



EAST VILLAGE ASSOCIATION, INC. (EVA)
Board of Directors Meeting
Thursday, October 1, 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: July Financials, September Board Meeting Minutes

James- Motion to approve and adopt agenda

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

A. Marlo Woods - San Diego Police Department

B. Brittney Bailey- Office of Councilmember Chris Ward

D. Alonso Vivas - Clean and Safe

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

VI. Executive Director Report

Diane Peabody Straw

- a. Board Elections
- b. Clean and Safe Contract
- c. Social Media Update
- d. Audit Proposal - Approval for funding
- e. Advocacy Efforts

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, October 1, 2020 @ 4:00 p.m.
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I. Call to Order and Self-Introductions - 4:05 PM- Claudine Scott, James Haug, Miles David, Simon Andrews, Brittney Bailey, Marshall Anderson, Daniel Reeves, Brain Ramey, Jenner Smith, Todd Brown, Hasan Ahmed

II. Adoption of Agenda Action- James Haug, President

III. Consent Items: July Financials, September Board Meeting Minutes

4:31 PM- Diane: James how would you like to proceed? Jenner has joined which gives us Quorum.

Claudine motion to approve, Todd second motion, **all in favor of approval at 4:32 PM.**

James- Motion to approve and adopt agenda

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

A. Marlo Woods - San Diego Police Department

B. Brittney Bailey- Office of Councilmember Chris Ward

4:06 PM- Brittney- Council 1 approved race & equity unanimously. Informational report, shelter to home has connected 600 people to homes and 200 are in the pipeline. They are thinking of moving out of the convention center. They were funded until October, but will extend past that and 300 people into beds through December.

Brittney: In September we extended the outdoor expansion to salons, religious organizations and gyms. Expansion is good for 12 months . The quality of life in East Village has been spoken about. We have been receiving regular reports that are made to council members. We met with the police chief and are working with local partners and clean and safe to help address these issues.

C. Presentation- Marshall Anderson- Downtown San Diego Partnership

Marshall: & Daniel Reeves with Juniper. Presenting a premiere wayfinding tool through IKE Smart cities. Enables navigation. We would love a support letter when we take the project to the city and it goes before council.

Brian: This tool is very customizable to location. No cost to the city. Revenue comes from Advertising sales. No data gets collected either.

Marshall: There will be no cost or maintenance to Downtown San Diego Partnership. In fact they will receive revenue that can be put forth toward operations and be given to BIDS.



Brian: No business can pay to be listed at the top of any of the wayfinding applications.

Marshall: We are working with IKE to get customized applications that are relevant to downtown San Diego. Looking to integrate civil resources.

Brian: We are also working to make these accessible to the visually impaired and those in wheelchairs.

Marshall: We can market events and small businesses. Other areas who implemented the wayfinding tool saw an 80% increase in foot traffic to brick & mortar establishments.

Brian: Phase 1 is to get city approval on programmatic basics. We will go out to community and property owners and ensure we comply with the needs of the community. On October 28th we will be going to the economic development committee. In November and December we have a council hearing then quarter 1 of 2021 we will try to start construction.

James: Will these be at light rails or at transit areas?

Brian: We mix them throughout the city for accessibility.

James: How many will be put out?

Daniel: We will start with 25-50 throughout 270 city blocks.

James: Where will these be placed?

Daniel: They will be in the public right of way areas.

Todd: Will it be affordable to small businesses?

Brian: We will have 8 loop slides to advertise local events, restaurants and during COVID we provide reduced rates for AD loop.

Simon: Is the idea to brand them with each district?

Marshall: Yes, we can wrap them with these and put co branding as well.

Simon: Motion to support and provide letter, David 2nd, All in favor 4:14 PM

D. Alonso Vivas - Clean and Safe-4:13 PM

Alonso: We conducted our homeless count. The number went up from 559 in August to 719 in September. There were 326 in August and 447 in September in East Village alone. 447 were within a 3 block radius of the point east, the north east sector has 58 and there were 57 in the north west region of East Village. In the south west sector we had 22. We have seen a concentration of 300 people in the south east and we are keeping an eye on this area. We will be conducting more homeless outreach. We have a meeting this morning with the Imperial Group to get updates from the city, the padres team, and environmental services. We really need businesses and residents to use the get it done app. Our team is spending a lot of time cleaning, providing security and advocating. The family reunification program



ended with 38 people traveling to the support system. We are trying to get people to transition out of homelessness. For those at the convention center we are also offering family unification.

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

VI. Executive Director Report

Diane Peabody Straw

a. Board Elections

Diane: Ballots have gone out via mail. The new board members will start next month.

b. Clean and Safe Contract

Diane: The attorney has been reviewing. The contract will be reviewed and we will be moving forward from there.

c. Social Media Update

Diane: This has been going well. We have doubled following and activated Twitter after years.

d. Audit Proposal - Approval for funding

Diane: Sending out an RFP for auditors who have worked with MARY. Some have submitted a proposal. Rates are all comparable. They all come highly recommended by Mary and Dave has reviewed each auditor.

James motion to approve new auditor, Miles second motion, **all in favor to hire new auditor at 4:32 PM**

e. Advocacy Efforts

Diane: I have met with staff from various offices. We have reached out to Fletcher's office on how to assist with the homelessness moving forward. My question is, which committee do we think is best to get an advocacy campaign out in East Village? There are a lot of great efforts happening, but there is a gap with people getting left behind right now. We need to make a plan for that area.

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

Justin: We will start working on sponsorships, and social media initiatives to have short videos around the community.

d. Placemaking Committee

Justin Navalle

Justin: Diane has been working with Nico on a mural project.



Diane: We have 2 murals in the works. We are still looking for walls or parking lots.

e. Community Issues Committee

Terry McCleary

f. Parking Transit Committee

Harry Schwartz

Diane: We will continue advocating for parking enforcement.

James: Clean and safe will hopefully start in January.

Todd: We have been doing an SD means business initiative. We have been rallying to encourage everyone to stay involved. We are looking to keep everyone open and advocating to the governor to hand over control to county supervisors. Any support is appreciated.

Meeting Adjourned: 4:43 PM