



Downtown Chula Vista Association – Board of Directors’ Meeting  
Wednesday, April 10, 2024, at 8:00 AM

In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)

Virtual Link: <https://us06web.zoom.us/j/82639703921>

or call 1-669-900-6833 / Meeting ID: 826 3970 3921 / Passcode: 1982

1. Introductions / Dr. Gonzalo Quintero, Board President
2. Public Comment & Announcements (3-Minutes Max Per Person)  
*Please keep comments directed to non-agenda topics.*
3. Community Reports:  
CVPD, Senator Padilla’s Office, Supervisor Vargas’ Office, Mayor McCann’s Office, Councilmember Preciado’s Office
4. Review of the Minutes from the November 29<sup>th</sup>, 2023 Meeting *Action Item* P. 3 - 13
5. Review of the Minutes from the February 14<sup>th</sup>, 2024 Meeting *Action Item* P. 14 - 21
6. Committee Reports:
  - Executive Committee / Dr. Gonzalo Quintero, Board President
  - a. Review of FY24 YTD Draft Financial Reports *Action Item* P. 22 - 25
  - b. Proposed Draft Addendum to NCA Contract Extension *Action Item* P. 26
  - c. Appointment Request: Privacy Protection & Technology Commission *Action Item*
  - d. Status of D1 County Grant Applications
  - e. Status Report on Pending Items Reported to the Third Avenue Task Force:
    - I. Status of New Enabling Ordinance for the City
    - II. Status of Code Enforcement Related to Unregulated Vending in Downtown
    - III. Status of Budget Request to the City to Offset Third Avenue Landscaping Costs
  - f. Next Meeting: **Wednesday, May 1<sup>st</sup>, 2024 at 8:00 AM at the DCVA Office**
- District Identity & Placemaking Committee / Ron Richie, Committee Chair
- a. Olive Public Relations Recap / Sydney Costales P. 27 - 28
- b. Downtown Chula Vista Farmer’s Market Sun./Weekly
- c. Taste of Third: Recap Thurs./Mar. 21<sup>st</sup>
- d. San Diego FC Event in Downtown Chula Vista: Update
- e. DCVA Draft District Banner Policy: Update
- f. Third Avenue Amenity Deployment: Decorative Corner Planters
- g. Next Meeting: **Wednesday, May 15<sup>th</sup>, 2024 at 9:00 AM at the DCVA Office**

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

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Civil Sidewalks Committee / Dr. Gonzalo Quintero, Committee Chair

- a. Third Avenue Streetscape Landscaping: Progress of Phase II/III Rehabilitation
- b. Notice of Agreement Termination with CAM Services for Quarterly Pressure Washing Services P. 29
- c. Acceptance of New Pressure Washing Vendor Proposal *Action Item* P. 30
- d. Downtown Entertainment District: Next Steps
- e. Next Meeting: **Wednesday, April 22<sup>nd</sup>, 2024 at 9:00 AM at the DCVA Office**

Land Use & Project Review / Joseph Raso, Committee Chair

- a. DCVA – ULI Partnership: TAP Committee Progress
- b. RFP for Interactive Kiosks: Update
- c. Next Meeting: **TBD**

7. Other Business

8. Next Meeting: **Wednesday, May 8<sup>th</sup>, 2024 at 8:00 AM**

9. 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/GTAIA 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. VITURAL 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 agendized and do not count towards Committee/Board quorum or are allowed to vote.



**Downtown Chula Vista Association –Board of Directors’ Meeting  
Wednesday, November 29, 2023, at 8:00 AM  
In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)  
Virtual Link: <https://us06web.zoom.us/j/82639703921>  
or call 1-669-900-6833 / Meeting ID: 826 3970 3921 / Passcode: 1982**

**PRESENT:** Dr. Gonzalo Quintero, Kevin Lewis, Ron Richie, Kevin Pointer, Joe Raso, Joe Warren, Eric Vaca, Helmer Rodriguez, Kevin Rhodes, Jose Barajas

**ABSENT:** Mariana Cardenas

**GUESTS:** Cynthia Kauai, Karen Schulman, Tom Doyle (City of Chula Vista), Jennifer Von Stauffenberg, Sydney Costales and Cree Jones (Olive PR), Catt Fields White (San Diego Markets)

**STAFF:** Marco Li Mandri, Dominic Li Mandri, Chris Gomez, Shirley Zawadzki, Jeri Keiller, Monica Montes, Michelle T. de Mercado

**MINUTES:**

<i><b>Item</b></i>	<i><b>Discussion</b></i>	<i><b>Action Taken?</b></i>
1. Introductions / Dr. Gonzalo Quintero, Board President	The meeting was called to order at 8:02 a.m. by District Manager, Dominic Li Mandri.  Dominic reviewed the meeting etiquette and introductions were made.	<b><i>No action taken.</i></b>
2. Public Comment (3-Minutes Max Per Person) <i>Please keep comments directed to non-agenda topics.</i>	Nothing to report.	<b><i>No action taken.</i></b>

3. Approval of the October 11th, 2023, Meeting Minutes	3. The GTAIA October 11, 2023, meeting minutes were reviewed on pages 3-11 of the agenda packet.	<b><i>Ron Richie moved to approve the minutes. Kevin Lewis seconded the motion. Unanimously approved.</i></b>
4. Community Reports: CVPD, Senator Padilla’s Office, Supervisor Vargas’ Office, Mayor McCann’s Office, Councilmember Preciado’s Office	4. Cynthia Kai reported that Chula Vista Mayor, John McCann, has been participating in ribbon cutting ceremonies throughout the city, including on Third Avenue.  Cynthia added that the Mayor is looking forward to the upcoming Starlight Nights Festival and Parade.  Karen Schulman provided an update on the upcoming Starlight Nights Parade.	<b><i>4.No action taken.</i></b>
5. Report from the Nominations Task Force for New Appointments to the DCVA Board, determination of qualifications by staff:  a. Recommendations from the Nominations Task Force for appointment to the Board:  i. Property-Owner Directors Nominated:	5.a. Dominic LiMandri reported that the Nominations Task Force met on Friday, November 24, 2023, to review the seven applications that had been submitted.  5.i. Dominic LiMandri stated that based on the recommendations of the task force, three property owners were selected, and two business owner representatives were selected.  Property-Owner Directors 1. Dr. Gonzalo Quintero 2. Joe Warren 3. Kevin Pointer  Kevin Pointer reminded the Board that the elections are now for a two-year term unlike the previous one-year term for the three previously elected property representatives.	<b><i>5.i. Joe Raso moved to accept the recommendation by the Nominations Task Force to accept Dr. Gonzalo Quintero, Joe Warren, and Kevin Pointer as property directors to the Board. Kevin Lewis seconded the motion. Unanimously approved.</i></b>

