

From: [Wessling, Cheryl](#)
To: [Downtown West Project](#)
Subject: FW: Village Fest 2019: Participant Confirmation
Date: Tuesday, September 8, 2020 12:38:38 PM

Re AB900 – Google Project Outreach:

From: Wessling, Cheryl
Sent: Tuesday, September 3, 2019 2:09 PM
To: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>
Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: RE: Village Fest 2019: Participant Confirmation

Thanks, Elisabeth -- happy to help. Lori is meeting with me Wednesday, tomorrow, to orient me. And your summary below is very helpful. I have the shirt already, and I can handle the packing chore, no problem. :)

--Cheryl

From: Handler, Elisabeth
Sent: Tuesday, September 03, 2019 1:51 PM
To: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>
Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>
Subject: FW: Village Fest 2019: Participant Confirmation

This is a blessing, Cheryl, thanks so much!

I think all the logistical info is at the beginning of this email thread, but if you have any questions I can answer them. It's very low-impact work, and you would get to wear one of our logo San Jose shirts, so if you don't have one, I will provide!

It's mostly just being there to direct folks to the website, hand out sheets with links to a survey, and note questions that come up that you don't feel comfortable asking, with a phone number or email address and we can follow up. I don't think media will be there that late in the day, so that shouldn't be an issue.

The biggest chore is packing up the stuff from the table, along with easels, etc., and sticking them in your trunk to bring back to us on Monday. Happy to chat any time...

Elisabeth

From: Wessling, Cheryl
Sent: Wednesday, August 28, 2019 11:57 AM
To: Heyne, Colin <Colin.Heyne@sanjoseca.gov>
Cc: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Severino, Lori

<Lori.Severino@sanjoseca.gov>; Neaves, Rosario <Rosario.Neaves@sanjoseca.gov>

Subject: Re: Village Fest 2019: Participant Confirmation

I can do it! My trip is the following weekend. I'm not well versed on the transportation info but will read materials and come up to speed; perhaps advise me on faqs. Please send logistics.

Sent from my iPhone

On Aug 28, 2019, at 11:08 AM, Heyne, Colin <Colin.Heyne@sanjoseca.gov> wrote:

So sorry - I'm also out that weekend. It's the "I don't want to drive on Labor Day weekend" weekend.

Colin Heyne
Public Information Manager
City of San José | [Department of Transportation](#)
408-975-3705
mobile: 626-622-8923

From: Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>
Sent: Wednesday, August 28, 2019 9:56:05 AM
To: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Heyne, Colin <Colin.Heyne@sanjoseca.gov>
Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>; Neaves, Rosario <Rosario.Neaves@sanjoseca.gov>
Subject: RE: Village Fest 2019: Participant Confirmation

Sorry, I'm out of town as well, taking my mom to Carmel/Big Sur from Sunday-Tuesday Sept. 7-10.

From: Handler, Elisabeth
Sent: Wednesday, August 28, 2019 9:27 AM
To: Heyne, Colin <Colin.Heyne@sanjoseca.gov>; Wessling, Cheryl <Cheryl.Wessling@sanjoseca.gov>
Cc: Severino, Lori <Lori.Severino@sanjoseca.gov>; Neaves, Rosario <Rosario.Neaves@sanjoseca.gov>
Subject: FW: Village Fest 2019: Participant Confirmation
Importance: High

Colin and Cheryl:

I was on Lori's roster for staffing this popup, but I am out of town the weekend of Sept. 7, so can't take this shift.

Are either of you available for two hours to do this community engagement and media

wrangling? This includes helping with minimal wrap-up at the end, collecting OED materials and displays to bring back to City Hall on Monday.

It would be good to have folks who are familiar with the transportation and planning phases of this project – and you are the best choices!

Let me and Lori know one way or the other ASAP, thanks.

Elisabeth

From: Severino, Lori

Sent: Tuesday, August 27, 2019 4:00 PM

To: Handler, Elisabeth <elisabeth.handler@sanjoseca.gov>; Moody, Doug <doug.moody@sanjoseca.gov>; Naniwadekar, Aishwarya <Aishwarya.Naniwadekar@sanjoseca.gov>; Sanderfer, Larissa <Larissa.Sanderfer@sanjoseca.gov>; Schreiner, Edward <Edward.Schreiner@sanjoseca.gov>

Subject: FW: Village Fest 2019: Participant Confirmation

Importance: High

Hello,

The next Diridon pop-up is coming up (Village Fest – Sept 7), and I have you all down as available to staff the table. Thank you!!!

Here are suggested shifts:

- Shift 1 (includes set-up): 3:00-5:00, Doug and Aishwarya
- Shift 2 (includes clean-up): 5:00-7:00, Elisabeth and Ed
- Larissa: feel free to support for any portion you are available

Please let me know ASAP if you are no longer available or need to switch shifts.

