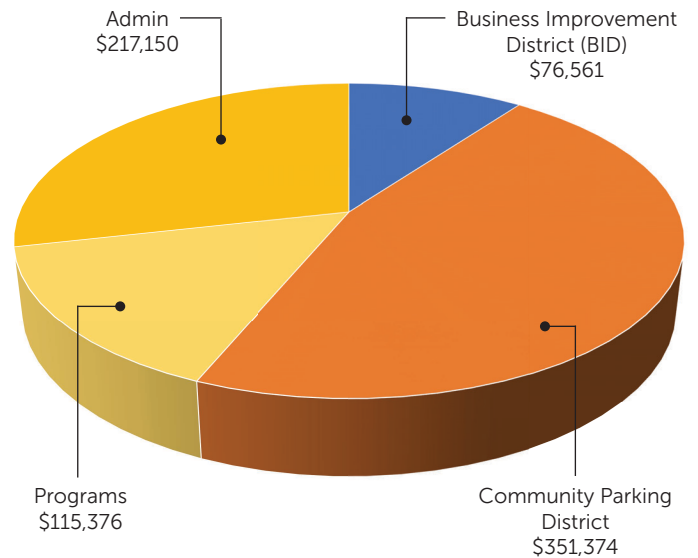
excitement that's undeniably resilient and optimistic. Both these factors have reminded our Board that the fundamentals of our East Village community are strong and resilient, and that with proper guidance and dedication, this neighborhood can prosper once again.

EAST VILLAGE ASSOCIATION FY23 FINANCIALS

INCOME



EXPENSE





OLIVE PUBLIC RELATIONS FY23 MEDIA RECAP

MEDIA RELATIONS

In an effort to reinforce positive messaging and promote the business community, the East Village Association solicited the services of Olive Public Relations, a full-time public relations and social media management firm. Below, Olive Public Relations unveils their experience and explains their successes from the advantageous partnership.

After kicking off with East Village during the holidays, the 2022-2023 season has already been a success. Starting off strong, the 2022 East Village Holiday Market & Tree Lighting garnered over 30 media hits highlighting the widely attended event and spreading the holiday spirit. Then, after officially starting our contract in the new year, the return of the popular 2023 East Village Opening Weekend Block Party drew hundreds of attendees from across San Diego. After a successful season for the Padres, the event kicked off baseball season with energy and excitement, garnering over 100 media hits in March.

This year's media relations strategy concentrated on outlining the most important features of the neighborhood and highlighting the annual events. The process involved building out a PR plan, press kit and timeline to position East Village as the premier hub for unique culinary experiences and hip

gathering spots for both singles and families in San Diego.

For the past year, our focus has been working to reshape the East Village narrative on the local level. Favorable coverage was secured across the board on print, TV, radio and online. Media highlights from the past year include coverage in/on San Diego Union-Tribune, Ranch & Coast, San Diego Magazine, Thrillist and local San Diego TV including KUSI, FOX 5, ABC 10 and CBS 8.

SOCIAL MEDIA

Over the past six months, the East Village Association's social media initiatives have driven a transformative journey. By crafting a focused social media strategy, we defined our voice, tone, and visual identity, which acted as a steady guide. Through this lens, we curated engaging content spotlighting East Village as a hub of arts, culture, education, and entertainment, each post capturing the vibrant pulse of the neighborhood. We generated excitement around the diverse small businesses that call East Village home, and through strategic storytelling and compelling visuals, we fostered growth in our social following and nurtured authentic relationships with the community.

OFFICERS

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Vice President

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ADMINISTRATIVE STAFF

Marco Li Mandri

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Dominic Li Mandri

District Manager

Ethan Olsen

Asst. District Manager

Christopher Gomez

Brand Communications & Public Affairs Manager

Shirley Zawadzki

Financial Manager

Rosie DeLuca

Asst. Financial Manager

Laura Li Mandri

Monica Montes

Dianne Serna

Michelle Mercado

Liam Zawadzki



BID FORMATION ADDRESS SERIES

10 Avenue	200-899
11th Avenue	0-1399
12th Avenue	0-1399
13th Avenue	0-1099
13th Street South	0-99
14th Avenue	0-1099
15th Avenue	0-1099
16th Avenue South	0-1099 (Even)
16th Street South	0-1299
17th Avenue	0-1299
7th Avenue	300-899
8th Avenue	400-899
9th Avenue	400-899
A Street	1000-1199
B Street	1000-1699
Broadway	1000-1699
C Street	1000-1699
Commercial Avenue	1200-1799
E Street	1000-1699
F Street	700-1699
G Street	700-1699
Imperial Avenue	700-1799
Island Avenue	700-1799
J Street	700-1799
K Street	700-1699
L Street	700-1599
Market Street	700-1799
National Avenue	1300-1599
Newton Avenue	1300-1599
Park Boulevard	0-1799
Russ Boulevard	1100-1699
Tony Gwynn Drive	0-299 (Odd)

