



Downtown Chula Vista Association – District Identity & Placemaking Committee

Wednesday, March 20, 2024, at 9:00am

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

Virtual Meeting: <https://us06web.zoom.us/j/88117581170>

or call 1-669-444-9171 / Meeting ID: 881 1758 1170 / Passcode: 1982

- 1) Roll Call & Meeting Etiquette / Ron Richie, Chair & Kevin Lewis, Co-Chair
- 2) Non-Agenda Public Comment & Announcements (3-Minute Max Per Person)
Please keep comments directed to the downtown-related items.
- 3) Review of Minutes from February 21st, 2024 Meeting *Action Item* P. 2 - 7
- 4) Public Relations & Promotions:
 - a. Olive Public Relations Status Report P. 8 - 12
- 5) Events – Confirmed & Proposed:
 - a. Taste of Third Event: Update
 - b. DCVA – San Diego FC: Spring Event Date & Events Details
 - c. Amps & Ales 2024: Update
 - d. Interest on New Downtown Program Centered Around South Bay/Cross-Border Cuisine
- 6) Placemaking & Improvements:
 - a. Downtown Banner Program Policy Task Force Meeting Needed
 - b. Downtown Planter Placement Locations
 - c. Third Avenue Landmark Sign Upgrade and Repainting
- 7) Old Business:
 - a. Memorial Park Plaza Design Project
 - b. Placemaking Project at Third & Park Way
 - c. Third Avenue Mural Tour
 - d. Downtown Planter Plaque Insert Design & Call for Artists
- 8) Next Meeting: Wednesday, April 17, 2024, at 9:00am
- 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 Downtown Chula Vista website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Michelle T de Mercado at 619-422-1982 or via email at info@downtownchulavista.com at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendaized and do not count towards Committee/Board quorum or are allowed to vote.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Jose Barajas, Ron Richie, Eric Vaca

ABSENT: N/A

GUESTS: Paulina Porter Tapia (Local Media San Diego), Jacob Rocha (FUSE Events via Zoom), Jennifer Von Stauffenberg, Sydney Costales, and Sylvia Rodriguez (Olive PR)

STAFF: Dominic Li Mandri, Chris Gomez, Nick Angulo, and Michelle T. de Mercado

MINUTES:

Item	Discussion	Action Taken
1. Roll Call & Zoom Etiquette / Ron Richie, Chair & Kevin Lewis, Co-Chair	The meeting was called to order at 9:00 am, by Dominic Li Mandri.	No action taken.
2. Public Comment (3-Minute Max Per Person)	Nothing to report.	No action taken.
3. Review of Minutes from January 17, 2024, Meeting	The minutes from January 17, 2024, were reviewed on pages 2-6 of the agenda.	Kevin Lewis moved to approve the minutes. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.
4. Presentation Paulina Porter- Tapia Local Media Digital	4. Paulina Porter-Tapia provided a presentation on a full-service digital advertising agency that specializes in unique demographics and	4. No action taken.

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Labs & DCV (Social Mirror/OTT)	psychographics marketing to combine their digital expertise and technology with first party data to bring service to local businesses with the objective to engage and broaden their customer audience.	
<p>5. Public Relations & Promotions:</p> <p>5.a. Olive Public Relations Status Report</p> <p>5.b. DCVA RFP for PR/SM Services – Task Force Recommendation</p>	<p>5.a. Sydney Costales recapped the PR and Social Media Report on pages 7-11 of the agenda.</p> <p>5.b. Dominic reported that the Task Force met yesterday, but did not have a recommendation, rather he suggested having a discussion at today's Committee meeting.</p> <p>Dominic shared that there was a total of thirteen applicants with three that were San Diego based.</p> <p>Dominic shared that the three companies selected from the total were:</p> <ul style="list-style-type: none"> • Olive Public Relations • Perloff Media • Katalyst PR <p>Dominic mentioned that there was a recommendation from the Task Force for the Association to continue the discussion of a monetized District Banner Program with Perloff Media.</p> <p>Dr. Gonzalo Quintero stated that he did want the Association to lose out on an entrepreneurial prospect.</p> <p>Kevin Lewis inquired if Perloff was the only company that did a banner program.</p> <p>Dominic confirmed that East Village works with SD Street Banners and likely David Perloff collaborates with them.</p> <p>Dominic added that SD Street Banners provided East Village with a Comic-Con lead that netted the Association \$10,000.00.</p>	<p>5.a. No action taken.</p> <p>5.b. Kevin Lewis moved to accept Olive Public Relations for PR/SM services. Jose Barajas seconded the motion. Unanimously approved.</p>

