



March 17, 2023

To: East Village Business Improvement District (BID) Stakeholders

SUBJECT: East Village Association's Board of Directors Annual Nominations

Dear East Village Association Stakeholders:

For the past 15 years, the East Village Association (EVA), a non-profit 501c3 organization, has been administering the annual BID revenues collected by the City of San Diego for the East Village Business Improvement District (BID). The EVA contracts with the City of San Diego to disperse these annual BID revenues and operates with an all-volunteer Board of Directors composed of business and property owners alike.

With hundreds of new residential units being built in East Village in the coming years, this District is evolving into a great urban destination. The stakeholders in East Village undoubtedly stand to benefit from this new growth and dynamic activity. However, we are also aware of the chronic problems with homelessness, petty crime, and the tendency of the City and County to place all such services in and around the East Village neighborhood. The EVA is the only organization in East Village which has the resources, experience, and vision to effectively address these concerns.

The annual nominations process is an open process, all interested business owners, who are current on their East Village BID assessment payments, or property owners within the boundaries of the BID, or community members that support the efforts of the EVA are encouraged to participate. The Annual meeting to consider nominees to the Board will be held on Thursday, April 20, 2023 at 3:00pm at UCSD Park & Market (1100 Market Street, Room 321, San Diego, CA 92101.)

Please take consideration when nominating yourself or others that it is a working Board of Directors. The Board Members are volunteers and are required to:

1. Be current on the BID assessments for the most current fiscal year (FY 22-23) – Applicable to Business Owner Directors.
2. Actively participate in one of the Committees of the Board (See below.)
3. Help raise funds for the Board and its activities.
4. Support the goals and policies of the Board.
5. Attend all regular Board meetings.

We do not seek nominees to fill a seat; we seek active committee and Board Members from the East Village neighborhood who seek to rapidly improve the commerce, image, and amenities of East Village.

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
Facebook / Instagram / TikTok / Twitter: [@EastVillageSD](https://www.instagram.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

Please take a moment to fill out the nominations application found on the East Village website. You may nominate yourself or someone else to the Board.

Schedule for EVA Annual Election Meeting:

Nomination Postcard Distributed to Business Owners Thursday, March 16, 2023

Nominations due to Nominations Committee Monday, April 10, 2023

Annual Meeting to Seat New Board Thursday, April 20, 2023

The Nomination Application can be emailed to info@eastvillagesandiego.com or hand-delivered no later than 5:00pm on Monday, April 10, 2023. Nominations Application may also be mailed to the EVA's P.O. Box (1041 Market Street #200, San Diego, CA 92101). but must be postmarked by Monday, April 3, 2023. Nominations received after that date may not be considered for recommendation to the Board.

If you have any questions regarding this process, please contact our District Manager, Dominic Li Mandri, at info@eastvillagesandiego.com. Thank you for your ongoing efforts to improve East Village for everyone involved.

Sincerely,



Terry McCleary
Board President
East Village Association



Marco Li Mandri
Executive Director
East Village Association

-ATTACHMENTS-

**East Village Association (EVA)
Board of Directors Committee Structure**

East Village Association Board of Directors Committee Structure Approved Policy

Purpose of Policy:

It is proposed that the East Village Association (EVA) consider adopting the following structure of Committees and Task Forces to facilitate delivery of special benefit services funded by the East Village Business Improvement District. An efficient, easily understood structure for processing information and ideas, resulting in decision-making, is key to effectively utilizing members of the Board, as well as non-Board members.

The Board will need to select Chairs for the various Committees. The President shall serve as the Chair of the Executive Committee.

Requirement of Board Members:

EVA Board members, *as a condition of membership*, are expected to serve on at least one Committee or Task Force of the Board.

Meeting Frequency:

Committees meeting schedules should be flexible and not mechanical, meaning the Committees should meet as often as necessary.

Function of Committees:

The primary function of the Committee is to discuss in depth issues of relevance to the Board and to implement the goals of the corporation and the East Village Association BID. The Committees and Task Forces will then make written recommendations for Board consideration. All the "brainstorming" or discussion on topics should be held at the Committee level, not at the Board meetings. It is the role of the President of the Board to ensure that discussions related to decisions or policies is sent to Committees or Task Forces before consideration by the Board. All Committees of the Board shall be subject to the opening meetings and records provisions of the Ralph M. Brown Act.

Reports and Recommendation for Action:

All Committee meetings should have minutes that clearly state who was present, which topics were discussed, and any recommendations made to the Board of Directors. Staff should submit these reports as part of the Board packets.

**East Village Association (EVA)
Board of Directors Committee Structure – April 2023**

<i>EVA Advisory Committee</i>	<i>Functions and Duties</i>
<p>Executive Committee</p> <p>Chair: Terry McCleary, Board President</p>	<p>Oversees staff and district administration and consulting contracts, corporate finances, insurance, grants, development of budget, Board agendas and meetings, correspondences, outreach, bylaws and Board policies, relations with the Mayor’s office, political reps and public agencies, Board elections, fundraising, etc. Oversees annual election of Board members. Consists of all of the officers of the corporation.</p> <p>Serves in the capacity of the Finance Committee until such time that a new Finance Committee and Chair has been established by the Board.</p>
<p>Civil Sidewalks Committee</p> <p>Chair: Diana Puetz</p>	<p>Monitors maintenance and security service provided by the Downtown Partnership Clean and Safe Program, Interfaces with the Downtown PBID Board representing the East Village Zone. Relations with SDPD, Lucky Duck Foundation, Housing Commission, the Padres, and other groups. Also, will work with the City on the oversight and management of the East Village Green if approved by the Board and the City.</p>
<p>District Identity and Placemaking (DIP)</p> <p>Chair: Robyn Spencer</p> <p>Co-Chair: Justin Navalle</p>	<p>Projects would include those that market and promote the District or promote positive aspects of the East Village District in Downtown San Diego.</p> <p>Those issues may include: branding of the district, public relations, newsletter, special events, website development and maintenance, banner program, streetscape issues including landscaping design, tree selection, street light standards, festival poles, holiday decorations, visual linkages, new public spaces projects, improvements to public spaces in the district, district walking maps, brochures, social media, pedestrian signage from the train station, twitter and Facebook management, management of news racks, etc.</p>
<p>Land Use & Project Review</p> <p>Chair: Tyler Winslow</p>	<p>Review of all new developments proposed for East Village, Downtown Community Plan review, width of sidewalks, alcohol permits and outdoor dining encroachments, etc.</p>
<p>Parking and Mobility Committee</p> <p>Chair: Hasan Ahmed</p>	<p>Reviews Parking District budget and implementation of new projects.</p>
<p>Task Forces</p>	<p>Tentative task forces may include Sub-District Task Force, District Gateway Task Force, Bylaws Task Force, Hospitality Task Force, RFP Review Task Force</p>