<p>ii. Community-at-Large Directors Nominated:</p>	<p>5.ii. Community -at-Large Directors.</p> <ol style="list-style-type: none"> <li>1. Kevin Rhodes</li> <li>2. Jose Barajas</li> </ol> <p>Kevin Pointer added that the Community-at-Large Directors will be for a two-year term.</p> <p>Marco added that the staggering of Board terms will prevent the entire Board from terming out at the same time.</p> <p>Dominic welcomed the two nominated Community-at-Large Directors.</p>	<p><b>5.ii. Kevin Lewis moved to accept the recommendation by the Nominations Task Force to accept Kevin Rhodes and Jose Barajas as Community-at-Large Directors to the Board. Joe Raso seconded the motion. Unanimously approved.</b></p>
<p>6. Committee Reports: Executive Committee / Dr. Gonzalo Quintero, Board President</p> <p>6.a. Election of Officers for one-year terms:</p> <ol style="list-style-type: none"> <li>a. Board President</li> <li>b. Vice President</li> <li>c. Secretary</li> <li>d. Treasurer</li> </ol>	<p>6.a. Dominic outlined that every year the Board accepts both self-nominations and nominations from fellow Board members for Officers to the Board.</p> <p>Dominic reported that in July 2023, Past President, Kendall Manion, stepped down from her position.</p> <p>Dominic added that a special election was held in August nominating Dr. Gonzalo Quintero to the position of Board President and Joe Warren to the position of Board Treasurer. However, this election was simply to fill the terms of the exiting Officers (Kendell leaving and Dr. Q vacating the Treasurer position), and thus, the President and Board Treasurer positions were up for nomination once again.</p> <p>Dominic announced the current GTAIA Board Officers and their positions:</p> <ol style="list-style-type: none"> <li>1. Dr. Gonzalo Quintero, President</li> <li>2. Kevin Lewis, Vice President</li> <li>3. Ron Richie, Secretary</li> <li>4. Joe Warren, Treasurer</li> </ol> <p>6.b. Dominic opened the floor for nominations for Vice President. Kevin Lewis was nominated to continue his role as Vice President.</p>	<p><b>6.a. Joe Raso moved to nominate Dr. Gonzalo Quintero for the position of Board President. Kevin Pointer seconded the motion. Unanimously approved.</b></p> <p><b>6.b. Joe Raso moved to nominate Kevin Lewis for the position of Vice President. Helmer</b></p>

<p>6.b. FY23 October Draft Financial Report: Review Action Item</p>	<p>6.c. Dominic opened the floor for nominations for Board Secretary. Ron Richie was nominated to continue his role as Board Secretary.</p> <p>6.d. Dominic opened the floor for nominations for Board Treasurer. Joe Warren was nominated to continue his role as Board Treasurer.</p> <p>6.b. Marco reported that staff received an email yesterday afternoon from Kevin Pointer and Dr. Gonzalo Quintero, raising several concerns with the financial reports as well as questions regarding the current GTAIA bylaws. Dominic had responded to the email with answers and clarity to the questions posed.</p> <p>Shirley Zawadzki reported on the September financial report and stated that the report was printed on an accrual basis and not cash basis format, which had resulted in some of the confusion underlying the questions from Kevin Pointer.</p> <p>Jeri Keiller added that the DCVA financial reports are run early in the month and that activity may not be seen when the report is prepared for the meeting.</p> <p>Shirley and Jeri confirmed that the numbers presented at the meeting are accurate in the provided report, however, they can always provide expanded reports.</p> <p>Marco asked if the month-to-month gross profits that Kevin Pointer requested were present in the report.</p> <p>Jeri confirmed.</p> <p>Kevin Pointer withdrew the motion and asked for a</p>	<p><i>Rodriguez seconded the motion. Unanimously approved.</i></p> <p><i>6.c. Kevin Lewis moved to nominate Ron Richie for the position of Secretary. Helmer Rodriguez seconded the motion. Unanimously approved.</i></p> <p><i>6.d. Joe Warren moved to nominate himself for the position of Treasurer. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.</i></p> <p><i>6.b. Kevin Pointer moved not to accept the financials as presented as the Board should wait for the corrected numbers that will be presented at next month's meeting.</i></p> <p><i>Kevin Rhodes moved to receive both accrual and cash reports and continue with the 2023 budget items for FY24 until the Board could meet and set a final FY24 Budget. Kevin Pointer offered a friendly amendment to the motion to receive an updated presentation based on the updated financials from the November 7, 2023, PowerPoint presentation. Kevin Lewis seconded the motion. Unanimously approved.</i></p>
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	<p>consensus from the Board to receive a corrected September Financial Report.</p> <p>Chris Gomez pointed out that the P&amp;L report showed the printed date and the time stamp, and under that showed “cash basis,” adding that last month’s report would be worded, “accrual.”</p> <p>Jeri explained the difference between cash basis and accrual basis to the Board.</p> <p>Kevin Rhodes motioned to produce both a cash basis and an accrual basis report and to continue with the fiscal year 2023 budget.</p> <p>Shirley reported that starting in 2024, a budget will be provided for each event. Shirley reported on the FY October draft report on pages 23-28 of the agenda.</p> <p>Marco confirmed that this was a lot of information provided and invited Board members to contact Shirley for questions or clarification.</p> <p>Dr. Quintero opened this portion of the meeting for comments.</p> <p>Dominic addressed the questions in the email regarding bylaws compliance. Dominic recommended the Board consider creating a Bylaws Review Task Force to review the current GTAIA Bylaws and make any amendments to ensure compliance with latest state and local laws and regulations.</p> <p>Dominic reported that staff does not receive comments or questions on the budget outside of meetings and not until the email was received from Kevin Pointer and Dr. Gonzalo Quintero were any concerns raised.</p> <p>Dominic reported that Shirley will draft a final budget to provide to the Board at the December meeting. Dominic reported that for the last two years, the fiscal year budgets were approved by the Board in the current fiscal year. In 2022, the budget was approved in January and in 2023, they were approved in March.</p> <p>Kevin Pointer recommended that the Board should agree on either having a cash report or an accrual basis report moving forward. After revisiting the</p>	
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<p>6.c. Report on Ongoing Efforts with the City Manager’s Office Re: DCVA Priorities</p>	<p>bylaws, the Board should address how that comparison should be made month-to-month. Marco recommended for the Board to continue to operate on the fiscal 2023 budget until the year end closing is presented to the Board and for the Committee to focus on what their priorities are, give it to the Executive Committee, then to the Board.</p> <p>Kevin Rhodes reiterated that he would like to be presented with both a cash basis report and an accrual report.</p> <p>6.c. Marco reported that he met with Assistant City Manager, Tiffany Allen, to discuss the ongoing rollout efforts of the DCVA amenities.</p> <p>Dominic added that he spoke to Kalani Camacho, Public Works Operations Superintendent, on the relocation of the benches currently on Third Avenue.</p>	<p><b>6.c. No action taken.</b></p>
<p>Civil Sidewalks Committee / Dr. Gonzalo Quintero, Committee Chair</p> <p>6.a. Third Avenue Streetscape Landscaping: Progress of Phase II/III Rehabilitation</p>	<p>6.a. Dominic reported that efforts are in progress.</p> <p>Dominic reported that there are a total of fifty-four bulb outs along Third Avenue from H to E Street and that the DCVA is bound by its maintenance agreement with the City to exclusively plant according to the City’s landscape designs.</p> <p>Joe Raso commented that he finds fault with the City of Chula Vista designing the landscape, but requiring the Association to maintain it, and believes that if they design it, they should maintain it.</p> <p>Dominic reported that staff met with the City of Chula Vista’s Eric Crockett, Matt Little, Kevin Pointer, and Bill Valle to discuss the increasing utility costs and were looking for financial assistance via a grant to offset the costs. At that meeting, it was suggested to staff that the DCVA organize a request to the City Manager for use of the parking meter revenue.</p> <p>Dominic added that landscaping efforts will accelerate after the holiday season once staff are</p>	<p><b>6.a No action taken.</b></p>