	<p>Dominic reminded the Committee of the potential lead that Olive PR Account Supervisor, Larisa Medina, had provided with DC Comics Blue Beetle last summer during the Lemon Festival.</p> <p>Chris Gomez added that there is no exclusivity to banner opportunities and that Olive PR has provided leads in the past.</p> <p>Chris remarked that Olive has been consistent and without issue of their quality despite Larisa leaving.</p> <p>Chris shared that his concern with Perloff Media is that his focus is more on a grass roots initiative, however, he does find the banner process beneficial.</p> <p>Dominic suggested for the Task Force to issue an RFP for a banner program to see who else is in that market and what services they offer.</p> <p>Chris cautioned the Committee on any deals that would compel exclusivity.</p> <p>Dr. Gonzalo Quintero stressed that he does not want the Association to “lose face” with Perloff Media.</p> <p>Dominic reported that he will reach out to the Banner Policy Task Force later.</p>	
<p>6. Events – Confirmed & Proposed</p> <p>6.a. Amps & Ales 2024 Task Force Meeting – Update</p>	<p>6.a. Dominic recapped that the Task Force met on January 16, 2024, to discuss the tentative Amps & Ales June 1, 2024, event and determined a deadline of “deliverables” for the event to continue.</p> <p>Jacob reported that there were items on the timeline that have not “been hit” because Fuse does not want to make any monetary commitments until the event is confirmed.</p>	<p>6.a. No action taken.</p>

<p>6.b. Downtown Chula Vista – San Diego FC: Spring Event Date & DCVA Participation</p>	<p>Jacob addressed that there were no recent updates with sponsorship, mentioning that Fuse has worked with Paulina and Local Media San Diego and the partnership elevated the event but was costly, nearing an upfront cost of \$6,000.00 marketing campaign.</p> <p>Jacob added that Fuse would like to pursue a marketing partnership, Presenting Sponsor, with Local Media San Diego without an upfront cost, but with a percentage of the event's ticket sales.</p> <p>Dominic reported that he will be reaching out to Fuse Events for a second Task Force meeting sometime later today.</p> <p>6.b. Dominic reported that staff had a meeting with the Community Rep of San Diego FC, to discuss hosting a Street Flow Event in Downtown Chula Vista but was cancelled by FC.</p> <p>Nick confirmed that May 4, 2024, is still the tentative date for the event and that the legal team is in the process of drafting the indemnification agreement.</p> <p>Nick reported that he sent a follow up email to the organization.</p> <p>Chris reminded Nick to provide to attorney, Chris Cameron, the Organization's "deliverables;" what staff is providing vs. what SDFC is providing.</p> <p>Dominic reminded the Committee that the Board authorized engagement with FC with the condition that an indemnification agreement if staff is to assist in any capacity of the event to protect the Organization from any liabilities.</p>	<p>6.b. No action taken.</p>
<p>6.c. DCVA Annual Sponsor Deck for 2024 Events</p>	<p>6.c. Dominic presented a copy of the DCVA 2024 sponsor deck on pages 12-20 of the agenda.</p> <p>Dominic confirmed that it has been posted on the DCVA website, distributed to the City of Chula Vista, and to potential sponsors for upcoming events.</p>	<p>6.c. No action taken.</p>

