



EAST VILLAGE ASSOCIATION, INC. (EVA) Board of Directors Meeting  
Thursday, May 13, 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. Informative Presentations**

- a. Marshall Anderson (Downtown Partnership) - Homeless Policy

**V. Executive Director Report**

**Diane Peabody Straw**

- A. Night Market Recap
- B. Summer Movie Series
- C. Banner Program
- D. 2021 Summer Schedule

**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**

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.



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

Thursday, May 13, 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.4:02 PM Call to Order and Self-Introductions Todd Brown, Claudine Scott,**

**James Haug**, President, Larry Turner, Simon Andrews, Angie Weber, Dave Miles, Hasan Ahmed, Claudine Scott, Jenner Smith, Ken Kawachi, James Bolt, Terry McCleary, Diane Peabody straw, Karamia Thompson

**II. Adoption of Agenda Action**

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

**a. Alonso Vivas (Clean and Safe)**

**4:24 PM-Alonso:** We have been doing the same count since 2012 so we found it important to capture our perimeter. It is more work for our staff but as we are conducting our count and sending it to council who rely on our count we found it makes it more accurate to include these areas. We are currently in conversation with the San Diego Housing Commission and we are happy to report that we are looking to get funding to continue our family outreach program. Our allied universal security will be on the Park 12 side in the East village. Arbor day was on April 30th. We planted 30 trees in the East village community. We will be working the entire 2021 calendar year to plant more trees. We will be applying for some more grants, and I am hoping to report at the end of 2021 with all the trees being replaced.

**b. Khota Zaiser:**

**4:08 PM-Kohta:** Council review hearings will take place this week and come out next week. I appreciate all the advocacy our downtown residents need to displace resources. Any questions you have we can always connect offline.

**Todd:** June 13th is a Sunday correct? Also is there a time we can expect a decision for outdoor dining?

**Khota:** The current outdoor dinings were done quickly. As we explore making this a permanent fixture the development department is working on an ordinance that will have a standard for all restaurants. Some of them extend out into public right of way and block ADA. The Planning department will be voting on this next week that will roll out in the fall.

**Todd:** Would it be a definitive date?

**Khota:** It will be good until next year.

**Hasan:** Who does the suicide prevention fall into SOW.

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.



**Khota:** County is leading suicide prevention at the moment. I am not sure who is handling downtown.

**c. 4:02 PM- Larry Turner (SDPD)**

**Larry:** Actions happening in the central area. Our numbers have been going up due to recent events. Concentrated areas will be Gaslamp and Petco. Officers there will be able to branch out and assist with radio calls. You will start seeing the SDPD command van. More officers will be assigned to that as well. Neighborhood policing will help out with tasks in our central division. WE are getting officers to sign up for overtime shifts in those areas. We are gonna see an improvement on everything with more officers. Any questions or clarification?

**Angie:** There are a lot of people who called in to support SDPD during the council meeting. Any additional behind the scenes comments or when we will know the outcome?

**Larry:** I tried to get out and meet with as many people as I can. I am not allowed to send via email. Those who did call thank you. I am not sure the exact amounts of the budget, but I do know they adopted the proposed budget.

**Marshall:** The meeting that just took place was to review. Now the mayor will take council comments and public comments and will make final adjustments. June 13th will be the meeting when the budget gets voted on and approved. We will work with Diane to get the word out.

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

**1. Consent Items**

- a. Budget**
- b. April Minutes**

**Simon:** point out boldface what the motion is and who motioned it and second it

**Motion to approve consent items- Todd motioned, Robyn Second, all in favor 4:45 PM**

**V. Informative Presentations**

- a. Marshall Anderson (Downtown Partnership) - Homeless Policy**

**Marshall:** Handling Government Affairs for Downtown San Diego Partnership. I want to show what we are handling at downtown partnership. (presentation)(showing the increase in encampments & mental health distress calls. We are focusing on individuals with over 300 911 calls. 134.5% increase in tent count from Jan-March 2020. 5150 calls jumped 20% in 2020 from 2019. Thanks to East Village was a broad recommendation letter, and thank you to the Mayor who responded to the letter, and to cal-trans who we reached out to for more assistance in the area. Looking for more abatements and resources. There are a few bills we are tracking that revolve out the homelessness plan and mental health

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.



reform. There is now \$1.35 million dollars made for detox beds. Last year we were not allowing for anyone to be admitted into detox beds.

Angie: These Are coming from the mayor's office?

Khota: Yes, we will be able to use these funds

Marshall: We are advocating for safer camping areas and also behavioral health. Utilize conservatorship for 25 in need of most help, and also expand outreach to deploy outreach to areas of greatest need.

