



EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting
Thursday, March 04, 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.

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

V. Informative Presentations

- A. Night Market Budget
- B. Drive-In Movie Series Budget
- C. Budget for Banner Program
- D. Advocacy Update
- E. Lawsuit Update

Consent Items

V. Executive Director Report

Diane Peabody Straw

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

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I. 4:04 PM-Call to Order and Self-Introductions- Diane Peabody Straw, Claudine Scott, Harry Shwartz, David Miles, Hasan Ahmed, KenKawachi, Kohta Zaisar, Justin Navalle, Terry McCleary, James Bolt,

James Haug, President

II. Adoption of Agenda Action

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

a. Alonso Vivas (Clean and Safe)

4:23 PM- Alonso: There was a request from BOD to go over more statistics for safety ambassadors. Homeless count: We saw a slight decrease in overall count. We counted 668 in the entire DT area. 381 were in EV alone. Compared to the previous month of January we counted 409 in EV. NE went from 44 to 54 NW went down from 90 to 56 SE 250 to 247 SW increased from 22 to 24. We did see a lot of tents on the count. Though we saw a decrease we saw an increase of tents. There were well over 100. There was a 140% increase in tents compared to last year.

Had a successful coordinated event last week in the East Village. it was a full 3 day event with all service providers. We were able to get 20 people into the convention center and able to get 3 people into the program. We did this the same day as the count and that had a lot to do with the lowered count numbers.

January of this year we had 1205 security checks and 1054 business visits. We saw 7 individuals conduct in drug activity and 2 calls made to the pd and provided 4 individuals with welfare checks 2347 logs made in total. They conducted 4 calls to 911 last month, contacted 2 individuals panhandling aggressively 27 calls to PD compared 223 contacts for welfare checks. High activity locations on the N side of EV around LAZ and the Salvation Army. There is ongoing conversations of focusing on those areas. Also the LEO and near PArk and the restaurant supply. We are stepping up patrols on that area and having our graveyard team focus there. 17 between market and island and we are stepping up and using the get it done app. Island and Market between 15th and 17th is the general area that gives us a lot of problems. If you notice we have been focusing on the Public storage area to keep it clear.

Harry: During the last parking & transit meeting a question was raised about pedestrian safety wear the tents are impeding on the sidewalk. Is there anything more we can do in those areas.

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Alonso: We can have our team focus on those areas. We had a meeting earlier due to the amount of tents. We would have 40 or 50 tents historically and now its up to 100. Please use the get it done app and put these requests in there with notes. We will make that a hotspot and have our two safety ambassadors down there.

b. Kohta Zaisar- Todd glori's Office

D3 Represtateive for Todd Gloria. Mayor released a sobering 86mil deficit the coming year's 154mil budget. We can not operate in the red. We will do everything we can to protect city services. housing commission received 90 mil for renters assistance. We do not have it live yet but will send once it is live. Todd Gloria did give a timeline for school reopening Apil 2nd. We opened the next tier of vaccinations. Schools will open in hybrid half online half in class. We are doing a women recognition program. If you have a woman you would like to recommend send them in to be recognized by the mayor by March 11.

Claudine: I am concerned and confused why unlike other events there isnt parking enforcement.

Khota: There is parking enforcement. I think the issue is the sheer number of people utilizing the space. The line can not move as quickly as there is space. The amount of appointments has been decreased as of today. They are currently over capacity.

Justin: can you speak on vaccine inventory.

Khota: The supply line has been disrupted due to the Texas weather. Our teams are doing all we can to advocate for more. It is slow pace and inconsistent coming from federal partners.

Terry: Has there been consideration as to putting signs out that are used for expressing delays in traffic.

Khota: We do have signs, but if you have any locations you see that could use one, please send it over. Larry can speak about current traffic mitigations, but if you have anything pease send over.

Larry: I will see if we have any signs available for traffic, and update you.

c. Larry Turner- SDPD

Larry: Took over for Marlow Wwoods. I have been in patrol in the Central division and would not want to leave. I am finding a lot of good points of contact to help handle your concerns. All of the decisions and changes we have made to try and make it better have not had an impact. It is really a tough one , the best thing that could happen is cutting appointments down in half starting immediately. Yesterday was horrible, but we got news today. It was better. Noisy vehicles were the next complaint. We cited a whole lot of vehicles for modifications like loud exhaust and drag racing. There are not a whole lot of traffic division people. We have trained a lot of our officers in the traffic division so we can run our own drag net operations. Those are two big, but of course the transient issues that everyone talks about.

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Harry: Is there an opportunity to instead of having people waiting in cars they can be seen to be staged and then sent from that location to petco in a certain number to avoid having streets blocked up.

Larry : I am not sure where that would be unless they want to use the Lexus lot. I am in contact with those attempting to make changes and make it better. I will bring that one up to see if it will work to help make it better.

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

4:31 PM-James:

Adopt Agenda:4:32 PM

4:41 PM-Consent Items-4:37 PM Harry,

Financials & minutes. Everyone got a chance to review.

Harry: One line item I had questions about was the member benefits?

Diane: That would be for the Outdoor expansion grant since it is a member benefit.

James: food for thought, one thing we talked about is hearing from more city official staff. Due to scheduling we can not get a county supervisor rep. One thought is we move it to 2nd Thursday or changing start time to 5PM.

Harry: Morning meeting instead of afternoon?

Justin: morning meeting

Claudine: I Would like morning meetings

Lizzy: Morning meetings would be great

Diane: One thought is having more community members to join so having at the end of business day was the thought.

Hasan: Where would we have meetings?

James: Usually it would be at spaces or the library. We will think about it and seeing if community reps can be doing morning meetings.

