



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

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. Access DMC: Presentation to Downtown Chula Vista/Third Avenue Community
4. Community Reports:
CVPD, Senator Padilla’s Office, Supervisor Vargas’ Office, Mayor McCann’s Office, Councilmember Preciado’s Office
5. Review of the Minutes from the February 14th, 2024 Meeting *Action Item* P. 3 - 12
6. Committee Reports:
 - Executive Committee / Dr. Gonzalo Quintero, Board President
 - a. Review of FY24 YTD Draft Financial Reports *Action Item* P. 13 - 16
 - b. Discussion & Consideration on a Potential Increase to FY25 PBID Assessments *Action Item* P. 17 - 18
 - c. Public Relations & Social Media New Contract: Olive Public Relations *Action Item*
 - d. GTAIA Business Banking Transition: Progress
 - e. RFP for Interactive Digital Information Kiosks in Downtown
 - f. 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 Downtown Parking District Budget Request
 - g. Next Meeting: **Wednesday, April 3rd, 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. 19 - 20
 - b. Downtown Chula Vista Farmer’s Market Sun./Weekly
 - c. Taste of Third: Update Thurs./Mar. 21st
 - d. Amps & Ales Event: Update
 - e. San Diego FC Event in Downtown Chula Vista: Update
 - f. Third Avenue Amenity Deployment: Decorative Corner Planters

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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- g. Third Avenue Landmark Sign Retrofit & Upgrade
- h. Next Meeting: **Wednesday, March 20th, 2024 at 9:00 AM at the DCVA Office**

Civil Sidewalks Committee / Dr. Gonzalo Quintero, Committee Chair

- a. Third Avenue Streetscape Landscaping: Progress of Phase II/III Rehabilitation
- b. RFQ Responses for Downtown Quarterly Pressure Washing: Review
- c. Downtown Entertainment District: Next Steps
- d. Next Meeting: **Wednesday, March 27th, 2024 at 9:00 AM at the DCVA Office**

Land Use & Project Review / Joseph Raso, Committee Chair

- a. Reconfiguration of Park Way Streetscape to Allow for Diagonal Parking: Update
- b. DCVA – ULI Partnership: TAP Committee Progress
- c. Request for Information from City on New Development Applications in Downtown
- d. Next Meeting: **TBD**

7. Other Business

- 8. Next Meeting: **Wednesday, April 10th, 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. 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.



Downtown Chula Vista Association – Board of Directors’ Meeting
Wednesday, February 14, 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, Joe Raso, Joe Warren, Eric Vaca, Helmer Rodriguez, Kevin Rhodes, Kevin Pointer, Eric Vaca

ABSENT: Ron Richie, Jose Barajas

GUESTS: Cynthia Kauai and Tom Doyle (City of Chula Vista), Curt Brooker and Jacob Rocha (Fuse Events), Jennifer von Stauffenberg, Sydney Costales, and Sylvia Rodriguez (Olive PR), Catt Fields White (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.	<i>No action taken.</i>
2. Public Comment (3-Minutes Max Per Person) <i>Please keep comments directed to non-agenda topics.</i>	Nothing to report.	<i>No action taken.</i>