	<p>Dominic shared that the sponsor deck is to provide it to corporate benefactors at the beginning of the year so they can schedule their annual budgets accordingly.</p> <p>Chris added that this comprehensive document will be updated annually and distributed in the Fall to businesses and corporations during their budgeting season for the following year.</p>	
<p>7. Placemaking & Improvements</p> <p>7.a. Downtown Banner Program Policy Task Force Meeting Needed</p> <p>7.b. Downtown Planter Placement & Ideas on Plaque Design Process</p>	<p>7.a. Dominic reported that the Banner Program Task Force discussed outside party interest to monetize the District's banner brackets.</p> <p>Dominic shared monetizing the brackets could bring in non-assessment income to the Association.</p> <p>Dominic stated that the Task Force will review other districts in San Diego that have an implemented banner program to create a specific document that is best for Downtown Chula Vista.</p> <p>7.b. Dominic reported that he toured Third Avenue with the Assistant City Manager to assess tentative placement locations for the concrete planters and plant species to be planted.</p> <p>Dominic shared that the City would make the final decision for the deployment locations, with the ideal locations being on the corners and Memorial Park Plaza.</p> <p>Dominic shared decorative options for the Committee to consider. Staff can send out a call to artist solicitation or to provide stock images that can be produced for the planter's inlayed portion.</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 with</p>	<p>7.a. No action taken.</p> <p>7.b. No action taken.</p>

7.c. Memorial Park Plaza Design Project – Update	<p>the City of Chula Vista landscape architect for approval. Chris added that Fuse owns ArtWalk and will be a reliable resource for San Diego and Baja artists.</p> <p>7.c. Dominic reported that he met with Nora Vargas’ office and unfortunately he has no updates to when the Association will receive the grant.</p> <p>Dominic reminded the Committee that he already met with three landscape architect companies for the project, so the Committee has the option to request an RFP with the three or select one of the three proposals.</p>	<i>7.c. No action taken.</i>
8. Other Business	Nothing to report.	<i>No action taken.</i>
9. Next Meeting	The next District Identity and Placemaking meeting will take place on Wednesday, March 20, 2024, at 9:00am.	<i>No action taken.</i>
10. Adjournment	The meeting adjourned at 9:10 am.	<i>Kevin Lewis moved to adjourn the meeting. Eric Vaca seconded the motion. Unanimously approved.</i>

Minutes taken by: Michelle L. Thomas de Mercado, NCA Staff



DCVA DI&P Meeting PR & Social Media Report

Wednesday, March 20, 2024



PITCHING

Current/Upcoming Focus

- Women Owned Businesses
- Business Owner Spotlight (Taste of Third Angle)
- Food Tour of Downtown Chula Vista's Third Avenue - Where to Eat and Drink

WRITING

Current/Upcoming

- Chula Vista Star News April
- Lemon Festival Long Leads
- Downtown Chula Vista's Craft Beer Scene - What to Try
- DI&P Agenda

Women Owned Business

SECURED COVERAGE

- **3/10 secured opportunity with CBS 8 (News at 6:30 pm)**
 - Segment featured Mujer Divina Coffee and Standlee's as women owned businesses in Downtown Chula Vista
- **3/10 secured opportunity with CBS 8 (News at 5:00 pm)**
 - Segment featured Mujer Divina Coffee and Standlee's as women owned businesses in Downtown Chula Vista

SECURED OPPORTUNITY

- **3/11 secured opportunity with ABC 10**
 - Interview with Standlee's on 3/25
- **3/11 secured opportunity with ABC 10**
 - Interview with Rico's on Third on 3/19
- **3/6 secured opportunity with CBS 8**
 - Segment scheduled for 3/28
- **3/5 secured opportunity with Chula Vista Living**
 - Will feature women owned businesses in article
- **3/5 secured opportunity with The Star News**
 - Would like to coordinate interviews with several of the business owners

Business Owner Spotlight (TOT)

SECURED COVERAGE

- **2/27 secured online coverage with The Star News**
 - Article featured different business owners ahead of Taste of Third
- **2/27 secured online coverage in NewsBreak**
 - Syndicated Star News article that featured different business owners ahead of Taste of Third

SECURED INTEREST

- **2/27 secured interest with KPBS**
 - Flagged for consideration

Culinary Evolution of DCV (TOT)**SECURED COVERAGE**

- **2/27 secured online coverage on San Diego Magazine**
 - Article included Taste of Third in a roundup of March events

