



Downtown Chula Vista Association – Executive Committee Meeting
Wednesday, January 3, 2024, at 8:00 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

1. Introductions – Dr. Gonzalo Quintero, Current President/Chair
2. Public Comment & Announcements (3-Minutes Max Per Person)
3. Review of the December 8th, 2023 Meeting Minutes *Action Item* P. 2 - 9
4. Review of FY23 Year-End Draft Budget Report (Hand Out)
5. Review of FY24 Draft Budget: Update P. 10 - 11
6. GTAIA Bylaws Task Force: Update
7. Status of County NRP & CE Grant Applications: Update
8. Planned Table & Chair Roll-Out on Third Avenue: Update
9. Urban Land Institute: Technical Assistance Panel (TAP): Update P. 12 - 15
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
11. Other Business
12. Next Meeting: Wednesday, February 7, 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.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

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Downtown Chula Vista Association – Executive Committee Meeting
Friday, December 8, 2023, at 8:00 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, Joe Warren

STAFF: Dominic Li Mandri and Monica Montes

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 8:01am by District Manager, Dominic Li Mandri. Dominic reviewed meeting etiquette.	No action taken.
2. Public Comment (3 minutes max per person)	Nothing to report.	No action taken.
3. Review of the November 1, 2023, Meeting Minutes	The minutes from the November 1, 2023, Executive meeting was reviewed on pages 2-6 of the agenda.	Ron Richie moved to approve the minutes. Kevin Lewis seconded the motion. Unanimously approved.

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<p>4. Review of the FY23 Year-to-Date Draft Budget Report</p>	<p>Dominic presented the preliminary Administration FY2024 Budget.</p> <p>Dominic reported that the DIP and the Civil Sidewalks Committee met and discussed their respective FY 2024 budgets, and this Committee will perform the same manner by going line-by-line over the Admin budget presented.</p> <p>Dominic presented the Administration spreadsheet:</p> <ul style="list-style-type: none"> Insurance <ul style="list-style-type: none"> -Auto Insurance-General Liability, Property -Insurance-Other Legal Fees Meals & Entertainment Office Expense Office Supplies Outside Contract Services Postage, Mail Services Printing & Reproduction Rent, Parking, & Utilities Supplies Telephone, Telecommunication <p>Dominic reported that there will be an expected increase of the general liability insurance rate as we put amenities in the PROW and the median lighting because of the potential of more tripping hazards and more assets for us to maintain.</p> <p>Dominic recommended allocating more money towards the insurance.</p> <p>Dominic pointed out that the Administration budget is approximately over \$10,000.00.</p> <p>The Committee agreed and allocated \$25,000.00 towards Total Insurance for 2024.</p> <p>Dominic reported on Legal Fees and the need to confer with counsel for legal advice, to review contracts, or manage in-house employee issues.</p>	<p>Kevin Lewis motioned to accept the Administration's preliminary budget as presented with the understanding that staff will seek further information on the listed line items that may alter the final budget total. Dr. Gonzalo Quintero seconded. Unanimously approved.</p>
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	<p>Dominic pointed out that there is no money allocated, but year-to-date spent \$417.00.</p> <p>The Committee agreed to allocate \$500.00 in the 2024 budget for Legal Fees.</p> <p>Dominic reported to the Committee that the Food and Entertainment line item is to provide occasional meals for staff during their working hours or for the annual holiday lunch.</p> <p>Dominic recommended decreasing the 2024 budget to \$1,000.00 from last year's \$2,500.00.</p> <p>Dominic reported that the \$2,000.00 Office Expenses category was for the purchase of water, coffee, and paper goods.</p> <p>The Committee agreed to keep the budget at \$2,000.00.</p> <p>Dominic reported that Office Supplies covers the cost of the lease of the office printer, internet, and IT.</p> <p>The Committee agreed to keep the budget at \$4,000.00.</p> <p>Dominic reported on the budgeted \$192,000.00 Outside Contracted Services is for the yearly contract between the Association and New City America.</p> <p>The Committee agreed to keep the 2024 budget at \$192,000.00 for Outside Contract Services.</p> <p>Dominic reported on Postage and Mail Services and that the \$905.00 postage included the District Annual Elections.</p>	
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	<p>Dominic recommended the budget for Postage and Mail Services be lowered to \$500.00.</p> <p>The Committee agreed to \$500.00.</p> <p>Dominic clarified that the category of Printing & Reproduction is where the office printer lease funds are allocated.</p> <p>Dominic recommended that this category be set at a budget of \$1,500.00.</p> <p>The Committee agreed.</p> <p>Dominic reported on Rent, Parking, & Utilities adding that this also includes \$250.00 that staff pays Oceanview Church for parking and for storage of the units in the parking lot area.</p> <p>Dominic reported that he has applied for the County of San Diego's Community Enhancement Grant that may award up to \$25,000.00 for rent if awarded.</p> <p>The Committee agreed to increase the Rent, Parking, & Utilities category from \$46,350.00 to \$50,000.00.</p> <p>Dominic reported that he will confirm with staff what the \$31.00 in Supplies is allocated for.</p> <p>Dominic reported that he will confirm with staff on the Telephone, Telecommunication category and will request for an expanded line item.</p> <p>Monica Montes added that this category includes the One Talk through Verizon, allowing staff to receive transferred calls from the office phone.</p>	
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	<p>Dr. Quintero requested clarification on Utilities listed when it is also included with the Rent, Parking, & Utilities category.</p> <p>Dominic shared that this category may be exclusive to office utilities but will confirm with staff.</p> <p>The Committee agreed to keep the Telephone Communication budget at \$2,500.00 until further clarification is provided.</p> <p>The Committee agreed to keep the Utilities budget at \$2,000.00 until further clarification is provided.</p> <p>Dominic reported that the current Administration budget is \$285,000.00.</p> <p>Dr. Quintero requested that the inquiries be expanded to clarify categories in the line item.</p>	
5. FY24 Draft Budget: Review & Consideration of Committee Budget Priorities	<p>Dominic presented the overall budget on the screen for the Executive Committee to review.</p> <p>Dominic reported that Jeri Keiller added a column to include the TAVA budget (January-July) combined with the GTAIA budget (July-November), the Total YTD Budget (combined), Annual Budget 2023, and 2024.</p> <p>Dominic shared that the 2024 budget:</p> <p>Administration is \$285,000.00</p> <p>DI&P is \$130,500.00</p> <p>Civil Sidewalks is \$265,500.00</p> <p>Total Budget for 2024 is \$681,000.00</p> <p>Dominic reported that the total income for 2023 was \$807,806 with a projected budget of \$812,524.</p>	<p>Kevin Lewis moved to approve the budget as presented with the Committee's recommendations, but with the understanding that the overall projections may change pending any grant funding received by the end of the fiscal year. Dr. Gonzalo Quintero seconded. Unanimously approved.</p>