Diane: Karamia and i will reach out to different reps and see what they would most likely be able to attend.

V. Informative Presentations

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A. Night Market Budget

4:38 PM-Diane :I sent out extra budgets. We are going to hold of on votes

We are looking at doing it 2x a month for 5 months a series of 10 . We have lined up funding. One grant from city last year we are using for this and we had a conversation with Fletcher's office and got a verbal approval for 10K which will cover physical costs for COVID items. WE will also be working on sponsorships and regardless of that it will still be in the black. We intended it to be 1st and 3rd thursday but due to padres games June will hve different dates. It will span 3 blocks and we will have 20 booths designated for EV businesses who will get free spots. Other booths such as artisans and farmers will be paid booths but keeping it very affordable. We will be charging 35\$ each time and a price for them to sign up for the whole series. I

Harry: Are we selling and managing internally or using a recruiter?

Diane: Both we are recruiting and selling ourselves and looking to use Justin for a day of coordination. A Lot of this info was available online

Terry: I saw for publicity we have postcards and flyers. Is there a plan to line those blocks with banners?

Diane: Postcards will be a combo of getting to businesses and recruiting booths by handing out at farmers markets. the banners will be what goes over the bike rack barricades. They will have information like the dates and COVID related safety information.

Harry: Are the event times going to end early enough so we do not have to provide power for lighting.

Diane: Yes we are shutting down by 8 but looking at decor lighting just in case.

B. Drive-In Movie Series Budget

Diane: Originally doing Saturday Sunday but it was more cost effective to do a double feature on saturday. This was a way to utilize parking funds that we will lose by June if we don't use them. We are looking at 4 saturday night. We wanted to make sure we work with local restaurants to provide the food that people can pre purchase and enjoy while they watch the movie. We will be getting in touch with a couple restaurants next week. Since it is not a concession stand situation they will be able to pre purchase and not waste food.

Hasan: The last page of the budget I do not understand. Where is the income coming from and are we expecting a loss?

Diane: Yes it was meant to be a community engagement event to utilize money that we only have to June to use.

Hasan: What is our total budget

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Diane 398\$K.

Hasan: This is about 14% of the budget being used for community service?

Diane: Yes.

Harry: Rooftop cinema is starting back up.

Diane: I am hoping this will be more cost effective to residents than that.

Hasan: Is there a way to do outdoor seating ?

Diane: Depending on what the city says we can do I am thinking of doing a series in the park. We had originally thought we wanted to do a movie series at the Faultline park but we got told no immediately.

Lizzy: since we need to use the funds and we know it is a community event is there a way to get the message out to the businesses first so we have a form of momentum as a community of business owners.

Diane: We can market it to our own list and own neighborhood before expanding out.

Harry: FYI rooftop cinema is \$17.50 for lowest price ticket.

C. Budget for Banner Program

Diane: This item requires a vote. I built a little bit of a contingency towards photography. It is going to cover 50 businesses but we may need to push for a little more.

Terry? How many unique banners are we talking about?

Diane: 360 banners

Hasan: What is the selection criteria for businesses? Do you have a selection process?

Diane: We are making sure we show a diverse representation of businesses so it won't be all restaurants and all banks. The second is we will first focus on highlighting businesses that are locally owned in East Village. Once we get this approved we will start going through and making this process move along. We will be reaching out once we are going to reach out to let business know they have been accepted and we will start the photography and interviews.

Simon- Motion to approve, Terry: 2nd James approve 5:07 PM

Terry motion to approve all 3 budgets, Claudine 2nd all approved 5:08 PM

D. Advocacy Update

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Diane: Did anyone see the Summer Stephan webinar?

Diane: Slurry seal is a chemical sealant that is put down on the roads in between paving. The first request was to postpone our hope that by September or later this year there will be indoor dining and it would be easier. My next task of the Mayor's office is that the slurry seals go around these outdoor dining structures. Feel free to call the office and state that you see this as a problem

E. Lawsuit Update

Diane: The Cory Briggs lawsuit. There is movement. I met with an attorney. The financial component of what Cory Briggs proposed won't be an issue but what he is asking for us to comply is an issue. The lawyer will make sure that we are not signing onto more regulations that can open us up to potential lawsuits in the future.

Consent Items

V. Executive Director Report

Diane Peabody Straw

VI. Standing East Village Association Committee Updates

a. Pre-design Committee

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b. Finance Committee

David Miles

c. Marketing/Special Events Committee

Robyn Spencer

- Opening Day

Justin: We are starting to get the restaurants together.

Diane: WE wanted about a dozen restaurants before we did a public announcement. We can start marketing next week. We also met with Terry's marketing partner about direct mail marketing

d. Placemaking Committee

Justin Navalle

e. Community Relations Committee

Terry McCleary

f. Parking Transit Committee

Harry Schwartz

Harry: Most recent meeting. A few asks of the BOD. The city is considering a couple changes in the way the parking is enforced the first is having Sunday metering from being free and being metered just like other days to have some turn over of businesses that operate on sundays. The other is having dynamic pricing. The price will be different based on what the demand is on different days and different hours. City council has already approved pricing being as much as \$5 for 2 hours. The sk is if the board will support both of those initiatives and send a letter that says we approve and support both of these changes.

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Justin: Is this good for BIDS?

Harry: It is good from the standpoint that we are getting more money.

James: It is good for the businesses to have turnover

Lizzy: I think this would make it inconsistent for people working in the area.

Harry: Do we need a vote or can we run with it and draft some letters?

James: Do we have more time to think about it and then decide. It sounds like most people are ok with Sundays being charged, but need time to think about different rates.

Harry: One other thing we need is that we struggle with coming up with idas so we want to send

Adjourned: 5:15 PM

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