Angie: For the call tomorrow are we proposing an outline for a new number of tents?

Marshall: We are advocating for safer camping locations and I urge everyone to call in and stress that.

James: Do we have what 2021 is trending toward since we are 4 months in.

**James:** We had a follow up meeting with Marco De Anza. Todd r Angie do you wanna weigh in?

**Todd:** I asked James and Diane to be part of a meeting because I had been involved in discussions to be in a partnership with New City America and EVA. I explained to these guys why we should explore it as a board. This would be something where we are using a consultant to help our organization. I believe we have accomplished so much in the 10 years I've been on the board, but as we expand I thought it would be a good idea to discuss a partnership with Marco. I am not unhappy with what we have done, but looking to the future I have had a hard time understanding how a group of busy people and small staff can handle all these bigger items. I think we should have an RFP and presentation where we can explore what this partnership has to offer.

**Angie:** Just like Todd I am a business person, there is a line in the sand as to how far they go. I have to outsource cpas, attorneys. Someone like Marco and what he does building up small neighborhoods. He has the capability to be the bad guy where the association does not have to be. He has done it in dozens of small neighborhoods and has a successful business plan.

**James:** New City America wants to add structure to our existing organization with the end goal of adding public art and BID fees. They have a 5 year plan that is out there. Have we explored this in the past, yes have things changed since then, yes. I have a strong opinion, but my opinion should not be what decides. We should have them come and speak to the board for 10 minutes. I wanted to bring it up to see if anyone has questions or opinions, but I want them to come explain what they can do there. WE are not looking for an RFP today or hiring anyone, we just want to see it.

**Simon:** Thank you for bringing up the subject. Yes it is true there are more things that can be done. We have very good momentum now and we have been growing in a more incremental way. If we do have needs and need additional resources we should decide what we need and explore front here. Also, what is the dirty work that needs to be done so we can explore and see who would be the right person to handle these things. I would like to check their references.

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.



**Hasan:** What Simon said is definitely how we should address this.

**Todd:** That is what Angie and I are advocating for. Whatever the opinion is we want Macro to come in and answer questions so we can make informed decisions. Having Diane, and being on the board for 10 years, she is the best director we have ever had. It could be tough to quantify value so all I am advocating for is to take a look at this for what it is and make an informed decision.

## **V. Executive Director Report**

Diane Peabody Straw

### **A. Night Market Recap**

**Diane:** First night market last Thursday. All in all it went well. We learned some things with traffic management and the nitty gritty. We got great feedback from vendors and we had vendors that tried us out for one night and booked for all the rest of the dates which is a good sign. We are still going to keep it for two blocks for the next one, and the one in June we will take up all 3 blocks. We had about 40 booths. This time we will have 50. Karamia is getting certified as a Farmers Market.

**Claudine:** We have wanted to do this for 7 years, and the crowd was incredible, the atmosphere was incredible.

**Diane:** This is the thing I am excited to grow. I think this year we will break even, and are a very great addition to our community. I did not structure it to be a money maker, so when you see financials keep that in mind.

### **B. Summer Movie Series**

**Diane:** We have our location secured, finalizing permits, and vendors. We have the majority of our menus set, and the licensing for our movies. We will be able to put the whole series up on our website. It is going to be really fun for the community. As we lighten up restrictions we will grow through the summer.

### **C. Banner Program**

**Diane:** We are getting through the process of getting everyone photographed. We will be wrapping up the first batch this next week then move on to formatting. It won't be the majority of the East Village this first round. I will be coming down to everyone to vote on another 3-5K\$ on photography. If you haven't signed up yet, follow back up with us.

**Simon:** Group or individual shots.

**Diane:** We are trying to keep them to no more than 4 people. Since the banners are very thin.

### **D. 2021 Summer Schedule**

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.



Diane: Keep an eye out on the mail. We are going to send out our summer schedule via a magnet to all the residents and business owners. We also have a lot more postcards. If you are up for having them in your business message myself or Karamia and we will get you a box.

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

- a. Pre-design Committee Simon Andrews
- b. Finance Committee David Miles
- c. Marketing/Special Events Committee

4:58 PM-Robyn Spencer: July 31st we will be rolling out the block party. We will be trying to make it the way we wanted it last year with a few minor tweaks. When Justin gets back next week we will send a presentation to the board. I am hoping by end of July we will not need to check vaccination cards or wear masks.

- d. Placemaking Committee Justin Navalle

Simon: We decided to move forward with the first batch of small installments. We need to work as a group to find locations to install the first set of 8. Texture is to put together a schedule for us so we will. If anyone knows a property owner that wants a small element let us know.

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

**Adjourned: 5:00 PM**

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.