<p>3. Community Reports: CVPD, Senator Padilla's Office, Supervisor Vargas' Office, Mayor McCann's Office, Councilmember Preciado's Office</p>	<p>3. Cynthia Kauai reported on the various ribbon cutting ceremonies in Chula Vista that Mayor John Mc Cann will be officiating.</p> <p>Cynthia reported that the State of the City Address will be on June 18, 2024, at 6:30pm, at the Olympic Training Center.</p>	<p>3. No action taken.</p>
<p>4. Review of the Minutes from the January 10, 2024, Meeting</p>	<p>The minutes were reviewed on pages 3-12 of the agenda.</p>	<p>Joe Raso moved to approve the minutes. Dr. Gonzalo Quintero seconded. Unanimously approved.</p>
<p>5. Committee Reports: Executive Committee / Dr. Gonzalo Quintero, Board President</p> <p>5.a. Review of FY24 YTD Draft Financial Reports</p> <p>5.b GTAIA Business Banking: Transition from Banner Bank to US Bank</p>	<p>5.a. Dominic reported on the FY24 Year-To-Date report on pages 13-16 of the agenda.</p> <p>Dominic reported that the Executive Committee did not make any recommendations because the reports were not provided in the agenda packet for member review prior to the 72-hour Brown Act notice threshold. Thus, the reports were reviewed but served only as an informational item.</p> <p>5.b. Dominic summarized that some weeks ago, he had inquired with Dr. Q on his thoughts of exploring alternative banking options to find the most favorable institution that would be willing to support the DCVA's community events and efforts. The DCVA's current bank, Banner Bank, has historically not sponsored downtown events, and staff feels there's opportunity to work with a local bank that would be willing to give back. Dominic recently met with US Bank, having worked with them in other districts in San Diego, and they were very interested in providing services to the DCVA via their Chula Vista branch.</p> <p>Dominic reported that one advantage of working with US Bank is that they provide a line of credit for non-profit organizations without requiring a personal guarantee from staff or Board members, which can</p>	<p>5.a. Helmer Rodriguez moved to approve the financials as presented. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.</p> <p>5.b. Helmer Rodriguez moved to accept the transition from Banner Bank to US Bank. Kevin Rhodes seconded the motion. Unanimously approved.</p>

<p>5.c. NCA Contract Extension Review: Returning to Exec. in March</p>	<p>be very useful in providing support in case of delayed payments from the county. Dominic added that US Bank has been very supportive of sponsoring events in other districts he's worked with them in and anticipates they may be a partner for several of the Association's events this year.</p> <p>This item comes before the Board with a recommendation of approval by the Executive Committee.</p> <p>5.c. Dominic reported that the Board of Directors approved at the March 8, 2023, meeting, the extension of New City America's contract for an additional two-year term.</p> <p>Dominic reported that it was the direction of the Board for the Executive Committee to negotiate the final terms of the contract.</p> <p>Dominic reported that this was discussed at last week's February 7, 2024, Executive Comm. meeting.</p> <p>Dominic reported that staff would bring this item back to the March 6, 2024, Executive Committee meeting with updated terms.</p> <p>Dominic shared that once the Committee approves it, it will go to the Board for ratification.</p>	<p>5.c. No action taken.</p>
<p>5.d. GTAIA Bylaws Review Task Force: Update</p>	<p>5.d. Dominic reported that the Task Force met on January 31, 2024.</p> <p>Dominic reported the meeting ran over the one-hour time limit.</p> <p>Dominic reported that it was the consensus of the Task Force to transfer the document to a Google Doc for further edits from the Task Force and staff.</p> <p>Dominic shared that the Task Force will reconvene later for a final inspection.</p> <p>Dominic added that it will go for review to the Association's attorney, the City Attorney's office, and then to the GTAIA Board for final approval.</p> <p>Dr. Gonzalo Quintero stressed that the task is tedious</p>	<p>5.d. No action taken.</p>