SECURED INTEREST

- **2/22 secured interest with KUSI**
 - Flagged event for morning show producers to highlight in segment

Taste of Third Avenue (Long Lead)**SECURED COVERAGE**

- **3/12 secured online coverage on Modern Luxury**
 - Article featured Taste of Third in the March Events Calendar
- **3/11 secured online coverage on San Diego Tourism Authority Blog**
 - Article included Taste of Third in a roundup of March events
- **3/8 secured online coverage on San Diego Union-Tribune**
 - Article featured Taste of Third in a roundup of food news in San Diego
- **3/8 secured newsletter coverage on There San Diego**
 - Newsletter included Taste of Third
- **3/7 secured broadcast coverage on FOX 5 News at 9:00 am)**
 - Segment featured Taste of Third, including interviews with Mmm... Cakes, Grind House, and Lime in the Coconut
- **3/7 secured broadcast coverage on FOX 5 News at 9:00 am)**
 - Segment featured Taste of Third, including interviews with Mmm... Cakes, Grind House, and Lime in the Coconut
- **3/1 secured print coverage on Modern Luxury - Hannah**
 - Article featured Taste of Third in the March Events Calendar
- **3/1 secured print coverage on San Diego Union Tribune**
 - Article included Taste of Third in a roundup of food and beverage events
- **3/1 secured newsletter coverage on There San Diego**
 - Newsletter included Taste of Third
- **3/1 secured print coverage on San Diego Family Magazine**
 - Article included Taste of Third in a roundup of March events
- **2/27 secured online coverage on San Diego Magazine**
 - Article included Taste of Third in a roundup of March events
- **2/21 secured social coverage on DoSD**
 - Instagram story highlighted their Taste of Third giveaway post
- **2/21 secured social coverage on DoSD**
 - Instagram post featured a ticket giveaway and details about the event

SECURED OPPORTUNITY

- **1/24 secured opportunity with NBC 7**
 - Will be featuring four live interviews for Taste of Third on 3/21
- **1/23 secured interest with CBS 8**

- Scheduled Taste of Third segment for 3/1
- **1/8 secured opportunity with CBS 8**
 - Scheduled segment on 3/20 with Dominic and two restaurants (TBD)
- **1/6 secured opportunity with Hispanos Unidos**
 - Will include in their weekly 'Five Things to Do' article
- **1/3 secured opportunity with CBS 8**
 - Scheduled segment on 3/14 with Dominic and two restaurants (TBD)

SECURED INTEREST

- **1/3 secured interest with CBS 8**
 - Flagged event for coverage consideration for weekend morning show
- **1/3 secured interest with SDUT**
 - Flagged for consideration closer to event date
- **1/3 secured interest with ABC 10**
 - Flagged for consideration closer to event date
- **1/3 secured interest with KPBS**
 - Looped in South Bay reporter to coordinate interviews
- **1/3 secured interest with San Diego Magazine**
 - Would like to include in February issue, requested photos of Third Avenue and businesses
- **12/20 secured interest with El Latino**
 - Would like to feature more information about the event in the new year
- **12/20 secured interest with Star News**
 - Would like to schedule interviews for the event after the New Year
- **12/19 secured interest with San Diego Union Tribune**
 - Saved information for closer to the event, interested in including information about event in article

Other

SECURED COVERAGE

- **3/8 secured online coverage on The Star News**
 - Contributed article featured different ways to enjoy the spring in Downtown Chula Vista and Taste of Third
- **3/5 secured online coverage on CBS 8**
 - Article featured a recap of the first ever Zip Trip to Downtown Chula Vista
- **3/1 secured online coverage on CBS 8**
 - Article featured visiting Downtown Chula Vista in a roundup of top 8 things to do in Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 11:00 am)**
 - Segment featured La Bella Pizza & Vogue Tavern in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 11:00 am)**
 - Segment featured Mmm... Cakes in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 11:00 am) – teaser**
 - Segment featured Mmm... Cakes in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured Chula Vista High School Choir in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 7:00 am)**

