



EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting

Thursday, January 9, 2020 @ 4:00 p.m.

Location: Spaces 2nd Floor – 845 15th St..

\*The EVA Board may take action on any item on the agenda unless it is noted as an “Information Only” Item

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**I. Call to Order and Self-Introductions**

James Haug , President

**II. Adoption of Agenda Action**

**III. Public Comments (2-minute limit per organization)**

- A. Britney Bailey - Councilman Chris Ward’s Office
- B. Marco Circosta - Clean and Safe
- C. Mark Olsen - MTS
- D. Chris Clark - BID Alliance
- E. Kris Brown - Bird

**IV. President’s Report: Administrative Items [conflict of interest declarations and comments]**

**V. Informative Presentations**

- A. Sophia Eichner & Dan Atkinson - UCSD Extension

**Consent Items**

November 2019 Meeting Minutes

November 2019 Financials

**V. Executive Director Report**

Diane Peabody Straw

- A. Strategic Plan 2020
- B. Upcoming Events:
  - Tavern & Bowl Launch Party**  
Location: Tavern & Bowl  
Date: Thursday, January 9th  
Time: 5pm to 7pm
  - EVA Mixer**  
Location: Knotty Barrel  
Date: Thursday, January 16th  
Time: 6pm to 8pm
  - EVA & First Fridays**

Note: East Village Association, Inc. agendas, minutes, and background info are available at 633 9th Ave., San Diego, M-F 8:30 a.m. to 5:00 p.m. for public viewing. Email [diane@eastvillagesandiego.com](mailto:diane@eastvillagesandiego.com) for copies. There is a nominal charge for paper copies. To request an alternative format, a sign language or oral interpreter for the meeting, please contact [diane@eastvillagesandiego.com](mailto:diane@eastvillagesandiego.com) or call 619.546.5636 at least 5 working days before the meeting for availability. Assistive Listening Devices (ALDs) may be made available for the meeting upon request.



Location: Courtyard  
Date: Friday, February 7th  
Time: 6pm to 9pm

#### **VI. Standing East Village Association Committee Updates**

- |                                       |                |
|---------------------------------------|----------------|
| a. Pre-design Committee               | Simon Andrews  |
| b. Finance Committee                  | David Miles    |
| c. Marketing/Special Events Committee | Robyn Spencer  |
| d. Placemaking Committee              | Justin Navalla |
| e. Community Issues Committee         | Terry McCleary |
| f. Parking Transit Committee          | Harry Schwartz |

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### **I. Call to Order and Self-Introductions Called to order by J. Haug at 4:05pm**

Board in attendance Claudine Scott, David Miles, Justin Navalle, James Haug, Jenner Smit, Terry McCleary, and Harry Schwartz

Staff in Diane and Michael

Public Mark Olsen, Lizzy Boughton, Sean Warner, Jim, Kris Brown, Nancy Lang, Carol Open House San Diego, Dee Snow

### **II. Adoption of Agenda Action**

### **III. Public Comments (2-minute limit per organization)**

#### **A. Marco Circosta - Clean and Safe**

Sean wanted to let us know that they are preparing for FY21 budget. They are seeking community input through a service. They have weekly walkabouts and they are changing the format to be monthly and focusing on certain issues. The first one this year is in East Village.

#### **B. Mark Olsen - MTS**

M. Olsen said they have a lot going on at MTS and use him as a point of contact. They have a lot of service and touch points. MTS has just put out the second economic impact study. They look at public investment and how they can reinvest it into San Diego. They look forward to continuing the partnership.

#### **C. Kris Brown - Bird**

K. Brown said she is the interim manager for Bird. She has taken on the position since the exit of the previous manager. They are seeking to boost their visibility. They have new parking partnership opportunities in front of their area. Nancy is their General Manager. They can create the scoots carols to the demand of the tenant. They want to increase their presence in the neighborhood. She said that Lyft, Bird, Spin in UCSD

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campus, and Wheels are the main rideshare and scooter companies in town. She said most scooters will be from Lyft and Bird.

D. Dee Snow - Barbara Bree Representative

D Snow talked about Barbara Bree chair second to Ms. Gomez. Bree wants input from the board and community. Her push is for community and neighborhood involvement, She said Bree has spearheaded removing scooters from the board walks. She is about local enforcement, especially Airbnb.

E. Open House San Diego Representative

The representative from Open House San Diego said that from March 6th through the 8th they are touring 9 neighborhoods including some in Downtown to bring individuals to celebrate what's happening in it. They see the city through the lense of artech. Spaces will be one of the

**IV. President's Report: Administrative Items [conflict of interest declarations and comments]**

**V. Informative Presentations**

A. Laurel McFarlene Productions - Shamrock (Letter of Support)

L. McFarlene said they are producing Shamrock again in Downtown and will have 3 stages. They said it isn't in the East Village but close enough they would like to seek a letter of support. The event will be March 14th from 4 to 6. They booked the DJ from Vanderpump rule and Irish Rock stage and EDM stage. They are building an Irish Pub and Viejas are doing a lot of sponsorships. They have a lot of in and outs. They get the streets at 3am but 70,000 astro turf. The proceeds go to the Gaslamp Historical foundation - Saturday March 14th.

It was motined by C. Scott to approve the letter and seconded by J. Haug. It passed unanimously.

**Consent Items**

November 2019 Meeting Minutes

Motioned by J.Smith and Second by J.Navalle. It passed with one abstain by Harry.

November 2019 Financials

Motioned by J.Smith and Second by J.Navalle. It passed with one abstain by Harry.

**V. Executive Director Report**

Diane Peabody Straw

A. Strategic Plan 2020

D. Peabody Straw said we have been working on the strategic plan for the last couple of months. She would like to get a vote of approval on adopting it by next month. She

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encouraged the board of directors to look over the 1 year goals and KPIs. She and Michael have come up with benchmarks for the organization to be successful.

- a. D. Peabody Straw said headshots are scheduled for the 31st of January. It will be at the library. She will get a schedule poll for each board member to attend.
- b. D. Peabody Straw said that a placemaking is looking to do a mural on the side of Bootlegger. Placemaking is also seeking new locations for the mini libraries.

B. Upcoming Events:

**Tavern & Bowl Launch Party**

Location: Tavern & Bowl

Date: Thursday, January 9th

Time: 5pm to 7pm

**EVA Mixer**

Location: Knotty Barrel

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**EVA & First Fridays**

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## VI. Standing East Village Association Committee Updates

- a. Pre-design Committee Simon Andrews
- b. Finance Committee David Miles
- c. Marketing/Special Events Committee Robyn Spencer
- d. Placemaking Committee Justin Navalla
  - i. J. Navalle said they discussed the latest designs from Tecture and we are targeting 2 to 3 medium to large size pices that are both directional and artistic. They are looking for specific locations and have scouted 5 to 10 locations. We have to check with the city on the locations. The timeline is ambitiously set for November installation and final.
- e. Community Issues Committee Terry McCleary
  - i. T. McCleary said they have a list of 8 community individuals who would be great to be involved.
- f. Parking Transit Committee Harry Schwartz
  - i. H. Schwartz said we have new educational marketing programs to promote ride sharing and parking via Iheartmedia, Pacific Magazine, and SD Mag as well as highlighting individual businesses. If you pick up a pacific magazine and Iheartmedia. He said we are researching other initiatives to possibly increase the duration and narrow the driving scope of Circuit to just East Village and revisit tailgate parking as an option at the ACE

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parking lot. The committee is looking into wayfinding signs for both pedestrians and vehicles.

Adjourned 4:32pm

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