<p>5.e. San Diego FC Event: Partnership Parameters and Direction from Board</p>	<p>but did invite fellow Board members to participate in the conversation to include their perspective and that there will be room for debate. The debate should be shared within the Task Force meeting and not within the Board meeting.</p> <p>5.e. Dominic reported that staff has been in discussion with San Diego FC. The FC's interest is to host a community Street Flow activation on Third Avenue and Memorial Park.</p> <p>Dominic reported that staff discussion is how to secure the activation on Third Avenue but without liability to the Association. Dominic explained to the Board that the FC is requesting the Organization to proceed with reserving Memorial Park and applying for the street closure permits with the City of Chula Vista. Dominic added that if staff proceeds, the Association becomes liable from an insurance standpoint.</p> <p>Kevin Pointer asked if San Diego FC will be offering any additional sponsorship to the event along with drawing in participants to the area.</p> <p>Dominic responded by stating he does feel there's opportunity to partner with FC to help them navigate the City process, especially since the City of Chula Vista Communications and Special Events Coordinator position is vacated. DCVA staff is available to assist FC staff through the process, but only with an administrative fee that would go back to the Association. Staff is prepared to present both scenarios (res. w/ support or res. w/o support) to the FC tomorrow to gain more clarity on how they would like to proceed.</p> <p>Dominic shared that DCVA staff will be having a meeting tomorrow with San Diego FC staff.</p> <p>Dominic reported that the Executive Committee granted permission at the March 7, 2024, meeting to allow staff to move forward with additional discussions with FC, to negotiate an indemnification agreement, to grant authority to negotiate terms to the agreement of sponsorship and to provide administrative assistance terms to FC.</p>	<p><i>5.e. Joe Raso moved for staff to facilitate an indemnification clause with San Diego FC and to proceed with conversations for the upcoming event. Kevin Lewis seconded the motion. Unanimously approved.</i></p>
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<p>5. 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>I. Dominic recapped his and Marco's progress with the Third Avenue Task Force via City Council and with Mayor John McCann on the ongoing priorities of Third Avenue, including the progress on bringing the Enabling Ordinance to Council.</p> <p>Dominic reported that Marco has provided John Hoyer, the Mayor's Chief of Staff, with a copy of the Enabling Ordinance for the future elected City Attorney to review, once elected, to ensure that it conforms to the City's charter.</p> <p>II. Dominic reported that unregulated food trucks continue to be an increasing issue, with noticeable concentration between F Street and Davidson Street.</p> <p>Dominic shared that the City of San Diego City Council meeting was able to pass an update to the existing Sidewalk Vending Regulations at yesterday's meeting.</p> <p>Dominic added that the City of Chula Vista still does not have any ordinances implemented.</p> <p>Kevin Rhodes asked about the possibility of assigning designated parking spots exclusively for food trucks.</p> <p>Dominic shared that he has discussed the possibility with the Mayor to allow food trucks on Third Avenue with an implementation of a type of a regulated sponsor agreement with a business.</p> <p>Dominic added that he has been in discussion with a local parking lot owner about designating his lot to house food trucks that were relocated off of Third.</p> <p>Marco added that this can be considered a matter of health and safety in terms of congestion to the public rights of way.</p> <p>Dominic shared that the Association cannot prevent these events from happening but can lobby City Council to consider rules to prevent this.</p>	<p><i>I. No action taken.</i></p> <p><i>II. No action taken.</i></p>
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III. Status of Downtown Parking District Budget Request	<p>III. Dominic reported that staff is still in negotiations 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 Manager shared that the City may reinstate the former Landscaping and Lighting District that had been replaced by the PBID.</p> <p>Dominic voiced concern that this may be double assessing owners for the same service.</p> <p>Dominic shared that the Association is responsible for the maintenance of fifty-four landscaping plots that had been inherited by the City of Chula Vista.</p>	<i>III. No action taken.</i>
Next Meeting:	The next Executive Committee meeting will be on Wednesday, March 6th, 2024, at 8:00 am at the DCVA Office.	<i>No action taken.</i>
<p>District Identity & Placemaking Committee / Ron Richie, Committee Chair</p> <p>5.a. Olive Public Relations Recap / Sydney Costales</p> <p>5.b. Task Force to Review Responses to RFP for District PR/SM Services</p> <p>5.c. Downtown Chula Vista Farmers</p>	<p>5.a. Sydney Costales from Olive Public Relations reported on DCVA PR and social media activities on pages 17-18 of the agenda packet.</p> <p>5.b. Dominic reported that Task Force set up to review the incoming PR/SM RFPs.</p> <p>Dominic reported that of the thirteen applicants, the Task Force has accepted three.</p> <p>Dominic reported that the three agencies have been scheduled for interviews with the Task Force members.</p> <p>Dominic reported that the Task Force will make their recommendation at the DI & P Committee meeting on February 21, 2024.</p> <p>5.c. Catt Fields White reported on the Farmers' Market activity.</p>	<p><i>5.a. No action taken.</i></p> <p><i>5.b. No action taken.</i></p> <p><i>5.c. No action taken.</i></p>