	<p>Dominic pointed out the FY23 <i>Carry Forward</i> of \$123,233 which will feed into the overall budget that is received from grants and programs income.</p> <p>Dominic finalized that the amended budget will be presented at the next meeting.</p>	
6. GTAIA Bylaws Task Force	<p>Dominic reported that it is evident that the current Bylaws need to be updated and compliant with the local rules and regulations of the City of Chula Vista.</p> <p>Dominic reported that he and Dr. Quintero contacted DCVA's Counsel and received the recommendation to form a Task Force and to convene to review any changes and make recommendations to the Board of Directors.</p> <p>Dr. Quintero recommended to report the findings at the upcoming January Board of Directors meeting.</p>	This item has been tabled.
7. Starlight Parade & Festival: Recap & Impressions	Dominic recapped the Starlight Parade and Festival event.	No action taken.
8. Status Report on Pending City Issues:		
a. Status of New Enabling Ordinance for the City of Chula Vista	<p>8.a. Dominic reported that Mayor John McCann and Councilmember Jose Preciado met and formed the Third Avenue Task Force, via City Council.</p> <p>Dominic reminded the Executive Committee that Joe Warren is heading the DCVA Expansion Task Force Committee, and that Kevin Rhodes will be joining this committee.</p> <p>Dominic shared that once the City of Chula Council meets on this pending ordinance, Joe Warren and Kevin Rhodes will be invited to participate.</p>	8.a. No action taken.
8.b. Status of Code Enforcement Related to Unregulated	8.b. Dominic shared that Councilmember Preciado reported that this item is a discussion that is included with the Third Avenue Task Force.	8.b. No action taken.