<p>6.b. Ongoing Homeless Concerns on Third Avenue</p>	<p>freed up from event preparations.</p> <p>Marco recommended that staff obtain a copy of the agreement that mandates that we follow the prescripts of the landscape for review at the upcoming Civil Sidewalks Committee meeting to propose a specific amendment to the contract.</p> <p>6.b. Dominic reported that he has been receiving emails every day for the past month about a homeless encampment, primarily at the National Alliance on Mental Illness (NAMI) location on Third.</p> <p>Dominic reported that this information will be passed on to code enforcement to prevent people from sleeping in business front alcoves.</p>	<p><b>6.b. No action taken.</b></p>
<p>6.c. Next Meeting:</p>	<p>The next Civil Sidewalks Committee meeting will take place on Wednesday, December 27th, 2023, at 9:00 am at the DCVA Office.</p>	<p><b>6.c. No action taken.</b></p>
<p>District Identity &amp; Placemaking Committee / Ron Richie, Committee Chair</p> <p>6.a. Olive Public Relations Recap / Sydney Costales</p> <p>6.b. Downtown Chula Vista Farmers Market Sun./Weekly</p> <p>6.c. Starlight Parade &amp; Festival: Update Sun, 12/3</p>	<p>6.a. Sydney Costales and Cree Jones from Olive Public Relations reported on DCVA PR and social media activities.</p> <p>6.b. Catt Fields White reported on the Farmers' Market activity.</p> <p>Catt added that January will be a good month because of the New Year's Resolution to eat healthily and encouraged Board members to shop at the market.</p> <p>Catt reported that the Starlight Market will have 60 to 65 vendors.</p> <p>Catt reported that the Starlight Market will be from 3pm to 7pm.</p> <p>6.c. Dominic reported on the Starlight Parade and Festival.</p> <p>Dominic reported that the Festival will be take place from 3pm to 7pm.</p>	<p><b>6.a. No action taken.</b></p> <p><b>6.b. No action taken.</b></p> <p><b>6.c. No action taken.</b></p>

<p>6.d. 2024 DCVA Sponsorship Deck &amp; Master Calendar</p>	<p>Dominic reported on the Festival activations:</p> <ul style="list-style-type: none"> <li>ArtReach-Ornament Station</li> <li>Letters to Santa Station</li> <li>Pictures with Santa</li> <li>Trackless train in the Kalavera parking lot</li> <li>Faux bubble snow</li> <li>Faux Snowball fight</li> <li>Live Entertainment will be from 3pm to 5:45 pm</li> </ul> <p>Chris thanked the City of Chula Vista and Mayor McCann’s office for the financial assistance for the Association’s portion of the event.</p> <p>Chris reported that staff were able to secure additional sponsorship from Wyred Internet to underwrite additional event expenses.</p> <p>Dr. Quintero asked if staff were able to secure the location for the trackless train now that Kalavera is open for business.</p> <p>Dominic confirmed that he spoke to the restaurant’s manager and had been made aware of the event.</p> <p>Dr. Quintero asked for follow-up with Wyred sponsorship.</p> <p>Chris confirmed the resolution was that Wyred will come in at a \$6,500.00 Stage Sponsorship level.</p> <p>Karen Schulman reported on the Starlight Parade.</p> <p>Karen reported that Sprout’s has been placing event informational cards in each shopping bag to promote the event. Karen reported that Raising Cane’s Restaurant placed approximately 10,000 event cards in them to go bags.</p> <p>6.d. Dominic reported that staff is preparing a 2024 event sponsorship deck for review at the upcoming DIP meeting.</p> <p>Dominic reported that he met with Mayor John McCann discussing future sponsorship to be provided for both the City of Chula Vista and the Association.</p> <p>Dominic reported that staff will finalize the</p>	<p><b>6.d. No action taken.</b></p>
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	<p>sponsorship deck, highlighting the cost and levels for each event and will provide this to the mayor upon completion.</p> <p>Dominic reported that there will be a discussion on the DCVA Amps &amp; Ales event and whether it will return in 2024.</p>	
Next Meeting:	The next District Identity & Placemaking Committee meeting will take place on Wednesday, December 20th, 2023, at 9:00 am at the DCVA Office.	<b>No action taken.</b>
<p>Land Use &amp; Project Review / Joseph Raso, Committee Chair</p> <p>6.a. Reconfiguration of Park Way Streetscape to Allow for Diagonal Parking</p>	<p>6.a. Dominic reported that staff are still waiting for clarification from the City of Chula Vista on how to proceed with the reorientation on Park Way to allow for diagonal parking.</p> <p>Kevin Pointer stated that there has not been a committee meeting since March 2023.</p>	<b>6.a. No action taken.</b>
Next Meeting:	The upcoming Land Use Committee meeting is to be determined.	<b>No action taken.</b>
<p>7. Report on Special Board Meetings Regarding Management Review Process / Dr. Gonzalo Quintero</p> <p>7.a. Recommendation from November 22nd Special Board Meeting</p>	<p>7.a. Dr. Gonzalo Quintero reported that New City America provided a copy of a self-evaluation that included the organization’s goals.</p> <p>Dr. Quintero reported that he has been authorized to spend, but not to exceed \$5,000.00 to engage with an outside accounting firm to review the Association’s financials.</p> <p>Dr. Quintero opened discussion from members of the Task Force.</p> <p>Dominic reported that the action taken at the</p>	<b>7.a. The action has been tabled.</b>