<p>Market Sun./Weekly</p> <p>5.e. Amps & Ales Special Event Task Force & Program Deadlines</p> <p>5.f. Third Avenue Amenity Deployment: Decorative Corner Planters</p>	<p>5.e. Dominic reported there has been discussion via the Amps & Ales Task Force and Fuse Events to obtain a timeline and budget for the event.</p> <p>Dominic shared that Fuse has been fundraising for the event, to meet the \$14,000.00 threshold by the agreed March 1, 2024, deadline.</p> <p>Dominic scheduled the next Task Force meeting before the upcoming DI&P meeting on Wednesday, February 21, 2024.</p> <p>5.f. Dominic reported that he toured Third Avenue with the Assistant City Manager to assess tentative placement locations for the concrete planters and plant species.</p> <p>Dominic shared that the City would make the final decision to the deployment locations, with the ideal locations being on the corners and Memorial Park Plaza to create a more intimate setting.</p> <p>Dominic reported that he will be working with Chris to finalize a location map of the planter's placement and to discuss the plant palette.</p>	<p>5.e. No action taken.</p> <p>5.f. No action taken.</p>
<p>Next Meeting:</p>	<p>The next District Identity & Placemaking Committee meeting will take place on Wednesday, February 21, 2024, at 9:00 am at the DCVA Office.</p>	<p>No action taken.</p>
<p>Civil Sidewalks Committee / Dr. Gonzalo Quintero, Committee Chair</p> <p>5.a. Third Avenue Streetscape Landscaping: Progress of Phase II/III Rehabilitation</p>	<p>5.a. Dominic reported that streetscape rehabilitation efforts are in progress.</p> <p>Dominic shared with the Board that the Phase 2 Rehabilitation project will cost approximately \$5,500.00.</p> <p>Dominic reported that staff will be working on another mulch delivery once the plants have been placed.</p>	<p>5.a No action taken.</p>

<p>5.b. New Recycling Receptacles to be Installed Downtown</p>	<p>5.b. Dominic reminded the Board that \$12,000.00 had been allocated for the annual landscaping supply budget, but with additional phases 1 and 3, the budget will be significantly reduced over the coming months. Dominic stressed the need to find alternative methods of funding for the landscaping.</p> <p>Dominic reported that the back-office area will be the staging area for the incoming plants, followed by a mulch delivery by Republic Services. Dominic estimated that total rehabilitation will happen before the end of March.</p>	<p>5.b. No action taken.</p>
<p>5.c. New Recycling Receptacles to be Installed Downtown</p>	<p>5.c. Dominic reported that the District is to install brand new Victor Stanley styled recycle containers that the City of Chula Vista had negotiated to obtain from Republic Services. Dominic reported that all new recycling containers are to be placed where the current Big Belly receptacles are located as they are being removed from Third Avenue due to contract ending with the City.</p> <p>Dominic shared that staff is negotiating with the City of Chula Vista for the use of the recycling dumpster at the Chula Vista Recreation Center and potentially use that location for trash disposal. Dominic commented that the Association needs to secure access to the City's dumpsters and to eventually end the use of the Money Property, Inc. dumpster that the Organization pays monthly for its use.</p> <p>Joe Raso asked why the City of Chula Vista isn't picking up the trash on Third Avenue.</p> <p>Dominic explained that due to the Maintenance Agreement, the Association has assumed the responsibility of trash removal within the District. Dominic pointed out that with the continued growth of the District, the increased density and the capacity will require more trashcans and the need of a place to dispose of the trash.</p> <p>Dr. Quintero commented that more trash in the trashcans means more customers walking around downtown, which ultimately is an indication of our prosperity.</p>	<p>5.c. No action taken.</p>
<p>5.d. Document Signature</p>	<p>5.d. Dominic shared a letter from the City of Chula</p>	<p>5.d. The item has been</p>