Vending in Downtown Chula Vista	<p>Dominic added that it is promising that this Task Force had been created via the Council as it pertains to specific Third Avenue issues with political unity.</p> <p>Dominic reported that Brian Catacutan, Code Enforcement Manager, has been assigned to Third Avenue to include sidewalk vending issues and other code enforcement issues.</p>	
8.c. Status of Amenity Placement in Downtown Acquired Through County Grants	<p>8.c. Dominic reported that the City of Chula Vista is ready to proceed with the removal of the benches on Third Avenue and to relocate them to neighboring parks.</p> <p>Dominic reported that there are staffing issues within the DCVA maintenance department after letting go of an employee. He added that staff is actively looking for a new hire for the maintenance department.</p> <p>Dominic said amenities will be locked up between 8pm and 5am.</p> <p>Dominic reported that he has not received a formal encroachment permit from the City of Chula Vista, but has received verbal confirmation from Public Works. Dominic added that staff received a delivery of Victor Stanley style recycling cans from the City of Chula Vista and no formal permitting will be needed for deployment per the Environmental Services Dept.</p>	8.c. No action taken.
8.d. Status of Third Avenue Landscaping Rehabilitation Efforts	<p>8.d. Dominic reported that rehabilitation efforts have already begun, but there is extensive damage to three to four planters after the Starlight Parade.</p> <p>Dominic reported that he will provide photo documentation of the planter damage and will provide to the City of Chula Vista City Manager to show that if large scale events are to occur, the costs should include potential damages that could incur.</p>	8.d. No action taken.
9. Other Business	Nothing to report.	No action taken.

10. Next Meeting	The next Executive Committee meeting will be on Wednesday, January 3, 2024, at the DCVA Office.	No action taken.
11. Adjournment	The meeting was adjourned at 8:38 am.	Dr. Gonzalo Quintero moved to adjourn the meeting. Ron Richie seconded the motion. Unanimously approved.

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

12:31 PM

12/29/23

Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget vs. Actual-All Classes
 January through December 2024

	Jan - Dec 24
Ordinary Income/Expense	
Income	
BID Revenue	
Business Licences	36,000.00
Total BID Revenue	36,000.00
Non Assessment Income	
Grants	1.00
Total Non Assessment Income	1.00
PBID Revenue	
Prop. Owner Assessments 2024	485,591.64
Total PBID Revenue	485,591.64
Program Income	
Farmers Market	88,300.00
Total Program Income	88,300.00
Special Event Income	
Amps & Ales	1.00
Dia De Los Muertos	1.00
Lemon Festival	1.00
Starlight Event	1.00
Taste of Third	1.00
Total Special Event Income	5.00
Prior Year Income Over Expenses	37,356.59
Total Income	647,254.23
Gross Profit	647,254.23
Expense	
County Grant Expense	1.00
ADMINISTRATION	
Accounting Fees	5,000.00
Bank /CC Fees	450.00
Business Registration Fees	500.00
Dues and Subscriptions	1,500.00
Insurance	
Excess Liability	4,150.00
Auto Insurance	3,100.00
General Liability, D and O	12,300.00
Total Insurance	19,550.00
Legal Fees	500.00
Meals and Entertainment	1,000.00
Office Expense	2,000.00
Office Supplies	4,000.00
Outside Contract Services	192,000.00
Postage, Mailing Service	900.00
Printing and Copying	1,500.00
Rent, Parking, Utilities	47,000.00
Telephone, Telecommunications	5,500.00
Waste Services	3,600.00
Total ADMINISTRATION	285,000.00
DI&P	
Advertising and Promotions	5,000.00
Total DI&P	5,000.00
Event Expenses	
Public Relations	60,000.00
Rebrand & Photo Budget	1,000.00

12:31 PM

12/29/23

Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget vs. Actual-All Classes
 January through December 2024

	Jan - Dec 24
Website and Hosting	4,400.00
Farmers Market	
F.M.-Consultant	23,798.00
F.M.- Staffing	28,400.00
F.M.- Permits & Fees	1,200.00
F.M.-Printing	1,500.00
F.M. - Equipment Rentals	9,605.00
Total Farmers Market	64,503.00
Event Expenses - Other	5.00
Total Event Expenses	129,908.00
CIVIL SIDEWALKS	
Compensation & Benefits	159,000.00
District Utilities	25,000.00
Equip Rental & Maintenance	3,000.00
Landscape Contracted Services	10,000.00
Maintenance Services	
Auto	
Fuel	3,600.00
Maintenance & Sevice	400.00
Total Auto	4,000.00
Total Maintenance Services	4,000.00
Maintenance Supplies	15,000.00
Nursery Supplies & Equipment	10,000.00
Sidewalk Pressure Washing	38,000.00
Uniforms	1,500.00
Total CIVIL SIDEWALKS	265,500.00
Total Expense	685,409.00
Net Ordinary Income	-38,154.77
Net Income	-38,154.77



