



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

Thursday, September 9, 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

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**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)**

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

- 1. **Consent Items-**
- 2. **Presentation: Laurel**
- 3. **Presentation: Dominic Gomez with Alliance Jui Jitsu**

**V. Executive Director Report**

Diane Peabody Straw

- A. Tecture Design Review
- B. Night Market Update
- C. Banner Update
- D. Planter Boxes and Holiday Decor Discussion
- E. Move Board meetings back to 1st Thursday or discuss new time/day moving forward
- F. Holiday Programming- Covered Earlier

**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. Assisitive Listening Devices (ALDs) may be made available for the meeting upon request.



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**I.4:04 PM Call to Order and Self-Introductions** -Claudine Scott, Hasan Ahmed, Todd Brown, Alonso Vivas, Andrew Shemirani, David Miles, Harry Schwartz **James Haug, President**

## II. Adoption of Agenda Action

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

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

Alonso 4:06: Still a slight increase. There were 300 individuals. From July to August we were able to connect 50 individuals with their family. We will be linking up with our two EVA ambassadors to get them trained up on family reunification. We re-launched the pressure washing schedule. Before I leave today I will put the link up. The schedule will be there and will only change due to holidays, weather or protests.

Todd: Is anyone aware of a clean up effort today near the stadium? We had a massive spike today and was curious if there was a reason.

Alonso: Nothing I am aware of. There was a protest in the City Center.

Andrew: The area exiting the 5 looked a lot more cleaned up then it has in the past.

Paul: Message from Chat-Resources to report issues

Alonso: I will link resources in the chat

4:14: Patrick Liva- Comment

4:15 PM-Larry Turner: I have not talked to the neighborhood enforcement division today, but they have been focusing on the areas on 17th. We have been working with CHP and there is an effort to help the CHP when they need 6-8 officers to assist with cleaning up encampments.

Todd: We filed a felony charge against an individual in regards to graffiti. I was curious if there was a certain amount of time before we heard back?

Larry: When was this?

Todd: 3 weeks ago.

Larry: I can reach out and get the status and have the officer get in touch.

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Ansermio Estrada: Assembly Ward District Director: Assembly Ward is happy to be back after this week. If anyone wants to see the process work out they. We got 4 of our bills onto governors desk. Code 18 that streamlines process to have non binary and transgender to apply for name change and birth certificates. We also passed a bill to prevent the poaching of our plants. We will also be in attendance at the September 30th meeting.

Patrick Liva: Deferred to Ansermino via email

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

##### **1. Consent Items- 4:24 PM looking to adopt agenda and minutes**

**Todd motioned 4:24, Dave Second motion 4:24, All in favor 4:24 PM**

##### **2. Presentation: Laurel**

**Laurel:** This year we will be doing "The Great Pumpkin Beer Fest" We will be tapping a 500 ft pumpkin, live music, DJs. This will run from 5:25-10:25 in the evening. We will be setting up at 3:AM. Island between 6th & 8th and Market between Island and 10th. We will have one stage and a costume contest. Alesian will be sponsoring. We will be power washing the area so it will be clean and power washing again and will be out by 6:00 AM the next day. Asking for a letter of support for 4,500 people.

**4:28 Todd motion to support, 2nd Lizzy all in favor at 4:28 PM.**

##### **3. Presentation: Dominic Gomez with Alliance Jui Jitsu**

**4:28 PM: Dominic:** We just opened up on the corner of 8th & G in the back half of Bear Republic. Born and raised in San Diego and happy to be part of the neighborhood. We are trying to push a women's self defense class that we are rolling out. We have local discounts, and discounts for military and first responders. We are also interested in partnerships. We can do training for security guards and have reached out to restaurants to have employees trained up.

#### **V. Executive Director Report**

Diane Peabody Straw

##### **A. Tecture Design Review**

4:30: Diane: Would like feedback on next steps

Harry: Do we have dimension?

Diane: It would be similar to smaller retail signs.

Claudine: I think these are great and the industrial design fits well with East Village.

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Todd: I am seeing the 5x7

Diane: That dimension is for the small plaque under that will have QR code and a small map. I just found the original presentation and emailed it out.

#### B. Night Market Update

Diane: Our original series is coming to a close next week. If you haven't had a chance to stop by this is the last chance. We intend to do a couple more markets for the holidays and tie it into the Christmas Tree lighting and have holiday activations. We will be starting the permit process now. We will also continue this for next year, but we do not have the dates since the Padres have not released their schedule.

Liva: Will this be more regular as time goes?

Diane: This was always intended to be a night market since the idea is to make people feel safe, the sun is out longer and the weather is warmer.

Liva: Can it move to Park?

Diane: Due to the trolley line there are safety issues and not enough space. Once EV green is built we will be trying to move there as there will be less ingress and egress for the apartments.

#### C. Banner Update

**4:40pm**-Diane: Starting installations daily soon. We ran into a couple hiccups with the design formatting and how the photographs were fitting. We are going to start the scheduling for the next round and make this project bigger and bigger. We will be focusing on Park. The way we have it set up will be banners with pictures on every other pole then banners with messaging on every other pole.

#### D. Planter Boxes and Holiday Decor Discussion

Diane: We talked about planter boxes. We have them in the budget and want to move forward with them along with holiday decor and have poinsettias in them for the holidays. We have holiday decor that we purchased and is being stored for us. The problem is that it was very underwhelming. I want to work with our decor planner that does holiday decor for other BIDs. They take what we own and can incorporate it to a plan. The options are we can alternate large and small decor or have the smaller decor on another street and go big everywhere else. The issue with this is it will increase the budget.

Hasan: We could go against Market street since this is a 2 way drive. During the holiday season people will park their cars and walk to view the decor. I think it would be better to go on another street.

Claudine: Market street is a major thoroughfare. I think moving it is not the way to go, but adding additional streets will be the best. I am not sure what the increase will be, but if we got money let's spend it.

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Hasan: Are we thinking of using the items we had from last year?

Diane: Yes, but it was very underwhelming . We did purchase them so we need to use them.

Hasan: Are you looking for new ideas? I can share my ideas through pictures.

Diane: Yes, send those over and we will pass it on to our Placemaking Committee.

E. Move Board meetings back to 1st Thursday or discuss new time/day moving forward

4:48PM: Diane: I would like to discuss moving the Board meeting back to 1st Thursdays or discuss a new time and date. If we would like to have a new date altogether we will send a pole out after the meeting. Also, how do we feel going back to in person rather than Zoom moving into the colder months. The problem we have been seeing is not having a place to meet as there are still restrictions in our normal areas, but Claudine has been gracious enough to let us use the Tavern.

Claudine: I like 1st thursdays

Harry: I think a date and time change would be good. I notice that we have an issue getting quorum and I am not sure if that can be blamed on the date and time. For myself moving forward Thursday evenings will have issues with scheduling and I will have trouble attending.

Todd: I think a pole will be good

Hasan: 2nd Thursdays work better for me since the first of the month is busy.

Diane: Perfect I will send out a pole after the meeting with 1st and 2nd Thursday and morning and evening times.

F. Holiday Programming- Covered Earlier

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

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

Robyn: Locking things in place for a bigger better opening day

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

**Adjourned 4:56 PM**

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