<p>Requested: Amendment to TAVA Encroachment Permit to Reflect Phase 3 Landscaping Improvements (originally seen by Board in August 2023)</p>	<p>Vista, Department of Engineering & Capital Projects from August 3, 2023, in the agenda.</p> <p>Dominic reported that he originally brought it to the Board when it was first received in August 2023 but was unsigned at that meeting and has been sent to him again from the City. Dominic reported that it was originally sent when the City of Chula Vista was in the process of approving the encroachment permit of the amenities, but to include the acknowledgement and for maintenance services of Phase III.</p> <p>Dominic reported that letter was not signed as it was the action from the Board at the 2023, was to request \$50,000.00 from the City's Parking District to offset landscaping costs.</p> <p>Dominic questioned the point of signing the resent 2023 letter when the Association has already assumed Phase III responsibility, but is willing to sign with the direction of the Board.</p> <p>Dr. Gonzalo Quintero moved for Dominic to sign the document; however, no second was declared, and the item was tabled.</p>	<p><i>tabled.</i></p>
<p>Next Meeting:</p>	<p>The next Civil Sidewalks Committee meeting will take place on Wednesday, February 28, 2024, at 9:00 am, at the DCVA Office.</p>	<p><i>No action taken.</i></p>
<p>Land Use & Project Review / Joseph Raso, Committee Chair</p> <p>5.a. Urban Land Institute: Technical Assistance Panel (TAP): Update</p>	<p>5.a. Dominic shared the agreement letter from Urban Land Institute to Downtown Chula Vista Association confirming the Technical Assistance Panel (TAP) analysis and recommendations on pages 20-23. Dominic highlighted the <i>Client Tasks & Deliverables</i> to the Board on page 22, adding items are either completed or in the process.</p> <p>Dominic informed Joe Raso, Dr. Gonzalo Quintero, and Joe Warren that ULI has requested to speak with panelists and will be directing them to the three members. Dominic reported that ULI is currently collaborating with Director of Development Services, Laura Black.</p>	<p><i>5.a. Dr. Gonzalo Quintero moved to allow ULI to provide an independent analysis and strategic report with recommendations that will be provided to the City. Kevin Lewis seconded. Kevin Pointer abstained. Motion passes.</i></p>

5.b. Reconfiguration of Park Way Streetscape to Allow for Diagonal Parking	<p>Dominic added that this TAP project is grant funded and requires no financial obligation from the DCVA.</p> <p>5.b. Dominic reported that the City Manager has assigned City staff to explore the feasibility of reconfiguring Park Way per the Mayor's request. The objective or reconfiguring the street is to increase parking capacity and inventory in downtown.</p>	<i>5.b. No action taken.</i>
5.c. Digital Wayfinding Signage or Kiosks on Third Avenue	<p>5.c. Dominic reported that he continues to receive interest from digital kiosk companies and the latest meeting he's had is with Soofa Digital.</p> <p>Dominic shared that he has also met with Capitol Outdoor in addition to Soofa, but will meet with a third company, IKE Smart City with intent to gather details for a proposal from each. Dominic added that he will provide three most advantageous companies for the Board to review and later to the City of Chula Vista.</p> <p>Dominic shared that the City must be included due to the Encroachment Agreement but acknowledged the possibility for a revenue split generated from these kiosks.</p>	<i>5.c. No action taken.</i>
Next Meeting:	The upcoming Land Use Committee meeting date is yet to be determined.	<i>No action taken.</i>
6. Other Business	<p>Marco asked Kevin Pointer who would be the best point of contact for the development at the Northwest corner on Third Avenue and E Street to see if they would be available to provide a presentation at a Land Use Committee meeting.</p> <p>Kevin Pointer recommended reaching out to Director of Development Services, Laura Black.</p>	<i>No action taken.</i>
7. Next Meeting:	The next meeting will take place on Wednesday, March 13, 2024, at 8:00 am, in the DCVA office.	<i>No action taken.</i>
8. Adjournment	The meeting was adjourned at 9:14 am.	<i>Kevin Lewis moved to adjourn the meeting. Kevin Pointer seconded the motion. Unanimously approved.</i>

Minutes taken by: Michelle Thomas de Mercado, NCA Staff

9:13 AM

GTAIA dba Downtown Chula Vista Assoc.

