



Downtown Chula Vista Association – Executive Committee Meeting
 Wednesday, April 3, 2024, at 8:00 am
 In-Person: DCVA Office, 353 Third Avenue, Chula Vista CA. 91910
 Zoom (For Non-Voting Members): <https://us06web.zoom.us/j/85807397517>
 or call 1-669-900-6833 / Meeting ID: 858 0739 7517 / Passcode: 1982

1. Introductions – Dr. Gonzalo Quintero, Current President/Chair
2. Public Comment & Announcements (3-Minutes Max Per Person)
3. Review of the March 8, 2024 Minutes *Action Item* P. 2 - 7
4. FY24 YTD Draft Budget Report (Handout)
5. NCA Contract Extension & Proposed Addendum for Consideration *Action Item* P. 8
6. Taste of Third 2024 – Event Recap
7. GTAIA Bylaws Task Force – Update
8. Notice of Agreement Termination with CAM Services for Quarterly Pressure Washing Services P. 9 - 10
9. DCVA – SDFC: Indemnification Agreement for May Event Date – Update
10. Status Report on Pending City Issues:
 - a. Status of New Enabling Ordinance for the City of Chula Vista
 - b. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista
 - c. Status of Downtown Parking District Budget Request
11. Other Business
12. Next Meeting: Wednesday, May 1, 2024 at the DCVA Office
13. Adjournment *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 353 Third Avenue, Chula Vista, CA 91910 and on the DCVA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Michelle T de Mercado at 619-422-1982 or via email at info@downtownchulavista.com at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendaized and do not count towards Committee/Board quorum or are allowed to vote.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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Downtown Chula Vista Association – Executive Committee Meeting
Friday, March 8, 2024, at 9:00 am
In-Person: DCVA Office, 353 Third Avenue, Chula Vista CA. 91910
Virtual Link: <https://us06web.zoom.us/j/85807397517>
or call 1-669-900-6833 / Meeting ID: 858 0739 7517 / Passcode: 1982

PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Ron Richie

ABSENT: Joe Warren

STAFF: Dominic Li Mandri

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions – Dr. Gonzalo Quintero, President/Chair	The meeting was called to order at 9:00 am by District Manager, Dominic Li Mandri. Dominic reviewed meeting etiquette.	<i>No action taken.</i>
2. Public Comment (3 minutes max per person)	Dominic reported that staff is waiting for guidance from council to issue a response to Michael Mace.	<i>No action taken.</i>
3. Review of the February 7, 2024, Meeting Minutes	The minutes from the February 7, 2024, Executive meeting were reviewed on pages 2-7 of the agenda.	<i>Dr. Gonzalo Quintero moved to approve the minutes. Kevin Lewis seconded the motion. Ron Richie abstained. Motion passes.</i>

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<p>4. Review of FY24 YTD Draft Budget Report</p>	<p>Dominic reported on the YTD Financials with the Committee on pages 7-10 of the agenda.</p> <p>Dominic shared that he provided an updated balance sheet to Committee members yesterday afternoon, therefore the item is only informational and is not an action item to comply with the Brown Act.</p> <p>Dominic reminded the Committee that the Organization has begun transition of accounts to US Bank.</p>	<p><i>No action taken.</i></p>
<p>5. Business Banking: Transition to US Bank – Progress</p>	<p>Dominic reported that staff is in the process of the transition of the Association’s assets from Banner Bank to US Bank.</p> <p>Dominic reported that he will provide each officer with a Signature Card Form for the new account.</p> <p>Dominic reported that he has reached out to Banner Bank to notify them of the transition but has not received a response.</p>	<p><i>No action taken.</i></p>
<p>6. Discussion & Consideration on a Possible Increase to FY25 PBID Assessments</p>	<p>Dominic reported that he met with the City of Chula Vista Assistant City Manager, who inquired if the Board had elected to increase the assessments last year that would have reflected in the budget this year.</p> <p>Dominic explained how the PBID increase process occurs but reminded the Committee that according to the District Management Plan, the Board cannot exceed a 5% assessment increase per fiscal year. Dominic queried the Committee on their stance regarding a recommendation for an annual percentage increase.</p> <p>The Committee expressed a desire to have the full Board discuss the matter and preferred to table any action or possible recommendation(s) from the Committee.</p>	<p><i>No action taken.</i></p>
<p>7. NCA Contract</p>	<p>Dominic reported on a draft template of the</p>	<p><i>No action taken.</i></p>