Below and attached is the event info. Note that they will provide a table, chairs, and canopy, but someone from the first shift will need to take our materials. I can coordinate with you the Thursday or Friday before the event to hand over a couple boards (2' x 3'), a table cloth, and box of handouts. Elisabeth – can you bring back the materials following the event?

The main purpose of the pop-up is to increase awareness of what's happening in the Diridon Station Area. There will be a variety of handouts on the Station Concept Plan, DSAP, and Google project, and Downtown Transportation Plan business cards. People can sign up for email updates or fill out a comment/question card. There is also a feedback form on the community engagement process – to help us refine the strategy moving forward.

Check out the website to get familiar with the latest info: www.diridonsj.org. But do not feel obligated to know everything! In fact it's best to not attempt to answer any question you do not know, but rather point them to the handouts and website, and suggest they write the question down. I will work with the project team to respond to the question following the event if needed. The most important thing is to be approachable and a good listener. 😊

Please let me know if you have any questions or would like to meet beforehand.

Thanks!
Lori

From: Nguyen, Laura

Sent: Friday, August 23, 2019 2:26 PM

To: Nguyen, Laura <laura.nguyen@sanjoseca.gov>; Sandoval, Vanessa <vanessa.sandoval@sanjoseca.gov>; Chapman, Helen <helen.chapman@sanjoseca.gov>; Villarreal, Maribel <maribel.villarreal@sanjoseca.gov>; Ramirez, Lucas <lucas.ramirez@sanjoseca.gov>

Subject: Village Fest 2019: Participant Confirmation

Importance: High

Good afternoon local businesses, organizations, community groups, and more!

Thank you for submitting your **District 2 Village Fest 2019: Participant Application Form**. Councilmember Sergio Jimenez's office is thrilled to have a variety of participants and sponsors at this year's action-packed event. I am writing to you to confirm your participation in Village Fest 2019, and to provide you with additional information:

1. EVENT OUTREACH:

- a. Please find the updated **Village Fest 2019 flyer** attached in this email.
- b. Please check out our [Village Fest promo](#) video and updated [Village Fest 2019 Facebook event page](#), where you can read about our guests, entertainers, raffle prizes, sponsors, and more! Exciting additions to Village Fest this year:

GAMES & ACTIVITIES:

Large lawn games

Rock climbing wall

Air jumper

ENTERTAINMENT BY SAN JOSE JAZZ:

DJ: 4:45-5:45pm

Made by Crooks: 5:45-6:30pm

DJ: 6:30-7:15pm

Isaiah Pickett: 7:15-8:30pm

- c. Please help us invite as many community members as possible to

Village Fest 2019! **Feel free to RSVP + share the flyer and Facebook event page with your colleagues and friends!** Our goal is to connect thousands of residents with you all.

2. PRE-EVENT:

- a. Throughout the day, we will be raffling off prizes and recognizing sponsors (from sponsors who donate prizes to sponsors who donate goods/services to sponsors who donate with monetary contributions). **Please let me know if you have a raffle prize you would like to donate to our event.**
- b. Our free community events are made possible by dedicated staff and generous volunteers. **Please let me know if you or anyone / any groups would like to serve our local community by volunteering at Village Fest!**

3. EVENT LOGISTICS:

- a. **Next week (the week before Village Fest 2019), I will be emailing you the following important documents for you to prepare for our event. Please expect the upcoming email and read it thoroughly. It will include:**
 - i. Village Fest 2019 Participant Instructions (Parking, set up, clean up, Prize Cards, etc.)
 - ii. Village Fest 2019 Event Map
- b. **FYI: Participant set up will begin around 2:15 p.m. All participants must be set up by 3:15 p.m. Participant clean up begins promptly at 6:30 p.m. Please help break down tables, chairs, and canopies – as well as clean up any trash in your area. Thank you in advance! More details to come.**

A friendly reminder: Although participation in Village Fest to promote your business / organization is free, **we strongly encourage you to consider a donation to support this event.** Your contribution will help us accommodate you and make this event a success. In the spirit of community, we hope you will consider donating to Village Fest to benefit everyone. Donations will help fund the costs to close down Coronado Avenue, arrange space for participants, provide security for the event, host entertainment for the day, supply all event equipment, and more.

Please do not hesitate to contact me with any questions or additional sponsorship opportunities! We are excited for you all to join us at Village 2019! See you all Saturday, September 7.

Best,

Laura Nguyen, Community Relations and Web Coordinator

Office of Councilmember Sergio Jimenez | City of San José, District 2
200 East Santa Clara Street, 18th Floor | San José, CA 95113

(408) 535-4924 | laura.nguyen@sanjoseca.gov

www.sanjoseca.gov/district2

[<image001.png>](#) [<image002.png>](#) [<image003.png>](#)