- Segment featured Chula Vista High School Choir in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured Grind House in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 7:00 am) – teaser**
 - Segment featured Grind House in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured La Nacional & Dominic in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured Balboa South, Kalaveras, Cuates Seafood & Bar in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 6:00 am) – teaser**
 - Segment featured Balboa South, Kalaveras, Cuates Seafood & Bar in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 6:00 am)**
 - Segment featured the neighborhood in the Zip Trip to Downtown Chula Vista
- **3/1 secured broadcast coverage on CBS 8 (News at 6:00 am)**
 - Segment featured Sesame Place in the Zip Trip to Downtown Chula Vista
- **2/29 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured interviews with Groundswell Brewing Company as a preview of their upcoming Zip Trip to Downtown Chula Vista
- **2/29 secured broadcast coverage on CBS 8 (News at 7:00 am) – Teaser**
 - Teaser segment featured interviews with Groundswell Brewing Company as a preview of their upcoming Zip Trip to Downtown Chula Vista
- **2/29 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured interviews with Standlee's as a preview of their upcoming Zip Trip to Downtown Chula Vista
- **2/29 secured broadcast coverage on CBS 8 (News at 6:00 am)**
 - Segment featured interviews with Mujer Divina Burrito & Coffee House as a preview of their upcoming Zip Trip to Downtown Chula Vista
- **2/29 secured broadcast coverage on CBS 8 (News at 5:00 am)**
 - Segment featured interviews with Agave Coffee and Cafe as a preview of their upcoming Zip Trip to Downtown Chula Vista

Social Coverage

SECURED COVERAGE

- **2/24 secured social coverage on San Diego Magazine**
 - Instagram post highlighted the online and print article featuring a range of businesses on Third Avenue

Organic

- **3/8 received coverage on San Diego Magazine**
 - Article included a business that will be participating in Taste of Third

SOCIAL MEDIA

- Recap / Highlights:
 - Gained 558 total new followers
 - Garnered over 188K total impressions
 - Earned 4.9K total engagements (5% increase)
 - Highlighted women-owned businesses for International Women's Day

- Promoting Taste of Third
 - Facebook event page has 492 responses

Analytics (Last 30 days as of March 14)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Downtown Chula Vista [IG]	475	12222	872	75465
 Downtown Chula Vista [FB]	130	13088	3997	112841

TikTok: 354 followers // 1069 likes

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	2,880
Engaged users	346
Clicks	118
Other clicks	244
Engagement rate per reach	12%
Engagement rate per impression	6.9%



Mar 8, 2024 • Downtown Chula Vista [FB]	
International Women's Day is a time to celebrate the extraordinary...	
Reach	1,608
Engaged users	152
Clicks	116
Other clicks	26
Engagement rate per reach	9.5%
Engagement rate per impression	9.4%



Feb 19, 2024 • Downtown Chula Vista [FB]	
Take a bite out of the Downtown Chula Vista culinary scene at Taste...	
Reach	4,754
Engaged users	445
Clicks	264
Other clicks	243
Engagement rate per reach	9.4%
Engagement rate per impression	6.8%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Feb 29, 2024 • Downtown Chula Vista [IG]	
Attention coffee aficionados and culinary explorers: a new haven for...	
Reach	2,645
Comments	1
Likes	168
Saves	4
Engagement	199
Engagement rate per reach	7.5%
Engagement rate per impression	7%



Mar 4, 2024 • Downtown Chula Vista [IG]	
Get ready for a taste sensation the whole family will love! 🤗 Join us at...	
Reach	2,011
Comments	4
Likes	104
Saves	4
Engagement	144
Engagement rate per reach	7.2%
Engagement rate per impression	5.7%



Mar 8, 2024 • Downtown Chula Vista [IG]	
International Women's Day is a time to celebrate the extraordinary...	
Reach	1,196
Comments	10
Likes	125
Saves	3
Engagement	141
Engagement rate per reach	11.8%
Engagement rate per impression	9.6%