	<p>October 20th meeting was to authorize Dr. Quintero to contact the current CPA for the Association and to request additional information for the past three years, but the action was changed at the November 22nd meeting to now seek an outside CPA.</p> <p>Dominic reported that the questions to the DCVA's current CPA have not been sent and no additional questions have been brought up to staff.</p> <p>Dominic clarified that the current CPA is an expert in the field in providing district audits in the county of San Diego. Dominic recommended for the Committee to draft a list of questions needing clarification and then to provide them to the current CPA for further explanation.</p> <p>Chris added that if the Board authorizes Dr. Quintero to solicit an outside CPA, staff must provide a proper RFP process as we will be using BID or PBID funds that are use-restricted.</p> <p>Marco added that he understands that it is the prerogative of the Board to spend \$5,000.00 but is not sure that in the end there will be any further clarity. Marco recommended that the Board seek clarity from the current CPA, as this will prove to be more cost effective.</p> <p>Dr. Quintero asked for Jeri and Shirley's opinion.</p> <p>Jeri shared concern that if another CPA is hired, that CPA will go back to Shirley to ask her for the answers to the questions asked.</p> <p>Jeri shared that she is a retired CPA but is willing to answer any questions that the Board may have.</p> <p>Shirley recommended using the current CPA Guerrero Jimenez Diaz &amp; Co, for clarification and if the Board is not satisfied, then they can go from there.</p> <p>Helmer commented that he would not be opposed to the CPA providing a tutorial to the Board.</p> <p>Chris recommended the Task Force draft a list of questions and to provide them to Jeri. This will allow Jeri to make recommendations for the CPA to come in and meet with the Board, to look at an outside</p>	
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	<p>company, or to have staff answer the questions given.</p> <p>Helmer confirmed that there is no issue of wrongdoing or impropriety.</p> <p>Chris stated he thinks it would be good for the Board to set goals for staff versus the Board only setting goals for the Association.</p> <p>Chris recommended for the Association to evaluate New City America based on the goals the Organization set for staff.</p>	
Next Meeting:	The next meeting will take place on Wednesday, December 13th, 2023, in the DCVA office.	<b><i>No action taken.</i></b>
8. Adjournment	The meeting was adjourned at 9:52 am.	<b><i>Helmer Rodriguez moved to adjourn the meeting. Ron Richie seconded the motion. Unanimously approved.</i></b>

Minutes taken by: Michelle Thomas de Mercado, NCA Staff



**Downtown Chula Vista Association – Board of Directors’ Meeting  
Wednesday, March 13, 2024, at 8:00 AM**

**In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)**

**Virtual Link: <https://us06web.zoom.us/j/82639703921>**

**or call 1-669-900-6833 / Meeting ID: 826 3970 3921 / Passcode: 1982**

PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Ron Richie, Joe Warren, Jose Barajas, Kevin Rhodes, Kevin Pointer, Joe Raso

ABSENT: Eric Vaca, Helmer Rodriguez

GUESTS: Tatiana Latufo, Raquel Neu, Caitlyn Coaty (Access DMC), Amanda Angulo (Zoom) and Tom Doyle (City of Chula Vista), Curt Brooker and Jacob Rocha (Fuse Events), Jennifer von Stauffenberg, Sydney Costales, Cree Jones (Zoom), and Sylvia Rodriguez (Olive PR), Catt Fields White (Zoom, San Diego Markets)

STAFF: Marco Li Mandri, Dominic Li Mandri, Tammy DeLuca, Michelle Mercado

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Dr. Gonzalo Quintero, Board President	The meeting was called to order at 8:01 am by District Manager, Dominic Li Mandri.  Dominic reviewed the meeting etiquette and introductions were made.	<b>No action taken.</b>
2. Public Comment (3-Minutes Max Per Person) <i>Please keep comments directed to non-agenda topics.</i>	Nothing to report.	<b>No action taken.</b>

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**

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<p>3. Access DMC: Presentation to Downtown Chula Vista/Third Avenue Community</p>	<p>Tatiana Latufo, Vice President of Business Development, Raquel Neu, Director of Creative Services, and Caitlyn Coaty, Events, provided a presentation to the Board on <i>who</i> is Access DMC (Destination Management Company), <i>why</i> they are here, and <i>what</i> services they provide.</p>	<p><b><i>No action taken.</i></b></p>
<p>4. Community Reports: CVPD, Senator Padilla’s Office, Supervisor Vargas’ Office, Mayor McCann’s Office, Councilmember Preciado’s Office</p>	<p>Amanda Angulo, Policy Advisor, reported on behalf of the office of Mayor John McCann that there is a vacancy in District 4 and currently taking applications.</p> <p>Amanda added that this is an appointed Councilmember position until December and applications are no longer accepted after March 15, 2024.</p>	<p><b><i>No action taken.</i></b></p>
<p>5. Review of the Minutes from the February 14, 2024, Meeting</p>	<p>The minutes were reviewed on pages 3-12 of the agenda.</p>	<p><b><i>Kevin Lewis moved to approve the minutes. Joe Raso seconded. Ron Richie abstained. Motion passed.</i></b></p>
<p>6. Committee Reports: Executive Committee / Dr. Gonzalo Quintero, Board President</p> <p>6.a. Review of FY24 YTD Draft Financial Reports</p> <p>6.b Discussion &amp; Consideration on a Potential Increase to FY25 PBID Assessments</p>	<p>6.a. Dominic reported on the FY24 Year-To-Date report on pages 13-16 of the agenda.</p> <p>Dominic reported that no recommendation was made during the March 6<sup>th</sup> Executive Committee meeting because the Committee was provided the report as a hand-out and not as part of the original packet sent out 72-hours in advance.</p> <p>Dominic reminded the Board that if anyone needed any further clarification to contact him or Shirley.</p> <p>6.b. Dominic reported PBID Assessment Budget on pages 17-18 of the Board agenda</p> <p>Dominic provide an excerpt from the District Management Plan, the guiding document for the Downtown Chula Vista PBID.</p> <p>Dominic presented a timeline (included in the original management district plan) that illustrated the PBID’s</p>	<p><b><i>6.a. Joe Raso moved to approve the financials as presented Kevin Lewis seconded the motion. Unanimously approved.</i></b></p> <p><b><i>6.b. Kevin Lewis moved to raise the PBID Assessments by 3% in FY25. Joe Raso seconded the motion. Ron Richie opposed. Kevin Rhodes abstained. Motion passes.</i></b></p>

