



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

Thursday, June 17, 2021 @ 4:00 p.m.

Location: Zoom

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

I. Call to Order and Self-Introductions

James Haug, President

II. Adoption of Agenda Action

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

- a. **Alonso Vivas (Clean and Safe)**
- b. **Larry Turner (SDPD)**

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

1. Consent Items

V. Executive Director Report

Diane Peabody Straw

- A. Board Elections
- B. City Policy Update - new regulations for BIDs
- C. Tecture Wayfinding Update
- D. Night Market Update
- E. Movie Series
- F. Mural Update
- G. Street repaving
- H. Advocacy Update
- I. Banner Update
- J. Planter Boxes

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 Navalle |
| e. Community Relations Committee | Terry McCleary |
| f. Parking Transit Committee | Harry Schwartz |

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I. 4:09-Call to Order and Self-Introductions: James Haug, President , Larry Turner, Artem Sharoshkin, Claudine Scott, Dave Miles, Harry Shwartz, Justin Navalle, Robyn Spencer, James Bolt, Simon Andrews, Lizzy Broughton, Angie Weber,

II. Adoption of Agenda Action

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

a. 4:18 PM Alonso Vivas (Clean and Safe)

Alonso: We have over 1100 people we counted and over 400 tents. Good news is we have confirmation that we will be continuing the family reunification program. This is an annual contract that is not guaranteed but it is great when we do get these workers. Our budget will go in front of the city council in July. We will have additional power washing for the east village. I would like to have me and one of my new directors go in and talk about new services we will be having.

Claudine: is UCSD extension responsible for upkeep of trees?

Alonso: That would be the responsibility of the developer.

b. 4:09 PM- Larry Turner (SDPD)

Larry: Flight team in Gaslamp. We brought in an extra 6 officers outside of the central division. We have 2 more months of additional overtime officers for the central division. We are looking at an additional 5 officers in the Gaslamp, Central, and East Village Districts. Lastly, the captains advisory board will go back to live in and in person meetings. We have been having a good turn out since being on zoon, but now we will be on 25th street the last Thursday of the month.

James: Has there been a change to the amount of detentions?

Larry: Yes, we are now able to detain under the influence people in our Old Town office.

Artem: We followed your advice. We had a gentleman harassing us. We took very good photos of him, where can we send them?

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LARRY: You can always send them to me with a breakdown of what he was doing. We will also send an officer over there to take a report.

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

James: Some of the efforts we would like to talk about are the mental health grants to service providers and taking over MTS and city land. We can do a deeper dive on these next month in person.

1. Consent Items

4:16- Claudine Move to accept, Simon Andrews second, Harry Abstains, Approved 4:16 PM

V. Executive Director Report

Diane Peabody Straw

A. Board Elections

diane: Board elections will be taking place in September. Anyone elected in 2019 will be up for re-election. All new elected members are not up for re-election. If there is someone you believe will be a good fit for the eboard we will have spots open.

JAMES: What are the dates of the elections and when will you need notices?

Diane: If you could let me know by August 15th if you would like back on the ballot. Then we will send out ballots in September. Everyone is up for re-election except Lizzy, Ken, Hasan, Andrew.

Angie: How many spots are available?

Diane: At least one

James: Are we able to add more seats if we want.

Diane: Our bylaws allow us for 19 seats unless we change, but going over gets hard to manage.

B. City Policy Update - new regulations for BIDs

Diane: Came out of our contract extension this year. City council opted to do specific things to reach a certain level of compliance for all BIDS. This includes sensitivity and harassment training for staff & board, conflict of interests and signing harassment paperwork. WE already had those policies in place. The other thing they are asking is to review our bylaws. Our next board retreat we will do at the end of the year after our board elections. We also did this in 2019. I will be working closely with the BID alliance to conduct these training sessions. I will let you know if there are any costs, but right now it seems to be included in the fee we pay to be part of the BID alliance. I submitted a plan to the city requesting input and asking if we should change anything, but have not heard anything.

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C. Tecture Wayfinding Update

Diane: Moving forward with smaller wayfinding signage. We will be amending our contract to reflect that in the next phase, paying them with BID funds from 2020

D. Night Market Update

Diane: We have had 3 so far, learning and growing. We also have submitted an ABC permit to have a beer garden. We are expecting this for the July 8th market since we had to wait until after June 15th. We have 45 booths confirmed for the next one.

