



East Village Association of San Diego – Marketing & Special Events Committee

In Person: Tavern Bowl (930 Market, San Diego, 92101)

Wednesday, November 16, 2022 at Noon

Zoom Virtual Meeting: <https://us02web.zoom.us/j/84390680245>

or call 1-669-900-6833 / Meeting ID: 843 9068 0245 / Password: 092101

1. Zoom Meeting Protocol & Introductions / Robyn Spencer, Chair & Justin Navalle, Co-Chair  
*All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.*
2. Continuing Virtual Meetings Pursuant to AB 361 *Action Item*  
*Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.*
3. Non-Agenda: Public Comment & Announcements
4. Recap from May 13, 2022 Meeting
5. Events (Proposed & Approved)
  - a. East Village Holiday Market & Tree Lighting (12/11/2022) *Action Item*
  - b. Opening Day Block Party (3/30/2023) *Action Item*
6. Branding & Marketing
  - a. Holiday Décor with Street Décor *Action Item*
  - b. San Diego Tourism Authority Membership (\$600) *Action Item*
  - c. San Diego Info Center Coop Ad Proposal *Action Item*
  - d. County of San Diego Neighborhood Reinvestment Grant *Action Item*
  - e. Public Relations Task Force & Trigger RFP *Action Item*
  - f. Website Redesign Task Force & Trigger RFP *Action Item*
  - g. East Village Sub-District Identity
  - h. Logo & Brand Guide
7. Placemaking
  - a. Trashcan Signage Replacement Campaign
8. Other
9. Old Business  
*It is the practice of the LIA 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. No Old Business
10. Next Marketing & Special Events Committee Meeting *Action Item*

**EAST VILLAGE ASSOCIATION OF SAN DIEGO**

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Email: [info@EastVillageSanDiego.com](mailto:info@EastVillageSanDiego.com) ■ Website: [www.EastVillageSanDiego.com](http://www.EastVillageSanDiego.com)  
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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 [dominic@newcityamerica.com](mailto:dominic@newcityamerica.com) at least 48-hours prior to the meeting. VIRTUAL MEETING / COVID-19. Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all EVA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.