<p>6.c. Public Relations &amp; Social Media New Contract: Olive Public Relations</p>	<p>maximum annual budget for the 10-year life term, adjusting it by the maximum 5% inflation factor per year.</p> <p>Dominic reported that the Board of Directors has the opportunity to annually increase the overall District assessments to provide more financial resources.</p> <p>Dominic pointed out the Association is at a structural deficit, and that staff felt it prudent for the Board to consider an assessment increase to keep track with inflationary pressures and the rise in utilities costs.</p> <p>Dominic asked for the Boards overall opinion of an increase at the final year of the PBID.</p> <p>Dominic reported that the Executive Committee did not make any recommendations at last week's Committee meeting, preferring for the discussion to be had at the Board meeting.</p> <p>Marco reported that a 5% increase would be approximately \$24,000.00 more per year.</p> <p>Joe Raso asked how the assessment formula is calculated.</p> <p>Dominic explained how the PBID formula is applied to properties in the downtown.</p> <p>Kevin Rhodes shared that he is in favor of the increase; however, he believes that the property owners will make the business owners financially responsible.</p> <p>6.c. Dominic recapped that a PR and Social Media RFP was sent out earlier this year, with a total of thirteen interested responses. Those thirteen were refined down to three.</p> <p>Dominic reported that of the three local submissions reviewed and interviewed by the PR/SM RFP Task Force, the District Identity &amp; Placemaking Committee, elected to move forward with Olive Public Relations.</p> <p>Dominic reported that the new Olive PR monthly contract increased from \$5,400.00 to \$6,000.00, the first increase in two years.</p>	<p><b>6.c. Dr. Gonzalo Quintero moved to approve the new Olive PR contract and to accept the monthly increase in services. Ron Richie seconded the motion. Unanimously approved.</b></p>
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<p>6.d. GTAIA Business Banking Transition: Progress</p>	<p>6.d. Dominic reported that staff has initiated the transition from Banner Bank to US Bank.</p> <p>Dominic reported that he called Banner Bank to notify them of the account termination but never received a response back.</p> <p>Dominic reminded the officers to return the US Bank account forms that he sent out earlier in the week.</p> <p>Dominic reported that US Bank has provided a \$3,500.00 sponsorship for the Taste of Third.</p>	<p><b>6.d. No action taken.</b></p>
<p>6.e. RFP for Interactive Digital Information Kiosks in Downtown</p>	<p>6.e. Dominic reported that the Executive Committee authorized the release of an RFP for interactive digital kiosks at the March 6, 2024, meeting.</p> <p>Dominic shared that the City of San Diego recently contracted a company to stage 75 wayfinding kiosks downtown.</p> <p>Dominic reported that he has already been discussing the kiosk potential with the City of Chula Vista City Manager in preparation of the increase tourism that will come to the District with the construction of the Gaylord Pacific Resort &amp; Convention Center completion in 2025.</p> <p>Dominic shared that he informally reached out to three different digital kiosk companies to inquire on their interest in submitting formal proposals via an RFP process for the Board to review and select.</p> <p>Dominic recapped that this kiosk program will be revenue generating for the Association.</p> <p>Joe Raso asked how many kiosks the District will require.</p> <p>Dominic reported that he estimates potentially up to twenty-five kiosks could be included in the District's expanded borders.</p>	<p><b>6.e. No action taken.</b></p>
<p>6. f. Status Report on Pending Items Reported to the Third Avenue Task Force</p>		

<p>I. Status of New Enabling Ordinance for the City</p>                <p>II. Status of Code Enforcement Related to Unregulated Vending in Downtown</p>                <p>III. Status of Downtown Parking District Budget Request</p>	<p>I. Dominic voiced that now that a City Attorney has been elected, he is hopeful of making progress on the Enabling Ordinance.</p> <p>Dominic reminded the Board that it will take twelve to fourteen months to reform the new District from investigation to formation.</p> <p>Dominic recapped that the new expanded District will be larger to capture more mixed-used residential developments adjacent to Third Avenue.</p> <p>Dominic reported that he and Marco will have a meeting with the City Manager on April 6th.</p> <p>II. Dominic notified the Board that the lot where the former Algo Bueno food truck operated is not available for staging area food trucks.</p> <p>Dominic added that there is no dedicated site for food trucks right now, however, the DCVA will continue to search for a site to relocate them off of Third Avenue.</p> <p>III. Dominic reported that staff is still in waiting with the City Manager's office regarding the status of the Parking District Budget request to offset landscaping costs.</p> <p>Dominic reported that the City of Chula Vista is investigating the reimplementation of the 1990's, Landscape and Lighting District to assist in the maintenance of the landscaping improvements. Dominic reported that staff will continue working with the City to identify resources to offset those costs.</p>	<p><b><i>I. No action taken.</i></b></p>                <p><b><i>II. No action taken.</i></b></p>                <p><b><i>III. No action taken.</i></b></p>
<p>Next Meeting:</p>	<p>The next Executive Committee meeting will be on Wednesday, April 3, 2024, at 8:00 am at the DCVA Office.</p>	<p><b><i>No action taken.</i></b></p>

<p>District Identity &amp; Placemaking Committee / Ron Richie, Committee Chair</p>		
<p>6.a. Olive Public Relations Recap / Sydney Costales</p>	<p>6.a. Sydney Costales and Cree Jones from Olive Public Relations reported on DCVA PR and social media activities on pages 19-20 of the agenda packet.</p>	<p><b>6.a. No action taken.</b></p>
<p>6.b. Downtown Chula Vista Farmers Market Sun./Weekly</p>	<p>6.b. Catt Fields White reported on the Farmers' Market activity.</p>	<p><b>6.b. No action taken.</b></p>
<p>6.c. Taste of Third: Update</p>	<p>6.c. Curt Brooker reported on the "final push" with four hundred tickets sold and with \$10,000.00 in event sponsorship acquired by Fuse Events, but not including the additional \$3,500.00 from US Bank and \$1,000.00 from Republic Services acquired by staff.</p>	<p><b>6.c. No action taken.</b></p>
<p>6.d. Amps &amp; Ales Event: Update</p>	<p>6.d. Dominic reported on the cancellation of the Amps &amp; Ales Event.</p> <p>Dominic reported that DI&amp;P Committee's consensus was to cancel due to the lack of sponsorship.</p> <p>Dominic reported that there will be further discussion to the consideration of reformatting the event for next year.</p>	<p><b>6.d. No action taken.</b></p>
<p>6.e. San Diego FC Event in Downtown Chula Vista: Update</p>	<p>6.e. Dominic confirmed that the San Diego FC event will take place on May 4, 2024.</p> <p>Dominic reported that engagement with FC will be on the condition that an indemnification agreement be drafted if staff is to assist in any capacity of the event to protect the Organization from any liabilities.</p>	<p><b>6.e. No action taken.</b></p>
<p>6.f. Third Avenue Amenity Deployment: Decorative Corner Planters</p>	<p>6.f. Dominic reported that he sent a map to Tiffany Allen, Assistant City Manager, with the locations of the planter's placement on Third Avenue.</p>	<p><b>6.f. No action taken.</b></p>
	<p>6.g. Dominic reported the retrofit upgrade is still</p>	<p><b>6.g. No action taken.</b></p>