Dominic Li Mandri
District Manager
Downtown Chula Vista Association

RE: Downtown Chula Vista Development Assessment

August 2, 2023

Dear Dominic,

On behalf of the Urban Land Institute San Diego-Tijuana District Council, I am pleased to submit this proposal for a Technical Assistance Panel project focused on the enhancement of Downtown Chula Vista. This letter provides a brief background of our organization, an outline of what this project will entail and identifies areas where the support of the Downtown Chula Vista Association will be crucial in the success of this effort. Should you and your colleagues choose to proceed with this work, I will provide a formal letter of agreement on behalf of the Urban Land Institute to start our work together in earnest.

Through the enriching site visit and conversations had with you, we established an initial scope of work and defined how to approach the project as detailed below. I am certain that the collaborative work of our organizations will bring a positive impact to downtown Chula Vista and its vibrant community.

The historic core of Chula Vista can be found on Third Avenue from E to H streets. This four-block stretch is home to Chula Vista's popular Lemon Festival and features multiple hospitality destinations for locals such as shops, restaurants, cafes and breweries. Despite having a resilient and predominantly thriving corridor – even during the pandemic – certain aspects of development in this area of the city have been stagnant. There is no denying that our region is facing a housing crisis and it is surprising that Chula Vista, being prime land due to its slightly more affordable price than neighboring cities, is underdeveloped in its downtown. Investments and enhancements may be stymied due to the complexity of obtaining city approval and other factors. The potential of this area has been left untapped for a long time, and with new leadership at the Association, its moment has arrived.

Within the plans that the city and the Downtown Chula Vista Association have for Third Avenue, it seems that an assessment of the future of downtown is an imminent need. This effort should reconsider downtown's urban density and the importance of mixed-used neighborhoods as catalysts for a prosperous city.

In submitting this proposal, it is my sincere hope that together we can have a positive impact and transform Chula Vista. Such a vibrant community deserves a thriving and modern downtown that respects its historic character.

Our Approach

Knowing that there are many previous plans for Third Avenue by the Downtown Chula Vista Association and other groups, the first step is to collect and compile this information.

Once obtained, we will gather a group of multidisciplinary experts to review it, identify common themes, evaluate the proposals and their feasibility in the current context, and begin to identify potential objectives in the short, medium, and long term. Additionally, we will meet with your organization at the beginning of the project, to formulate key questions, objectives, and areas of opportunity before bringing together our full group of experts and involving more participants.

Our working group will concurrently begin to develop a robust outreach program with other stakeholders to engage community members and solicit their input regarding site improvements. Your organization, of course, will be at the top of the list and very involved in agenda setting.

Beyond direct guidance, strong communication with the community is a key component to help build broad support for when work on the site eventually begins. A primary objective of this plan is to deliver a variety of enhancement options, some of which are implementable in the short term. Broad community awareness of the effort will help build support for the project in the medium to long term, providing momentum for future work your organization decides to undertake in the area.

Following the literature review and commencement of stakeholder outreach, we will use targeted interviews, surveys, and other outreach tools to increase input from our professional team members. In delivering practical plans for this site, we will seek to address these changes by considering community concerns and leveraging design and development best practices.

The important questions to consider at this stage will cover a wide range of topics as we develop the goals of all enhancements. Considering whether these changes accomplish:

- Increasing community health and wellness
- Advancing the Downtown Chula Vista Association's mission
- Recruiting, supporting, and expanding business and programming
- Encouraging development of the downtown area
- Providing a framework for future work, including multi-phased designs

Considering the TAP timeframe and allotted resources, our objective will be to deliver a report with recommendations to inform changes and the potential creation of policies, regulations and zoning documents that encourage the revitalization and development in downtown Chula Vista. We seek to lay the groundwork for evolution over an extended period of time. Our recommendations should serve to build community support for future development and investment, advancing the efforts of the Downtown Chula Vista Association.

Following completion of the TAP, we would strongly encourage a proactive effort to engage with members of the development community to leverage the results of our study. This could take the form of a public outreach event, opportunity site tour, media outreach and other initiatives.

Our TAP Deliverables:

- A market analysis, future development assessment and recommendations for multi-phased investment in downtown Chula Vista
- Insights into planning best practices and community stakeholder preferences for future enhancements
- Identifying community partners for implementing the initial phase of work at the site
- Identification of potential streamlining opportunities through the evaluation of the Downtown Specific Plan, Zoning, and other regulatory documents.
- Conduct case studies of other urban centers of a similar scale

To complete this work effectively, we anticipate engaging your association, our network of multidisciplinary professionals, and stakeholders from the broader community with an interest in downtown Chula Vista.

