



EAST VILLAGE ASSOCIATION, INC. (EVA)
Board of Directors Meeting
Thursday, November 5, 2020 @ 4:00 p.m.
Virtual Zoom

I. Call to Order and Self-Introductions -

II. Adoption of Agenda Action- James Haug, President

III. Consent Items: Financials, October Board Meeting Minutes

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

- A. Alonso Vivas - Clean and Safe
- B. Marlo Woods - San Diego Police Department
- C. Brittney Bailey- Office of Councilmember Chris Ward
- D. 4:08 PM Presentation- Daniel Reeves, Port of San Diego

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

- A. New Board Introductions

VI. Executive Director Report

Diane Peabody Straw

- a. Clean and Safe Contract
- b. Social Media Update
- c. Mural Update - 17th and Imperial
- d. Panel Discussion tomorrow
- e. Creative Crosswalk Update
- f. Holiday Update

VII. 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 Issues Committee **Terry McCleary**
- f. Parking Transit Committee **Harry Schwartz**



EAST VILLAGE ASSOCIATION, INC. (EVA)
Board of Directors Meeting
Thursday, November 5, 2020 @ 4:00 p.m.
Virtual Zoom

I. 4:03 PM-Call to Order and Self-Introductions - James Bolt, James Haug, Justin Navalle, Karamia Thompson, Harry Schwartz, Alonso Vivas, Lizzy Broughton, Robyn Spencer, Simon Andrews, Jason Giffen, hasan ahmed, Andrew Shemirani, Lesley Nishihira, Artem Sharoshkin, Daniel Reeves, Terry McCleary, David Miles

II. Adoption of Agenda Action- James Haug, President

III. Consent Items: Financials, October Board Meeting Minutes

Motion to approve: Simon motion, Miles 2nd motion, All in favor 4:04 PM

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

A. Alonso Vivas - Clean and Safe

Alonso: Homeless count numbers have gone down 447 individuals in september for EV now at 401. Still keeping an eye on the south east area. Highest concentration with 227 in those 30 blocks. SD housing commission and RTFH to target chronic neighborhoods. Hopefully next month will have better results. Today the team focused on 1,000 mask distributions for homeless people. Wanted people to be protected if in the PROW especially with the encampments being close together. Excited about pulling up powerpoint, emailing Diane and sharing with the board. Have made progress with two new safety ambassadors. Will be working Wed-Sunday form 2pm-10:30 pm. EVA expectation will be 100% flexible iif the days or routes are not working out. We definitely want to hear what we can do to improve. We will be sending out reports once a month. You will receive a slide with picture, name and short bio.

B. Marlo Woods - San Diego Police Department

C. Brittney Bailey- Office of Councilmember Chris Ward

D. 4:08 PM Presentation- Daniel Reeves, Port of San Diego

Lesley: Planning director at port of san diego. 4:21 PM- Presentation Ended

Jason: We have been looking at the circulator and don't have the ability to put that on tidelands. WE would like to collaborate and see how we can get transportation and implement it throughout other areas of downtown.

Simon: MTS could be the operator and 4th could



Harry: I command the parking & transit committee. What is the plan to give these people a place to park?

Lesley: We are introducing a mobility hub where we would relocate displaced parking to grape street parcel. The concept being that these hubs are within walking distance of regional hubs and landmarks.

Hasan: Is the East Village included in the bayfront.

Lesley: EV is not within the port jurisdiction but we still like to make neighboring areas aware of what is happening.

Hasan: Since Hilton is a part of East Village does that put the EVA in jurisdiction

Daniel: We were looking for a letter of support from you

Motion 4:28 PM- Artem motion, Simon Second, All in favor for letter of support 4:29 PM.

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

A. New Board Introductions

Hasan Ahmed: Representing SD Restaurant Group LLC. Operating Jstreet cafe. Been in EV for 7 years. Hope can contribute to EVA and improve our side of DTSD.

Andrew Shermani: Work for real estate group. Excited

Lizzy Broughton: Owner of Tailored hair. Been in EV for almost 7 years. Just finished building out next to 10 Barrel. Most excited to slowly fuse things together and get a good gugu going in the EV community.

Ken Kawachi: Senior Director of Event Operations at Petco Park. Glad to be part of it, hope to see everyone back at the ballpark. We are trying to stay as active as we can before 2021 then baseball after that.

James Bolt: I Work with HP investors helping to manage the portfolio downtown. I am currently sitting next to EV at Spaces. Sad Diane is not here

James Haug: 4:33 PM

VI. Executive Director Report

Diane Peabody Straw

a. Clean and Safe Contract

4:34 PM Diane: Alonso touched on this. WE have 2 ambassadors who are out, started and trained. They will have specific routes that will be focused on hot spots and where we have the most businesses. A Lot of that will be south of the market and all across. Any feedback of where you are seeing more need let



us know. Once they are on their own tracks they will be stopping at your businesses to say hi and introduce themselves. Alonso and I are planning monthly check in meetings to check statistics and reassess at our 3 month mark so we have good data to make decisions. Any questions?

Artem: What are their names?

Diane: We have not met yet . One is Gary and one is David. We will be sending out a powerpoint to introduce them after meeting.

Harry: When will we be telling EV residents that we have added this on behalf of the EVA.