<p>6.g. Third Avenue Landmark Sign Retrofit &amp; Upgrade</p>	<p>ongoing.</p>	
<p>Next Meeting:</p>	<p>The next District Identity &amp; Placemaking Committee meeting will take place on Wednesday, March 24,2024, at 9:00 am at the DCVA Office.</p>	<p><b>No action taken.</b></p>
<p>Civil Sidewalks Committee / Dr. Gonzalo Quintero, Committee Chair</p> <p>6.a. Third Avenue Streetscape Landscaping: Progress of Phase II/III Rehabilitation</p> <p>6. b. RFQ Responses for Downtown Quarterly Pressure Washing: Review</p> <p>6. c. Downtown Entertainment District: Next Steps</p>	<p>6.a. Dominic reported that streetscape rehabilitation efforts are in progress.</p> <p>Dominic shared with the Board that the Phase II Rehabilitation project finalizing and to begin Phase III.</p> <p>Dominic reported that staff will be making another plant purchase to Terra Bella once Phase III begins.</p> <p>6.b. Dominic reported that an RFQ has been issued for a potential new quarterly pressure washing service.</p> <p>Dominic reported that two companies have provided service, one being CAM.</p> <p>Dominic shared that he will be sending the RFQ to Aztec Landscaping, Inc. to obtain a third quote for the Board.</p> <p>6.c. Dominic reported on the completion of the Good Neighbor Policy and will be contacting Chula Vista Police Department to set up a meeting with them and ABC (Alcoholic Beverage Control) to allow audible music and entertainment outside establishments on Third Avenue.</p>	<p><b>6.a No action taken.</b></p> <p><b>6.b. No action taken.</b></p> <p><b>6.c. No action taken.</b></p>

Next Meeting:	The next Civil Sidewalks Committee meeting will take place on Wednesday March 27th, 2024, at 9:00 am, at the DCVA Office.	<b>No action taken.</b>
Land Use & Project Review / Joseph Raso, Committee Chair		
6.a. Reconfiguration of Park Way Streetscape to Allow for Diagonal Parking	6.a. Dominic reported that the City Manager has assigned staff to further investigation of the reconfiguration of Park Way to allow diagonal parking and the reconsideration of the median space.	<b>6.a. No action taken.</b>
6.b. Urban Land Institute: Technical Assistance Panel (TAP): Update	6.b. Dominic shared that the TAP is ongoing.  Dominic reminded members that ULI has requested to speak with panelists and will be in communication with them shortly.	<b>6.b. No action taken.</b>
6.c. Request for Information from City on New Development Applications in Downtown	6.c. Dominic reported that this was at the request of the Land Use Committee to have on-going communication with the City of Chula Vista of any new developments and for the developers to come to a meeting to provide any pertinent information and feedback.	<b>6.c. No action taken.</b>
Next Meeting:	The upcoming Land Use Committee meeting date will be determined.	<b>No action taken.</b>
6. Other Business	Nothing to report.	<b>No action taken.</b>
7. Next Meeting:	The next meeting will take place on Wednesday, April 10, 2024, at 8:00 am, in the DCVA office.	<b>No action taken.</b>
8. Adjournment	The meeting was adjourned at 9:14 am.	<b>Joe Raso moved to adjourn the meeting. Unanimously approved.</b>

Minutes taken by: Michelle Thomas de Mercado, NCA Staff

10:02 AM  
04/02/24  
Cash Basis

**GTAIA dba Downtown Chula Vista Assoc.**  
**Balance Sheet**  
**As of March 31, 2024**

	<u>Mar 31, 24</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
GTAIA Gen Acct- 9112	196,093.54
GTAIA Programs Acct - 9956	40,580.69
GTAIA - Debit -9948	1,001.39
<b>Total Checking/Savings</b>	<u>237,675.62</u>
<b>Total Current Assets</b>	<u>237,675.62</u>
<b>TOTAL ASSETS</b>	<u><u>237,675.62</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
<b>Payroll Liabilities</b>	
State Payroll Tax Liability	1,492.19
Federal Payroll Tax Liability	<u>-1,492.19</u>
<b>Total Payroll Liabilities</b>	<u>0.00</u>
<b>Total Other Current Liabilities</b>	<u>0.00</u>
<b>Total Current Liabilities</b>	<u>0.00</u>
<b>Total Liabilities</b>	<u>0.00</u>
<b>Equity</b>	
Unrestricted Net Assets	44,068.53
Net Income	<u>193,607.09</u>
<b>Total Equity</b>	<u>237,675.62</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>237,675.62</u></u>

10:04 AM  
04/02/24  
Cash Basis

GTAIA dba Downtown Chula Vista Assoc.  
Profit & Loss Budget Performance  
March 2024