03/04/24

Balance Sheet

Cash Basis

As of February 29, 2024

	Feb 29, 24
ASSETS	
Current Assets	
Checking/Savings	
GTAIA Gen Acct- 9112	243,080.88
GTAIA Programs Acct - 9956	37,075.44
GTAIA - Debit -9948	1,001.39
Total Checking/Savings	281,157.71
Total Current Assets	281,157.71
TOTAL ASSETS	281,157.71
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
State Payroll Tax Liability	822.93
Federal Payroll Tax Liability	-822.93
Total Payroll Liabilities	0.00
Total Other Current Liabilities	0.00
Total Current Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	44,068.53
Net Income	237,089.18
Total Equity	281,157.71
TOTAL LIABILITIES & EQUITY	281,157.71

9:38 AM
03/04/24
Cash Basis

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

	Feb 24	Budget	Jan - Feb 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business Licences	0.00	0.00	0.00	36,000.00	36,000.00
Total BID Revenue	0.00	0.00	0.00	36,000.00	36,000.00
Non Assessment Income					
Grants	0.00	0.00	0.00	1.00	1.00
Sponsorships	① 3,500.00		7,584.62		
Total Non Assessment Income	3,500.00	0.00	7,584.62	1.00	1.00
PBID Revenue					
Prop. Owner Assessments 2024	83,857.05	0.00	343,755.87	485,591.64	485,591.64
Total PBID Revenue	83,857.05	0.00	343,755.87	485,591.64	485,591.64
Program Income					
Farmers Market					
F.M. Vendor Income	② 7,915.00	7,358.33	15,745.00	14,716.66	88,300.00
Total Farmers Market	7,915.00	7,358.33	15,745.00	14,716.66	88,300.00
Total Program Income	7,915.00	7,358.33	15,745.00	14,716.66	88,300.00
Special Event Income					
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
Total Special Event Income	0.00	0.00	0.00	5.00	5.00
Prior Year Income Over Expenses	0.00	0.00	0.00	31,000.00	31,000.00
Total Income	95,272.05	7,358.33	367,085.49	567,314.30	640,897.64
Gross Profit	95,272.05	7,358.33	367,085.49	567,314.30	640,897.64
Expense					
County Grant Expense	0.00	0.00	0.00	1.00	1.00
ADMINISTRATION					
Accounting Fees	1,625.00	416.67	1,625.00	833.34	5,000.04
Bank /CC Fees	0.00	37.50	0.00	75.00	450.00
Business Registration Fees	0.00	41.67	75.00	83.34	500.04
Dues and Subscriptions	170.33	125.00	467.65	250.00	1,500.00
Insurance					
Excess Liability	1,150.00	345.83	1,150.00	691.66	4,149.96
Auto Insurance	757.00	258.33	757.00	516.66	3,099.96
General Liability, D and O	2,228.00	1,025.00	2,228.00	2,050.00	12,300.00
Total Insurance	4,135.00	1,629.16	4,135.00	3,258.32	19,549.92
Legal Fees	350.00	41.67	975.00	83.34	500.04
Meals and Entertainment	0.00	83.33	0.00	166.66	999.96
Office Expense	95.94	166.67	784.92	333.34	2,000.04
Office Supplies	588.67	333.33	1,611.94	666.66	3,999.96
Outside Contract Services	16,000.00	16,000.00	32,000.00	32,000.00	192,000.00
Postage, Mailing Service	17.00	75.00	30.20	150.00	900.00
Printing and Copying	472.82	125.00	777.65	250.00	1,500.00
Rent, Parking, Utilities	③ 4,112.56	3,916.67	8,225.12	7,833.34	47,000.04
Telephone, Telecommunications	495.14	458.33	990.28	916.66	5,499.96
Waste Services	434.47	300.00	738.94	600.00	3,600.00
Total ADMINISTRATION	28,496.93	23,750.00	52,436.70	47,500.00	285,000.00
DI&P					
Advertising and Promotions	428.88	416.67	898.32	833.34	5,000.04

