



East Village Association of San Diego – Parking & Mobility Committee
 Friday, June 9, 2023 at 2:00 pm
 Spaces Makers Quarter (845 15th Street, 2nd Floor Conference Room)

1. Introductions / Hasan Ahmed, Chair
2. Non-Agenda: Public Comment & Announcements
3. Approval of January 31, 2023 Minutes *Action Item* P. 2 - 4
4. FY24 CPD Budget & Projects *Action Item* P. 5
5. Enhanced Pedestrian Lighting Corridors *Action Item* P. 6
6. Authorize to Trigger FY23 Enhanced Pedestrian Lighting RFP *Action Item*
7. Tecture Wayfinding Signage Project
8. New Parking Meter Installation P. 7
9. 94 Exit Enhanced Pedestrian Crosswalk *Action Item*
10. J Street Promenade Task Force *Action Item*
11. East Village Gateways Task Force *Action Item*
12. Other
13. Old Business
 - It is the practice of the EVA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.*
 - a. None
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 Dominic Li Mandri at 619-233-5009 or via email at ethan@newcityamerica.com at least 48-hours prior to the meeting.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
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East Village Association – Parking & Mobility Committee Meeting

Tuesday, January 31, 2023, at 3:00pm

In-Person: Spaces: (845 15th St., San Diego, CA 92101)

Zoom Virtual Meeting: <https://us02web.zoom.us/j/85297275076>

or call 1-669-900-6833 / Meeting ID: 852 9727 5076 / Password: 092101

PRESENT: Terry McCleary, Todd Brown, David Miles

GUESTS: Manny Rodriguez

STAFF: Dominic Li Mandri, Chris Gomez, Ethan Olsen

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions	1. The meeting was called to order at 3:00 pm by the EVA District Manager, Dominic Li Mandri.	1. No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. The Board and Committee will need to ratify a vote during the beginning of each meeting to state that they will continue to meet via Zoom until comfortable resuming in-person meetings. Dominic noted that after Friday, February 10, 2023, the City of San Diego is requiring all City contractors to reengage in-person meetings with no Zoom/virtual option based on the Governor's Executive Order.	2. David Miles moved to accept the vote to continue meeting via Zoom with the new conditions as of February 10, 2023. Terry McCleary seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Nothing to report.	3. No action taken
4. Midyear Review of FY23 CPD Budget & Projects	4. Chris Gomez reviewed the FY23 CPD Budget & Projects. Chris suggested that the major project for the remaining five months of FY23 be the Market Street - Enhanced Pedestrian Lighting project.	4. Todd Brown moved to approve the FY23 CPD Budget & Projects. Terry McCleary seconded the

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	<p>Chris reported that a full redesign and relaunch of the East Village Banner program is also a feasible FY23 project.</p>	<p><i>motion. Unanimously approved.</i></p>
<p>5. Enhanced Pedestrian Lighting RFP for Market Street</p>	<p>5. Chris Gomez reviewed the East Village -Market Street enhanced pedestrian lighting quote from ProCal Lighting, a selected vendor with a history of installing lighting in San Diego districts.</p> <p>The estimated cost for the Market Street enhanced pedestrian lighting project is \$266,000.</p> <p>Chris stated that the enhanced pedestrian lighting project was quoted for the length of the district on Market Street from 7th Street to 17th Street. Chris noted that where driveways are present, a leg of the lighting project will skip over these sections, therefore making the project longer.</p> <p>Terry McCleary questioned whether this project had to be purely on Market Street or could go along the perpendicular streets such as 8th Street or Park Boulevard. Chris stated that this should be feasible and will be further discussed as these perpendicular streets ultimately conjoin with Market Street.</p>	<p><i>5. Terry McCleary moved to authorize staff to solicit the RFP for Enhanced Pedestrian Lighting on Market Street. David Miles seconded the motion. Unanimously approved.</i></p>
<p>6. Placemaking/ Wayfinding Signage</p>	<p>6. Chris addressed the longstanding Placemaking/Wayfinding signage contract, curated by Tecture. Chris stated that EVA staff needs to determine where the project stands with Tecture and whether the signage has been physically produced or not.</p>	<p><i>6. No action taken</i></p>
<p>7. FY24 CPD Projects</p>	<p>7. Chris proposed the FY24 CPD Projects and presented several ideas for execution in FY24.</p> <p>Chris suggested improvements with the East Village Banner Program. This project would involve taking down all banners, leaving the brackets mounted, creating new designs and dispatching the new banners on a rotating schedule throughout the year.</p> <p>Chris proposed fixing all the broken streetlights throughout the East Village District to assist with enhanced pedestrian lighting in improving walkability. Chris stated that he would obtain a quote on a cost per pole repair and report these findings back to the Committee.</p>	<p><i>7. Motion passed by consensus.</i></p>

	<p>Chris proposed yet another enhanced pedestrian strand lighting project, potentially on J Street or Island Avenue as public safety is the biggest priority in the district.</p> <p>Todd Brown suggested an East Village landmark or archway sign, which is an ideal way to identify any given district. Chris added that a landmark sign may be a feasible project however, grant assistance would play a critical role.</p> <p>Manny Rodriguez suggested a project where the Education corridor have light up signs and murals of books, study materials and students. Chris added that this idea goes in hand with the EVA subdistrict concept.</p> <p>Chris proposed a creative East Village branded and colored light up crosswalk and or street intersection mural.</p> <p>Lastly, Chris suggested East Village branded corner planters and bike racks, yet the maintenance aspect would have to be coordinated and left to the Downtown San Diego Partnership as they manage the PBID.</p>	
8. Other	8. Nothing to report.	8. No action taken
9. Old Business	9. Nothing to report.	9. No action taken
10. Adjournment	10. Meeting adjourned.	10. Motion passed by consensus.