	Mar 24	Budget	Jan - Mar 24	YTD Budget	Annual Bud...
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>BID Revenue</b>					
Business Licences	0.00	0.00	0.00	36,000.00	36,000.00
<b>Total BID Revenue</b>	0.00	0.00	0.00	36,000.00	36,000.00
<b>Non Assessment Income</b>					
Grants	0.00	0.00	0.00	1.00	1.00
Sponsorships	① 1,030.00		8,614.62		
<b>Total Non Assessment Income</b>	1,030.00	0.00	8,614.62	1.00	1.00
<b>PBID Revenue</b>					
Prop. Owner Assessments 2024	0.00	0.00	343,755.87	485,591.64	485,591.64
<b>Total PBID Revenue</b>	0.00	0.00	343,755.87	485,591.64	485,591.64
<b>Program Income</b>					
Farmers Market					
F.M. Vendor Income	② 9,355.00	7,358.33	25,100.00	22,074.99	88,300.00
<b>Total Farmers Market</b>	9,355.00	7,358.33	25,100.00	22,074.99	88,300.00
<b>Total Program Income</b>	9,355.00	7,358.33	25,100.00	22,074.99	88,300.00
<b>Special Event Income</b>					
Amps & Ales	0.00	0.00	0.00	1.00	1.00
Dia De Los Muertos	0.00	0.00	0.00	1.00	1.00
Lemon Festival	0.00	0.00	0.00	1.00	1.00
Starlight Event	0.00	0.00	0.00	1.00	1.00
Taste of Third	0.00	0.00	0.00	1.00	1.00
<b>Total Special Event Income</b>	0.00	0.00	0.00	5.00	5.00
<b>Prior Year Income Over Expenses</b>	0.00	0.00	0.00	31,000.00	31,000.00
<b>Total Income</b>	10,385.00	7,358.33	377,470.49	574,672.63	640,897.64
<b>Gross Profit</b>	10,385.00	7,358.33	377,470.49	574,672.63	640,897.64
<b>Expense</b>					
County Grant Expense	0.00	0.00	0.00	1.00	1.00
<b>ADMINISTRATION</b>					
Accounting Fees	0.00	416.67	1,625.00	1,250.01	5,000.04
Bank /CC Fees	34.29	37.50	34.29	112.50	450.00
Business Registration Fees	8.00	41.67	83.00	125.01	500.04
Dues and Subscriptions	273.35	125.00	741.00	375.00	1,500.00
<b>Insurance</b>					
Excess Liability	0.00	345.83	1,150.00	1,037.49	4,149.96
Auto Insurance	0.00	258.33	757.00	774.99	3,099.96
General Liability, D and O	0.00	1,025.00	2,228.00	3,075.00	12,300.00
<b>Total Insurance</b>	0.00	1,629.16	4,135.00	4,887.48	19,549.92
Legal Fees	400.00	41.67	1,375.00	125.01	500.04
Meals and Entertainment	0.00	83.33	0.00	249.99	999.96
Office Expense	311.36	166.67	1,096.28	500.01	2,000.04
Office Supplies	4.48	333.33	1,616.42	999.99	3,999.96
Outside Contract Services	16,000.00	16,000.00	48,000.00	48,000.00	192,000.00
Postage, Mailing Service	20.40	75.00	50.60	225.00	900.00
Printing and Copying	405.50	125.00	1,183.15	375.00	1,500.00
Rent, Parking, Utilities	4,112.56	3,916.67	12,337.68	11,750.01	47,000.04
Telephone, Telecommunications	495.14	458.33	1,485.42	1,374.99	5,499.96
Waste Services	608.94	300.00	1,347.88	900.00	3,600.00
<b>Total ADMINISTRATION</b>	22,674.02	23,750.00	75,110.72	71,250.00	285,000.00
<b>DI&amp;P</b>					
Advertising and Promotions	897.04	416.67	1,795.36	1,250.01	5,000.04

10:04 AM  
04/02/24  
Cash Basis

**GTAIA dba Downtown Chula Vista Assoc.**  
**Profit & Loss Budget Performance**  
**March 2024**

	Mar 24	Budget	Jan - Mar 24	YTD Budget	Annual Bud...
Public Relations	4,800.00	5,000.00	14,400.00	15,000.00	60,000.00
Rebrand & Photo Budget	0.00	0.00	0.00	83.33	83.33
Website and Hosting	0.00	366.67	4,888.68	1,100.01	4,400.04
<b>Total DI&amp;P</b>	<b>5,697.04</b>	<b>5,783.34</b>	<b>21,084.04</b>	<b>17,433.35</b>	<b>69,483.41</b>
<b>Event Expenses</b>					
<b>Farmers Market</b>					
F.M.-Consultant	3,280.49	1,983.17	7,981.96	5,949.51	23,798.04
F.M.- Staffing	1,628.59	2,366.67	4,697.44	7,100.01	28,400.04
F.M.- Payroll & Taxes	403.81		1,118.12		
F.M.- Permits & Fees	0.00	100.00	182.00	300.00	1,200.00
F.M.-Printing	0.00	125.00	0.00	375.00	1,500.00
F.M. - Equipment Rentals	725.23	800.42	2,491.47	2,401.26	9,605.04
<b>Total Farmers Market</b>	<b>6,038.12</b>	<b>5,375.26</b>	<b>16,470.99</b>	<b>16,125.78</b>	<b>64,503.12</b>
<b>Event Expenses - Other</b>	<b>300.00</b>	<b>0.00</b>	<b>2,720.06</b>	<b>5.00</b>	<b>5.00</b>
<b>Total Event Expenses</b>	<b>6,338.12</b>	<b>5,375.26</b>	<b>19,191.05</b>	<b>16,130.78</b>	<b>64,508.12</b>
<b>CIVIL SIDEWALKS</b>					
<b>Compensation &amp; Benefits</b>					
Cell Phone Allowance	90.00		270.00		
Workers Comp	956.00		3,430.00		
Salaries & Wages	11,569.56		31,363.46		
Payroll Processing Fees	206.05		719.48		
Payroll Taxes	1,033.36		3,177.03		
Health Insurance	-106.41		450.57		
Compensation & Benefits - Other	0.00	13,250.00	0.00	39,750.00	159,000.00
<b>Total Compensation &amp; Benefits</b>	<b>13,748.56</b>	<b>13,250.00</b>	<b>39,410.54</b>	<b>39,750.00</b>	<b>159,000.00</b>
<b>District Utilities</b>	<b>1,856.20</b>	<b>2,083.33</b>	<b>8,908.58</b>	<b>6,249.99</b>	<b>24,999.96</b>
<b>Equip Rental &amp; Maintenance</b>	<b>0.00</b>	<b>250.00</b>	<b>0.00</b>	<b>750.00</b>	<b>3,000.00</b>
<b>Landscape Contracted Services</b>	<b>920.00</b>	<b>833.33</b>	<b>2,760.00</b>	<b>2,499.99</b>	<b>9,999.96</b>
<b>Maintenance Services</b>					
<b>Auto</b>					
Fuel	323.93	300.00	951.61	900.00	3,600.00
Maintenance & Sevice	56.57	33.33	56.57	99.99	399.96
<b>Total Auto</b>	<b>380.50</b>	<b>333.33</b>	<b>1,008.18</b>	<b>999.99</b>	<b>3,999.96</b>
<b>Total Maintenance Services</b>	<b>380.50</b>	<b>333.33</b>	<b>1,008.18</b>	<b>999.99</b>	<b>3,999.96</b>
<b>Maintenance Supplies</b>	<b>1,539.73</b>	<b>1,250.00</b>	<b>3,501.17</b>	<b>3,750.00</b>	<b>15,000.00</b>
<b>Nursery Supplies &amp; Equipment</b>	<b>712.92</b>	<b>833.33</b>	<b>3,477.82</b>	<b>2,499.99</b>	<b>9,999.96</b>
<b>Sidewalk Pressure Washing</b>	<b>0.00</b>	<b>3,166.67</b>	<b>8,859.00</b>	<b>9,500.01</b>	<b>38,000.04</b>
<b>Uniforms</b>	<b>0.00</b>	<b>125.00</b>	<b>552.30</b>	<b>375.00</b>	<b>1,500.00</b>
<b>Total CIVIL SIDEWALKS</b>	<b>19,157.91</b>	<b>22,124.99</b>	<b>68,477.59</b>	<b>66,374.97</b>	<b>265,499.88</b>
<b>Total Expense</b>	<b>53,867.09</b>	<b>57,033.59</b>	<b>183,863.40</b>	<b>171,190.10</b>	<b>684,492.41</b>
<b>Net Ordinary Income</b>	<b>-43,482.09</b>	<b>-49,675.26</b>	<b>193,607.09</b>	<b>403,482.53</b>	<b>-43,594.77</b>
<b>Net Income</b>	<b>-43,482.09</b>	<b>-49,675.26</b>	<b>193,607.09</b>	<b>403,482.53</b>	<b>-43,594.77</b>