Todd: How is the budget looking for this?

Diane: It is humming along as expected. Most markets are in a deficit in the first year, but I think next year this could be a really good money maker for us.

E. Mural Update

Diane: We are working on a large-scale mural that was going to be on the Jewelry exchange but we are moving it to a giant wall near Quartyard on the 13th. We have not been able to get a hold of the owners of Jewelry Exchange. The new mura will be beautiful and is a Carly Ealey. We will be paying for it with 2020 BID funds.

F. Street repaving

Diane: I wanted to throw this out to anyone on the call that has a built out street that is dealing with the street repaving this fall. I would like to show what the cost would be for businesses to uproot and rebuild their patios. I want to show the city how much of the costs are getting passed on to the business since they are saying they can not postpone due to their contracts.

Angie: I might be able to help with that. I have a list of accounts, and can help connect you with Chris who has a better list. The next step is we all have to remove the roofs on all of them due to fire department issues. I do not know if anyone from the padres is on, but I know they are weighing in.

Todd: I am wondering if the deal with cutting the lids off is a done deal.

Diane: I can make some calls and see what we can find.

G. Advocacy Update

Diane: We have had several meetings in the last month in response to hoelessness and mental health. There will be a voice of san diego article coming out with Lisa Halversat. She has been waiting for an interview with the mayor. Progress is being made there ia a lot of long term planning when we need

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short term solutions. As of right now Todd Gloria is not saying he is supportive of the partnerships plan with the managed campgrounds. We are trying to figure out why that is since managed camps where they have help and access to resources would be a better option.

Lizzy: Could we schedule a review with Todd Gloria?

Diane: That is something lean and safe has done as well and has scheduled with council to come down.

Lizzy: If he comes down and sees it I think he would better understand. It has definitely gotten more aggressive.

Diane: That is what we are all talking about right now. How to put the pressure and how to maintain the pressure. I am going to be participating along with other reps in a very very targeted social media and email campaign. I think the louder we can all be can be better.

Lizzy: I have pictures of things I have experienced. Is there a way we can have a google docs where we can upload these items and he can say.

Alonso: If anyone has any visuals they want to share, you can send to my email. We are going to start documenting the best we can all the challenges that the business and residential community is having with the homeless community. I know some of these folks live and work. Any videos or pictures please send them to me and I am going to be working with Matt Ovary. I think a lot of people getting the message out are pushing a narrative that is not truthful.

Diane: I will create the google drive and invite Alonso.

H. Banner Update

Diane: We are at the point where we are selecting the images for each business and going into the finalization process. We are going to do it in phases. You will see the next phase of banners going up soon. If you have not signed up yet, reach out to Karamia or I and we can get you scheduled.

I. Planter Boxes

Diane: Alonso was nice enough to spend an hour with me going and looking at all the different types of planter boxes in the East Village. We are thinking about having the first batch along market street. This will be an ongoing project and will be branded as East Village and looking into wayfinding components.

VI. Standing East Village Association Committee Updates

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Justin: We are going to be doing the East Village Block Party July 31st. We are going to have the same layout as last year but branding it as East village. The permitting process is going down now and we can

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start marketing soon. We are also looking to activate the 8th & market instead of doing a drive in. I am working with bigger companies that could be money makers.

Claudine: Can we talk up the movie series?

Diane: We are doing this every Friday night in Faultline park. The logistics are down pat and we are averaging 50 people a night. We are now able to up the attendance to 100.

James: Did we get approved for a grant for this.

Diane: We got one for the Night Market and have applied for the community enhancement grant.

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|----------------------------------|----------------|
| d. Placemaking Committee | Justin Navalle |
| e. Community Relations Committee | Terry McCleary |
| f. Parking Transit Committee | Harry Schwartz |

Harry: Good news, parking money for the various BIDS were at risk from non operational parking meters. Ben Verdugo submitted a request to the city council to have parking districts normal funding come from the city's reserve funds. All the

parking districts will be funded as they were the previous fiscal year.

Adjourned: 4:55 PM

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