Diane: This week we will be putting everything together, but we wanted the details first.

b. Social Media Update

Diane: We are continuing to push growth on instagram, facebook and twitter. Anything you want shared, tag us, send it to us or email us so we can continue to highlight. Its is continuing to grow

c. Mural Update - 17th and Imperial

Diane: 2nd mural working on w/Nio has been approved for 17th and Imperial. Very excited since it is a hot spot of a n area we would like to beautify. Working with the property owner to try and get as much art as possible.

Harry: The Farcas building mural is amazing.

Diane: Yes that was done by Carly who has multiple murals around San Diego. It is temporary since that building is being redeveloped. Behind the jewelry exchange is a goal for more murals.

Artem: Maybe one on 15th and Island since that corner needs attention as well.

Diane: Anytime let me know because I have another mural project that needs a home.

d. Panel Discussion tomorrow

Diane: Starting with these on Zoom. First one tomorrow then hopefully putting them in person. Tomorrow will be discussing on the ground programs day to day with the convention center homeless program and Father Joe's. Hop on if you can, our link has been sent out via newsletter. LEt us know if you have not been getting them. If you have suggestions for panel discussions or panelists please let us know. We have a list but want to know what's beneficial to you all.

e. Creative Crosswalk Update

Diane: A year ago met w/sean of downtown partnership and we discussed a location for creative crosswalk. COVID hot, and he went on paternity leave. They had submitted the permit which is in the making now and we are trying to keep it moving forward. Once it is approved we will reconvene and talk about colors. It will be 15th and Island near faultline park. Another location would be 10th and Island. Talking with the city and re reading, they don't want crosswalks that are also stop lights. They also want crosswalks where white stripes are painted.



Artem: Anything board needs to do to push forward or just a waiting game?

Diane: Just a waiting game. Right now the department is so overloaded in DSD. They had a crazy amount of change before COVID and I am getting the impression placemaking is at the bottom of the barrel at the moment.

f. Holiday Update

Diane: Small run of updating banners on Market for the holidays. We have some leftover contract marketing. A Lot of that will be marketing EV as shopping small, dining and enjoying the holidays in the area. Going through some designers and goal is to have them going by the end of month.

Lizzy: Really like Adams Ave and how they have different businesses promoted along. Would you consider doing this?

Diane: Not for the holiday projects. Would like to see if business owners would like to pay to market to have banners hung on their behalf.

Hasan: What is the strategy or the plans for the future. One idea I have, what is the plan for the holidays such as decorating with festive lights.

James: We have tried looking into lighting projects. It is very costly and the permit process is lengthy. It has not been feasible when we explored it in the past.

Alonso: We did have a lighting project down 10th for a couple years. It had cost about \$100,000 a year to maintain. One thing we have been doing is applying for parking district funds to do pole lights rather than tree lights. There is a lot more we can do with poles rather than the lighting of trees. I am happy to work for next season.

James: When we do have cost efficiency when downtown partnership does a project at the same time.

Hasan:

VII. Standing East Village Association Committee Updates

a. Pre-design Committee

Simon Andrews

b. Finance Committee

David Miles

Miles: Working on audit

c. Marketing/Special Events Committee

Robyn Spencer

Diane: Still working on night market ideas. Looking into concepts of how we can get the permits for a farmers market and art market hybrid. Trying to look into ideas for an opening day event that works with COVID.

James: Please feel free to reach out. We have a whole exterior space that runs 30ft wide and 200ft long. We also have an empty lot at 16th and Jst that needs help with people on the street.



d. Placemaking Committee

Justin Navalle

James: Got the booklet and read through all of the contracts for all of the art pieces we want to do. We need a project plan or manager to find a location. We do not have any place to put these 6 pieces. We have budget constraints outlined, contractors in place.

James: What parameters do you need for these spaces

Justin: As a board we need to identify timelines of how long we want the art piece to be there

James H.: We can do private or public land, but we need to look into how the cost varies between each for the permitting and the size constraints for the land. There are 3 different sizes and we budgeted for 2 of each. If you or Andrew could point us in the right direction.

James Bolt: Just, send over a book and pieces. We have a couple lots that could be utilized.

JAMES: The idea is people could walk through and see all the different

Diane: Potentially developments across from EV Green. They already have a few art pieces for the future but very far out.

Harry: What about 14th ave improvements?

Diane: That is why we are wanting to look into private and public spaces. Leaning more toward private. Everyone is having a hard time with placemaking permitting projects. Have spoken with Kilroy about using space along the Salvation Army building and they are on board with that.

Simon: Placemaking permits are only good for 5 years.

e. Community Issues Committee

Terry McCleary

Terry: Idea of dividing EV up into smaller neighborhoods up within. Rather than simple NE or SE doing it in a new way to highlight the education corridor and Ballpark District. Any ideas are welcome, send me or Diane an email.

f. Parking Transit Committee

Harry Schwartz

Harry: Nothing crosses my mind as anything being meaningful other than having low funds next year.

Harry: Are we operating with or without a budget for this fiscal year?

Diane: Yes & Yes. It was finished in February and submitted in March and accepted by city council. WE are working on an update since a lot has changed. Wanted to make sure I had a clear understanding on where our funds are going before

Harry: I wanted to start planning since we discussed 2021 or multiple fiscal years having slim funds.

Diane: It will definitely be interesting to see what will make sense to slim thighs down and be responsible.



Harry: On topic of BIDS. There are a lot of really aggressive BIDs that are seeking

Adjourned: 5:05 PM