<p>Extension & Proposed Addendum for Consideration</p>	<p>Supplemental Compensation Summary and Disbursement Policy Contract Amendment on page 11 of the packet.</p> <p>Dominic shared that the Committee does not need to act on this item immediately and suggested that the Committee could table it to have a discussion later upon its review.</p> <p>Dominic reminded the Committee that it was the recommendation of the Board the March 2023 meeting to task the Exectuive Committee to finalize contract negotiations with NCA on a then two-year extension.</p> <p>The Committee recommended tabling this item until the April 3, 2024, meeting.</p>	
<p>8. GTAIA Bylaws Task Force – Update</p>	<p>Dominic reported that the Task Force met on Wednesday, January 31, 2024, to do a line-by-line update to the current bylaws.</p> <p>Dominic reported that the process was not completed that day but was the consensus of the Task Force to allow staff to upload the document to Google Docs to allow members to collectively make necessary modifications and edits.</p> <p>Dominic shared that he would transfer the Bylaws onto Google Docs.</p>	<p><i>No action taken.</i></p>
<p>9. Public Relations & Social Media New Contract: Olive Public Relations</p>	<p>Dominic recapped that a Task Force was set up for incoming PR/SM RFPs.</p> <p>Dominic reported that Olive Public Relations was selected by the Committee, however this is listed as an action item on the agenda today due to Olive Public Relations increased services amount to \$60,000.00 from the previous contract amount of \$54,000.00.</p>	<p><i>Dr. Gonzalo Quintero moved to consider the recommendation of the District Identity Committee to accept Olive Public Relations increased proposal amount and to forward the contract to the Board for approval. Ron Richie seconded the motion. Unanimously approved.</i></p>
<p>10. Authorization to Release DCVA RFP for Interactive</p>	<p>Dominic reported that he recently met with Ike Interactive Kiosks to discuss their possible interest in exploring a project on Third Avenue.</p>	<p><i>Dr. Gonzalo Quintero moved to approve for staff to draft an RFP to</i></p>

<p>Digital Info. Kiosks</p>	<p>Dominic reported that the City of San Diego recently approved a contract with Ike to install fifty to seventy-five interactive terminals throughout downtown.</p> <p>Dominic reported the advantages of having digital wayfinding on Third Avenue for visitors, especially with the up-and-coming Gaylord Pacific Resort and Convention Center. This will not only elevate the pedestrian experience but also, the potential of revenue that will be brought in with the kiosks.</p> <p>Dominic reminded the Committee that he spoke with the Assistant City Manager on multiple occasions regarding the interactive digital kiosks and over the last year, three vendors that have approached the Association with interest of install.</p> <p>Dominic added that the City Manager’s office is interested in the program and will allow the Association to proceed.</p> <p>Dominic listed the companies that he already met with and who are interested in working with the Organization:</p> <ul style="list-style-type: none"> • Capital Outdoor • Soofa • IKE <p>Dominic added that the City will most likely want to review any proposals from interested companies, which has prompted him to contemplate the issuing of a District Request for Proposals (RFP) to assess the market landscape.</p> <p>Dominic reported that he had a copy of the RFP template that Downtown San Diego Partnership issued in 2019.</p> <p>Dominic requested the Committee permit staff to amend the RFP template and upon approval send out the RFP to solicit other proposals.</p>	<p><i>solicit proposals for digital wayfinding agencies. Kevin Lewis seconded the motion. Unanimously approved.</i></p>
<p>11. Status Report on Pending City Issues:</p> <p>11.a. Status of New</p>	<p>11.a. Dominic reported that he and Marco have an</p>	<p><i>11.a. No action taken.</i></p>

<p>Enabling Ordinance for the City of Chula Vista</p>	<p>appointment to meet with the new City of Chula Vista City Attorney in April.</p> <p>Dominic relayed that this meeting would be a debriefing on:</p> <ul style="list-style-type: none"> • Enabling Ordinance • Code Enforcement and Unregulated Vending • Downtown Parking Revenue 	
<p>11.b. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista</p>	<p>11.b. Dominic reported that he reached out to Rodrigo Rodriguez of the former Algo Bueno site but has no interest in renting the lot for food truck placement.</p> <p>Dominic reported that the City suggested Park Way, as a potential food truck parking location.</p> <p>Dr. Gonzalo Quintero suggested the Chula Vista Public Library Civic Center Branch parking lot as a probable location.</p> <p>Dominic agreed and will propose this location to the City.</p> <p>The Committee suggested “the corral” (E Street and Third Avenue) and Mike's Auto Repair (300 E Street), as other ideal locations.</p> <p>Dominic shared that he would reach out to the proprietors of these locations.</p>	<p>11.b. No action taken.</p>
<p>11.c. Status of Downtown Parking District Budget Request</p>	<p>11.c. Dominic reported that the City of Chula Vista is interested in the reimplementaion of the 1990’s, Landscape and Lighting District to pay for city landscaping improvements.</p> <p>Dominic shared that when the PBID was created, the City paused the Landscape and Lighting District, not collecting revenue.</p> <p>Dominic reported that staff will continue working with the City to identify resources to mitigate the costs and expenditures associated with the Third Avenue phased landscaping.</p>	<p>11.c. No action taken.</p>
<p>12. Other Business</p>	<p>Nothing to report.</p>	<p>No action taken.</p>