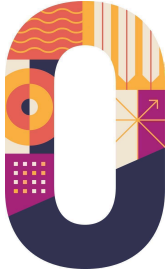
- 1. Taste of Third Sponsorship – Republic Services**
- 2. February Famers Market income**
- 3. February Farmers Market Consultant fee**

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.



## DCVA Board Meeting PR & Social Media Report

Wednesday, April 10, 2024

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### Pitches

#### **Craft Breweries in Downtown Chula Vista**

- Expected online coverage in San Diego Beer News

#### **Women Owned Businesses in Downtown Chula Vista**

- Secured online coverage on The Star News, Newstral, ABC 10, Yahoo! News, CBS 8, and Deal Town
- Secured broadcast coverage on ABC 10 and CBS 8

#### **Business Owner Spotlight (Taste of Third short lead)**

- Expected coverage on KPBS
- Secured online coverage The Star News, Gente Bonita Magazine, and Newsbreak

#### **Taste of Third Avenue**

- Secured print coverage in Gente Bonita Magazine, San Diego Union Tribune, Modern Luxury, San Diego Family Magazine
- Secured online coverage NBC 7, CBS 8, News Break, SoCal Pulse, San Diego Magazine, KSDY 50, San Diego Union Tribune, and Modern Luxury
- Secured newsletter coverage on There San Diego, SD Today
- Secured broadcast coverage on Telemundo, NBC 7, KUSI, ABC 10, FOX 5 and CBS 8

#### **Other Coverage**

- Expected coverage on Homes.com

### **SOCIAL MEDIA**

#### **Recap & Highlights**

- Gained 491 new followers
- Earned 157K impressions
- Earned over 4.5K engagements
- Promoted Taste of Third & captured live event coverage
- Promoted national days and holidays such as International Women's Day, St. Patrick's Day & National Puppy Day

SOCIAL MEDIA ANALYTICS (Last 30 days as of April 3)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Downtown Chula Vista [IG]	272	12,278	1,388	59,483
 Downtown Chula Vista [FB]	219	13,263	3,090	97,486

Top content - Facebook (Based on engagement rate per reach)

Best performing content published during the selected period.



Mar 4, 2024 • Downtown Chula Vista [FB]

Get ready for a taste sensation the whole family will love! 🤗 Join us at...

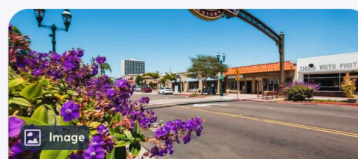
Reach	2,942
Engaged users	347
Clicks	118
Other clicks	244
Engagement rate per reach	11.8%
Engagement rate per impression	6.8%



Mar 8, 2024 • Downtown Chula Vista [FB]

International Women's Day is a time to celebrate the extraordinary...

Reach	1,704
Engaged users	155
Clicks	117
Other clicks	26
Engagement rate per reach	9.1%
Engagement rate per impression	8.8%



Mar 20, 2024 • Downtown Chula Vista [FB]

Spring has sprung and we're blooming with excitement! 🌸 🤗 Th...

Reach	814
Engaged users	37
Clicks	4
Other clicks	8
Engagement rate per reach	4.5%
Engagement rate per impression	4.5%

Top content - Instagram (Based on engagement)

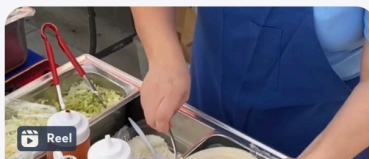
Best performing content published during the selected period.



Mar 26, 2024 • Downtown Chula Vista [IG]

Brunch: the ultimate indulgence! 🍳  
🤗 From fluffy pancakes to savory...

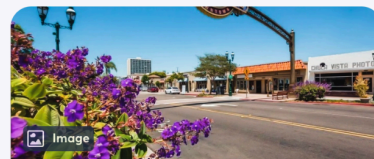
Reach	4,211
Comments	4
Likes	171
Saves	29
Engagement	279
Engagement rate per reach	6.6%
Engagement rate per impression	6.4%



Mar 22, 2024 • Downtown Chula Vista [IG]

Taste of Third was a delicious success! 🤗 Thank you to all who...

Reach	2,800
Comments	2
Likes	222
Saves	1
Engagement	237
Engagement rate per reach	8.5%
Engagement rate per impression	7.9%



Mar 20, 2024 • Downtown Chula Vista [IG]

Spring has sprung and we're blooming with excitement! 🌸 🤗 Th...

Reach	2,261
Comments	6
Likes	177
Saves	1
Engagement	189
Engagement rate per reach	8.4%
Engagement rate per impression	7.8%



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'. The signature is stylized with a large loop at the beginning and a long horizontal stroke at the end.

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

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**  
353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910  
619.422.1982 • DOWNTOWNCHULAVISTA.COM  
f @ d DOWNTOWNCHULAVISTA • v DOWNTOWNCHULA

**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.		<b>Services</b> Power Washing for Downtown Chula Vista Association Quarterly Services	1	\$0.00	\$0.00
2.		<b>Services</b> 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.		<b>Services</b> 16 Sidewalks Quarterly Services \$ 4,800		\$0.00	\$0.00
<b>Total</b>					<b>\$4,480.00</b>