9:38 AM

03/04/24

Cash Basis

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

	Feb 24	Budget	Jan - Feb 24	YTD Budget	Annual Budget
Public Relations	4,800.00	5,000.00	9,600.00	10,000.00	60,000.00
Rebrand & Photo Budget	0.00	0.00	0.00	83.33	83.33
Website and Hosting	88.68	366.67	4,888.68	733.34	4,400.04
Total DI&P	5,317.56	5,783.34	15,387.00	11,650.01	69,483.41
Event Expenses					
Farmers Market					
F.M.-Consultant	2,646.70	1,983.17	4,701.47	3,966.34	23,798.04
F.M.- Staffing	1,668.73	2,366.67	3,068.85	4,733.34	28,400.04
F.M.- Payroll & Taxes	400.06		714.31		
F.M.- Permits & Fees	0.00	100.00	182.00	200.00	1,200.00
F.M.-Printing	0.00	125.00	0.00	250.00	1,500.00
F.M. - Equipment Rentals	725.23	800.42	1,766.24	1,600.84	9,605.04
Total Farmers Market	5,440.72	5,375.26	10,432.87	10,750.52	64,503.12
Event Expenses - Other	678.60	0.00	2,420.06	5.00	5.00
Total Event Expenses	6,119.32	5,375.26	12,852.93	10,755.52	64,508.12
CIVIL SIDEWALKS					
Compensation & Benefits					
Cell Phone Allowance	90.00		180.00		
Workers Comp	956.00		2,474.00		
Salaries & Wages	10,602.28		19,793.90		
Payroll Processing Fees	191.01		513.43		
Payroll Taxes	1,092.00		2,143.67		
Health Insurance	278.49		556.98		
Compensation & Benefits - Other	0.00	13,250.00	0.00	26,500.00	159,000.00
Total Compensation & Benefits	13,209.78	13,250.00	25,661.98	26,500.00	159,000.00
District Utilities	4,661.66	2,083.33	7,052.38	4,166.66	24,999.96
Equip Rental & Maintenance	0.00	250.00	0.00	500.00	3,000.00
Landscape Contracted Services	920.00	833.33	1,840.00	1,666.66	9,999.96
Maintenance Services					
Auto					
Fuel	284.76	300.00	627.68	600.00	3,600.00
Maintenance & Sevice	0.00	33.33	0.00	66.66	399.96
Total Auto	284.76	333.33	627.68	666.66	3,999.96
Total Maintenance Services	284.76	333.33	627.68	666.66	3,999.96
Maintenance Supplies	468.61	1,250.00	1,961.44	2,500.00	15,000.00
Nursery Supplies & Equipment	2,764.90	833.33	2,764.90	1,666.66	9,999.96
Sidewalk Pressure Washing	8,859.00	3,166.67	8,859.00	6,333.34	38,000.04
Uniforms	552.30	125.00	552.30	250.00	1,500.00
Total CIVIL SIDEWALKS	31,721.01	22,124.99	49,319.68	44,249.98	265,499.88
Total Expense	71,654.82	57,033.59	129,996.31	114,156.51	684,492.41
Net Ordinary Income	23,617.23	-49,675.26	237,089.18	453,157.79	-43,594.77
Net Income	23,617.23	-49,675.26	237,089.18	453,157.79	-43,594.77

1. Batta Fulkerson Dog Waste Bags Sponsorship 1st and 2nd Quarter 2024
2. January Famers Market income
3. San Diego Baja Radio \$3,862.00 Oceanview Church \$250.00
4. City of Chula Vista \$ 2,315.00
Sweetwater \$ 1,847.00
Backflow repair \$315.00
SDGE \$183.00
5. Second phase Terra Bella \$2,634.95
6. Pressure Washing last quarter 2023 \$8,859.00



Section 4: PBID Assessment Budget

2017 PBID Assessment Budget

The following table outlines the PBID maximum assessment budget for 2017.

EXPENDITURES	BUDGET	% of Budget
Environmental Enhancements		
Clean, Safe, Homeless, Beautiful	\$90,000	19.78%
Third Avenue Addt'l Maintenance	\$70,000	15.38%
Total Environment	\$160,000	35.16%
Economic Enhancements	\$170,000	37.36%
Administration	\$100,000	21.98%
PBID Reserve	\$25,000	5.49%
Total Expenditures	\$455,000	100.00%
REVENUES		
Assessment Revenues	\$449,652	98.82%
General Benefit Revenues	\$5,348	1.18%
Total Assessment District Revenues	\$455,000	100.00%

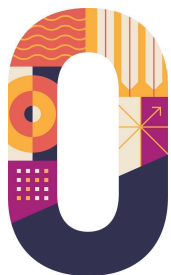
Budget Adjustments

Annual assessments may increase no more than 5% per year, consistent with the increase in consumer price index (CPI) and/or other increases in program costs. The determination of annual adjustments in assessment rates will be subject to the review and approval of the board of the Owners Association.