13. Next Meeting	The next Executive Committee meeting will be on Wednesday, April 3, 2024, at the DCVA Office.	<i>No action taken.</i>
14. Adjournment	The meeting adjourned at 9:38 am.	<i>Kevin Lewis moved to adjourn the meeting. Ron Richie seconded. Unanimously approved.</i>

Minutes taken by: M. Thomas de Mercado, NCA Staff

New City America, Inc. | Greater Third Avenue Improvement Association
Supplemental Compensation Summary and Disbursement Policy
Contract Amendment – Reviewed & Adopted XXXX

If New City America (NCA) is successful in attracting non-assessment district revenues to the Greater Third Avenue Improvement Association (GTAIA) within any one fiscal year, and, the total income has exceeded the total costs of administering the requirements of the district (net revenue), then the Board shall consider an annual staff performance bonus, based upon the following conditions:

- a. Net Revenue, both assessment and non-assessment, have exceeded the annual expenses for the BID and PBID for that fiscal year;
- b. The non-assessment revenues have been primarily generated by the efforts/work of New City America staff;
 - Non-assessment revenues shall include, but not be limited to:
 - The surplus funds, or revenues exceeding operational costs, are derived from:
 - Special Events Managed by New City America Staff
 - Cash Donations/Sponsorships Sourced & Secured by New City America Staff, either event related or general purpose;
 - Grant Awards Sourced & Secured by New City America Staff (only unrestricted portions)
 - Any activities or ongoing programs directly overseen and managed by New City America staff and authorized by the Board;

If all of these conditions are met, the Executive Committee shall make a recommendation to the Board, upon the seating of the new Board after the annual meeting (between October - December each year) and the budget is prepared for the upcoming fiscal year that NCA shall receive a maximum of 50% of the (unrestricted) non-assessment district net revenues received during the current fiscal year, and that amount shall be allocated in the following year fiscal budget, as approved by the full Board of Directors. Payment shall be made to New City America at the end of the current fiscal year budget that generated the additional non-assessment district net revenues, normally December of each fiscal year.



March 29, 2024

CAM Services Accounts Department & Corporate Headquarters
21811 S. Western Avenue
Torrance, CA 90501

Re: Letter of Termination of Agreement for Quarterly Pressure Washing Services Between CAM and the Downtown Chula Vista Association (formerly Third Avenue Village Assoc.), Maintenance Agreement 10320.

Dear CAM Services,

This letter is to inform you that the Downtown Chula Vista Association will no longer require the quarterly pressure-washing services of CAM Services, effective, March 29, 2024. With this notification, we will comply with the minimum notice period required by the agreement of thirty (30) days, with the Downtown Chula Vista Association preferring not to receive any further services or expenditures relating to this contracted scope of service after such date.

Please confirm receipt of this letter as termination of our quarterly pressure washing agreement and the closing of our account. If you have any questions, feel free to contact the office or myself via email.

We thank CAM for its long-standing service to the Downtown Chula Vista community.

Regards,

A handwritten signature in dark blue ink, appearing to read 'Dominic Li Mandri', written over a horizontal line.

Dominic Li Mandri, District Manager
Downtown Chula Vista Association (formerly Third Avenue Village Association)

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ESTIMATE

South Bay Power Washing
2131 A Ave
National City, CA 91950

southbaypowerwashing@gmail.com
+1 (619) 373-6259



Dominic Li Mandi

Bill to
Dominic Li Mandi
Downtown Chula Vista Association
353 Third Avenue
Chula Vista, CA 91910 USA

Ship to
Dominic Li Mandi
Downtown Chula Vista Association
353 Third Avenue
Chula Vista, CA 91910 USA

Estimate details

Estimate no.: 1042
Estimate date: 03/26/2024

#	Date	Product or service	Qty	Rate	Amount
1.		Services Power Washing for Downtown Chula Vista Association Quarterly Services	1	\$0.00	\$0.00
2.		Services Include Power Wash Sidewalks, Pick up Trash and Debris, Reclaim and Dispose of Reclaimed Water, Surface Clean Sidewalks, \$ 280 per Sidewalk	16	\$280.00	\$4,480.00
3.		Services 16 Sidewalks Quarterly Services \$ 4,800		\$0.00	\$0.00
Total					\$4,480.00