Minutes taken by: Ethan Olsen, New City America.

1:09 PM

06/01/23

Accrual Basis

East Village Association Inc.
FY24 Proposed Parking District Budget
 July 2023 through June 2024

	Jul '23 - Jun 24
Ordinary Income/Expense	
Income	
40085 · Parking District Income	400,001.00
Total Income	400,001.00
Expense	
512138 · Promotion/Advertising/Marketing	
51280 · On-Line / Print Marketing	2,500.00
51320 · IT Website	4,500.00
51336 Public Relations	20,000.00
Total 512138 · Promotion/Advertising/Marketing	27,000.00
521240 New Initiatives	
Wayfinding Systems	1,127.00
Enhanced Pedestrian Lighting	300,000.00
Total 521240 New Initiatives	301,127.00
512143 · Office Operational	
Admin Oversight	52,174.00
51170 · Audit & Tax Filing	4,500.00
51355 · Office Rent	13,200.00
51380 · Telephone & Utilities	2,000.00
Total 512143 · Office Operational	71,874.00
Total Expense	400,001.00
Net Ordinary Income	0.00
Net Income	0.00

East Village District | JUNE 2023

EVA First Draft Lighting Corridors Map

LEGEND

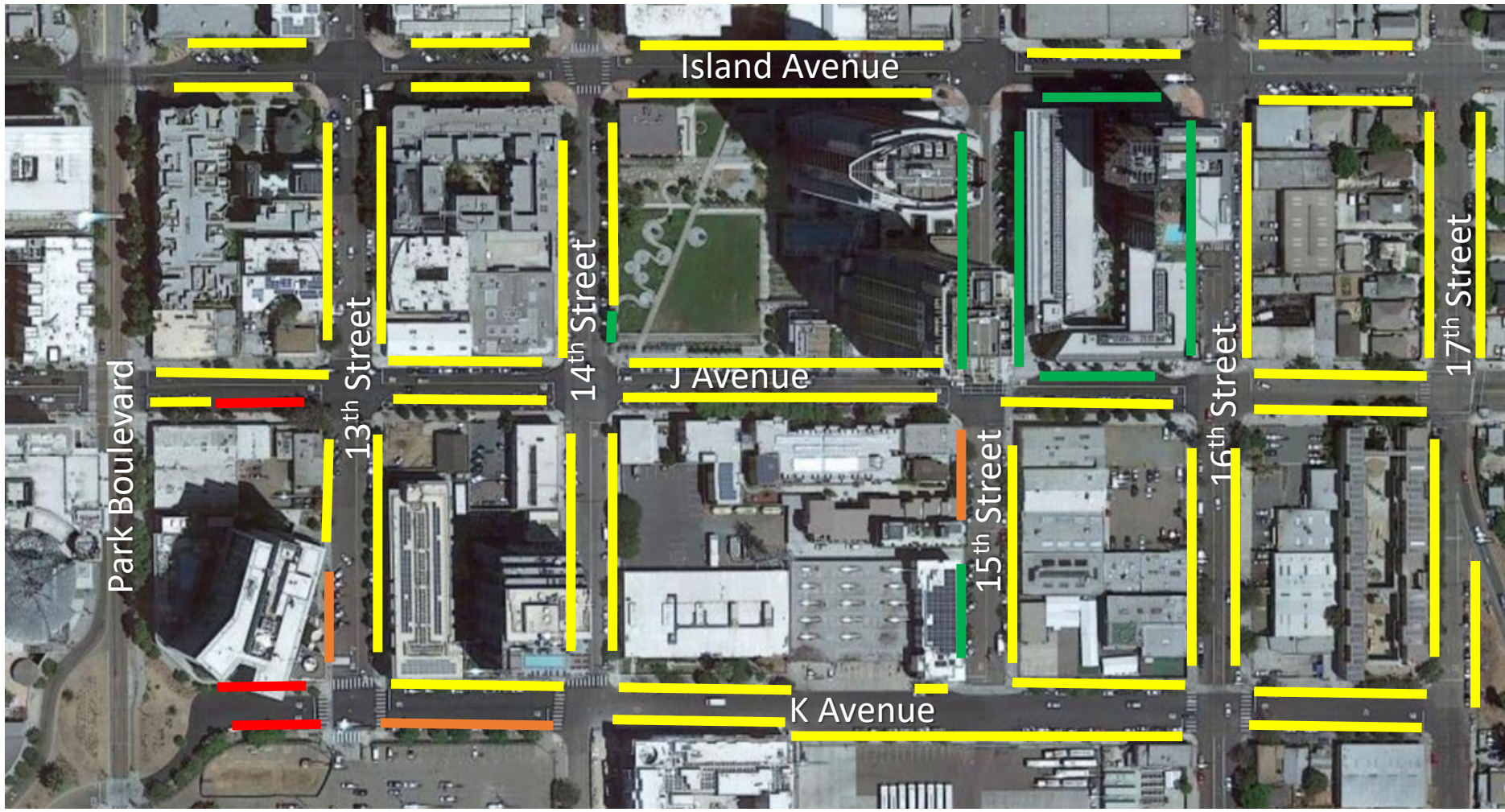
- Phase 1: Q3 - Q4 2023
- Phase 2: TBD
- Phase 3: TBD
- Phase 4: TBD
- Phase 5: TBD
- Phase 6: TBD



LEGEND

- EVA BID

East Village Future Parking Meters



Legend:

- Existing Meters
- Existing Time Limit Parking
- Pending Time Limit Parking Evaluation
- No Parking