What We Expect from You:

- Attend initial kickoff planning meeting, maintain regular communication throughout the TAP process through virtual meetings, email, and phone communication
- Support the TAP group in public outreach and communications
- Provide access to historical documents and appropriate reference materials as needed, such as previous proposals for the site

- Be proactive in identifying any conflicts of interest with this work

Our proposed timetable for the TAP process described above is early 2024. The TAP is anticipated to continue over a three to five month period, including regular meetings and communication, research, public outreach and more. The cost to complete this work is \$25,000 which pays for staff time, outreach initiatives, design material, research, and operational expenses.

About the Technical Assistance Panel Process

Technical Assistance Panels (TAPs) provide expert, multidisciplinary advice to local governments, public agencies and nonprofit organizations facing complex land use and real estate issues in the greater Cali-Baja mega region. Drawing from our seasoned professional membership base, ULI San Diego - Tijuana offers objective and responsible guidance on a variety of land use and real estate issues ranging from site-specific projects to public policy questions. A TAP consists of volunteers from the 700+ ULI members in the San Diego - Tijuana District Council chosen specifically for each assignment. Panelists usually include at least one for-profit or nonprofit developer, designer and/or planner, market and/or financial analyst, and a regulatory expert. Panelists with a potential conflict of interest will be deferred for other client opportunities. The process to prepare for the TAP begins three to five months in advance for the two-day working session.

Working with the sponsor(s) of the TAP, ULI helps define the specific issues that need to be addressed and with that the expertise that is needed. Together, we identify the ULI members who will participate. The next step in the process is to assemble a briefing book. This contains relevant economic and demographic data, land use and zoning maps, and identifies key community stakeholders who will participate in the process. The briefing book is distributed to the panelists in advance of the working meetings, so they are well-informed when on the day of the TAP.

The two-day panel that begins with a site tour and overview from the sponsor. The panelists then meet with key community stakeholders to gather as much input as possible. These interviews are confidential, and the information provided remains anonymous. The TAP group will deliberate in a closed-door session to formulate the strategies and recommendations to move the project forward in a way that makes sense. At the end of this phase, the panel members make a public presentation outlining their recommendations.

Four weeks after the panel, the sponsor is presented with a robust report that includes recommendations, useful case studies, additional analysis, and graphic representation of the recommendations. ULI San Diego - Tijuana checks in with the sponsor 6, 12, and 24 months following the panel to monitor progress and offer additional consultation.

The TAP convenes the finest expertise in the real estate field to bear on complex land use planning and development projects, programs, and policies. Since 2010, ULI San Diego - Tijuana has provided technical assistance to municipalities, community organizations and nonprofits across San Diego County and in Tijuana.

About the Urban Land Institute

Since 1936, the Urban Land Institute (ULI) has provided leadership in the responsible use of land, and in creating and sustaining thriving communities worldwide. With more than 50,000 members worldwide, ULI is recognized as the foremost authority of real estate and land use. What distinguishes ULI from other industry organizations is ULI is mission-driven. It is founded on the belief that the world would benefit from an organization dedicated to developing leadership in the responsible use of land, to shape the future of the built environment for transformative impact in communities worldwide. That's the mission we support locally, in San Diego and Tijuana. ULI members are engaged in all aspects of real estate, land use, and urban development—all markets, the public, private and non-profit sectors, and all professional disciplines.

ULI members believe that no matter what aspect of development you participate, you need to understand how it is integrated into the community. Globally, we produce about 900 events each year where people learn, connect, and

give back to their communities and their industry. Locally, we produce 30+ programs a year with a robust young leader mentorship initiative as well as providing communities with technical assistance.

Conclusion and Next Steps

On behalf of the entire ULI community, many thanks for your support of the San Diego - Tijuana District Council. It is with great pleasure we present you this proposal for a technical assistance panel focused on the enhancement of Third Avenue and neighboring blocks in downtown Chula Vista. In the hope that this letter conveys our enthusiasm, ULI's background, and process for the panel, if approved by your association, it will be followed by a formal agreement.

Thank in advance for your consideration.

A handwritten signature in black ink, appearing to read 'Chris Clark', with a stylized, cursive script.

Chris Clark
Executive Director, ULI San Diego - Tijuana