10-Year Maximum Budget

The following table illustrates the PBID's maximum annual budget for the 10-year life term, adjusting it by the maximum 5% inflation factor.

EXPENDITURES	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Environmental	\$160,000	\$168,000	\$176,400	\$185,220	\$194,481	\$204,205	\$214,415	\$225,136	\$236,393	\$248,213
Economic	\$170,000	\$178,500	\$187,425	\$196,796	\$206,636	\$216,968	\$227,816	\$239,207	\$251,167	\$263,726
Administration	\$100,000	\$105,000	\$110,250	\$115,763	\$121,551	\$127,628	\$134,010	\$140,710	\$147,746	\$155,133
PBID Reserve	\$25,000	\$26,250	\$27,563	\$28,941	\$30,388	\$31,907	\$33,502	\$35,178	\$36,936	\$38,783
TOTAL Budget	\$455,000	\$477,750	\$501,638	\$526,719	\$553,055	\$580,708	\$609,744	\$640,231	\$672,242	\$705,854



DCVA Board Meeting PR & Social Media Report

Wednesday, March 13, 2024

Pitches

Women Owned Businesses in Downtown Chula Vista

- Expected broadcast coverage on CBS 8
- Expected social coverage on Chula Vista Living
- Expected online coverage in The Star News

Business Owner Spotlight (Taste of Third short lead)

- Expected coverage in The Star News
- Secured interest KPBS

San Diego's Up-and-Coming Neighborhood

- Secured coverage in Trazee Travel
- Secured interested with AAA/Westways, Outside, and Westways (different writer and column)

Culinary Evolution of Downtown Chula Vista (Taste of Third short lead)

- Secured online coverage in San Diego Magazine
- Expected coverage in There San Diego, Gente Bonita Magazine, North County Sun, Realty ONE Group Pacific
- Secured interest with KUSI

Other Coverage



- Secured online coverage in The Star News, News Break, Newstral, and CBS 8
- Secured broadcast coverage on CBS 8

SOCIAL MEDIA

Recap & Highlights

- Gained 590 new followers
- Earned 195K impressions
- Earned over 5.2K engagements (31% increase)
- Taste of Third Facebook event page has 452 responses

SOCIAL MEDIA ANALYTICS (Last 30 days as of March 6)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Downtown Chula Vista [IG]	445	12158	1226	77627
 Downtown Chula Vista [FB]	145	13053	4004	117829

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Feb 9, 2024 • Downtown Chula Vista [IG]

Celebrate National Pizza Day with a slice of history! 🍕🇺🇸 La Bella Pizza...

Reach	4,127
Comments	3
Likes	347
Saves	4
Engagement	384
Engagement rate per reach	9.3%
Engagement rate per impression	9%



Feb 29, 2024 • Downtown Chula Vista [IG]

Attention coffee aficionados and culinary explorers: a new haven for...

Reach	2,566
Comments	1
Likes	165
Saves	4
Engagement	196
Engagement rate per reach	7.6%
Engagement rate per impression	7.1%



Feb 12, 2024 • Downtown Chula Vista [IG]

Love is in the air, and so are the irresistible aromas of our...

Reach	2,580
Comments	2
Likes	155
Saves	5
Engagement	189
Engagement rate per reach	7.3%
Engagement rate per impression	7%

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

Best performing content published during the selected period.



Feb 6, 2024 • Downtown Chula Vista [FB]

Save the date for a feast like no other! 🍴 Taste of Third is back,...

Reach	4,837
Engaged users	704
Clicks	274
Other clicks	468
Engagement rate per reach	14.6%
Engagement rate per impression	11.3%



Feb 19, 2024 • Downtown Chula Vista [FB]

Take a bite out of the Downtown Chula Vista culinary scene at Taste...

Reach	4,694
Engaged users	441
Clicks	259
Other clicks	243
Engagement rate per reach	9.4%
Engagement rate per impression	6.8%



Mar 4, 2024 • Downtown Chula Vista [FB]

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

Reach	1,364
Engaged users	116
Clicks	38
Other clicks	64
Engagement rate per reach	8.5%
Engagement rate per impression	6.8%