



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

1. Introductions – Dr. Gonzalo Quintero, Current President/Chair
2. Public Comment & Announcements (3-Minutes Max Per Person)
3. Review of the February 7, 2024 Minutes *Action Item* P. 2 - 6
4. FY24 YTD Draft Budget Report P. 7 - 10
5. Business Banking: Transition to US Bank – Progress
6. Discussion & Consideration on a Possible Increase to
FY25 PBID Assessments *Action Item*
7. NCA Contract Extension & Proposed Addendum for Consideration *Action Item* P. 11
8. GTAIA Bylaws Task Force – Update
9. Public Relations & Social Media New Contract: Olive Public Relations *Action Item*
10. Authorization to Release DCVA RFP for Interactive Digital Info. Kiosks *Action Item*
11. Status Report on Pending City Issues:
 - a. Status of New Enabling Ordinance for the City of Chula Vista
 - b. Status of Code Enforcement Related to Unregulated Vending in
Downtown Chula Vista
 - c. Status of Downtown Parking District Budget Request
12. Other Business
13. Next Meeting: Wednesday, April 3, 2024 at the DCVA Office
14. Adjournment *Action Item*

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

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Downtown Chula Vista Association – Executive Committee Meeting
Wednesday, February 7, 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

PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Joe Warren

ABSENT: Ron Richie

STAFF: Marco Li Mandri, Dominic Li Mandri, Shirley Zawadzki, Tammy DeLuca, Nick Angulo, Monica Montes, Michelle Thomas de Mercado

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 8:12 am by District Manager, Dominic Li Mandri. Dominic reviewed meeting etiquette.	No action taken.
2. Public Comment (3 minutes max per person)	Dominic reported that staff is waiting for guidance from counsel to issue a response to Michael Mace.	No action taken.
3. Review of the January 3, 2024, Meeting Minutes	The minutes from the January 3, 2024, Executive meeting were reviewed on pages 2-7 of the agenda.	Kevin Lewis moved to approve the minutes. Joe Warren seconded the motion. Unanimously approved.

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<p>4. Review of FY24 YTD Draft Budget Report</p>	<p>Dominic reported the YTD financials with the Committee.</p> <p>Dominic shared that he provided an updated balance sheet to Committee members last night, therefore is only an informational item and is not an action item due to Brown Act compliance.</p>	<p>No action taken.</p>
<p>5. GTAIA Business Banking: Transition from Banner Bank to US Bank</p>	<p>Dominic reported that he received authorization from Board President Dr. Gonzalo Quintero to move forward with the transition of the Association's accounts and assets from Banner Bank to US Bank.</p> <p>Dominic reported that staff met with US Bank officials and have been approved for up to \$5,000.00 in sponsorship without having to bring it to their Executive Board.</p> <p>Dominic reported that he has tried to reach out to Banner Bank multiple times but has not received a response from bank officials.</p> <p>Dominic reported that US Bank does provide a line of credit for non-profit organizations without requiring the a personal guarantee, which is much more advantageous to district operations.</p>	<p>Kevin Lewis moved to approve the transition from Banner Bank to US Bank. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.</p>
<p>6. San Diego FC Event: Partnership Parameters & Direction from Exec.</p>	<p>Dominic reported that the FC approached the DCVA with the interest of a community Street Flow activation on Third Avenue and Memorial Park.</p> <p>Dominic reported that staff has been assisting San Diego FC with matters of due diligence and setting up tentative dates for park reservation.</p> <p>Dominic reported that the tentative date for the event will be on Saturday, May 4, 2024.</p> <p>Dominic explained to the Committee that the FC is requesting the Organization to proceed with reserving Memorial Park and to apply for the permits with the City of Chula Vista for street closures for the day of the event.</p>	<p>Kevin Lewis moved to proceed with negotiating with San Diego FC with the upcoming Street Flow event in May but for staff to facilitate an indemnification agreement first. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.</p>

	<p>Dominic voiced concern and explained that if staff meets the request, the Organization is then attached to the event and are liable without an indemnification agreement for protection.</p> <p>Nick reported that there will be a meeting with staff and San Diego FC on Thursday, February 15, 2024.</p> <p>Nick reported to the Committee that it will be logical for the Association to facilitate and to pull the necessary permits for the event due to our non-profit status and because there is no longer an events coordinator at the City of Chula Vista for assistance.</p> <p>Nick suggested adding administrative fees for assistance and time of the process to the FC. Nick also shared that San Diego FC should be willing to sign some sort of agreement.</p> <p>Dominic requested for the Committee to grant permission for staff to negotiate an indemnification agreement and to grant further authority to negotiate other terms to the agreement of sponsorship and administrative assistance with FC.</p>	
7. NCA Two-Year Contract Extension: Follow-Up from March 8th, 2023, Board Action	<p>Dominic reported that the Board of Directors authorized on March 8, 2023, the extension of the New City America 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 terms of the contract.</p> <p>Dominic expressed interest in including some additional language within the NCA contract (as an addendum) to account for an end-of-year bonus based on performance but also non-assessment carry-forward funds. Dominic stated he will work with Marco to assemble a draft policy for the Executive Committee to review at the next meeting.</p>	No action taken.
8. GTAIA Bylaws Task Force: Update	<p>Dominic reported that the Task Force met on Wednesday, January 31, 2024, to do a line-by-line update to the current bylaws.</p>	No action taken.

	<p>Dominic reported that the process was not completed that day but was the consensus of the Task Force to allow staff to upload the document to Google Docs to allow members to collectively make necessary modifications and edits.</p>	
<p>9. DCVA PR/SM RFP Task Force Progress & Timeline for Recommendation</p>	<p>9. 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>9. No action taken.</p>
<p>10. Status Report on Pending City Issues:</p> <p>10.a. Status of New Enabling Ordinance for the City of Chula Vista</p> <p>10.b. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista</p> <p>10.c. Status of Downtown Parking District Budget Request</p>	<p>10.a. Dominic reported that he and Marco met with Mayor John McCann and with the Chief of Staff and inquired about the progress on the investigation of the Enabling Ordinance.</p> <p>10.b. Dominic reported to both code enforcement and City Council that the City of Chula Vista does not need to pass a completely new ordinance regarding food trucks but can revise the City's existing rules to the permits to not allow food truck operation on Third Avenue during specific times of the day. Sidewalk vending can only be addressed via a new ordinance.</p> <p>10.c. 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>10.a. No action taken.</p> <p>10.b. No action taken.</p> <p>10.c. No action taken.</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>	
11. Other Business	<p>Dominic reported that he has received the traffic control plan for the new neon retrofit to the Third Avenue landmark sign.</p> <p>Dr. Gonzalo Quintero requested the Committee to provide a gift basket for new father, Ron Richie.</p> <p>Monica Montes agreed to put a basket together.</p>	No action taken.
12. Next Meeting:	The next Executive Committee meeting will be on Wednesday, March 6, 2024, at the DCVA Office.	No action taken.
13. Adjournment	The meeting was adjourned at 9:14am.	<p>Kevin Lewis moved to adjourn the meeting.</p> <p>Joe Warren seconded.</p> <p>Unanimously approved.</p>

Minutes taken by: M. 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

New City America, Inc.
 Supplemental Compensation Summary and Disbursement Policy
 Contract Amendment – Adopted XXXX

If New City America is successful in attracting non-assessment district revenues to the GTAIA within any one fiscal year, and, the income has exceeded the costs of administering the requirements of the district, then the Board shall consider a staff performance bonus, based upon the following:

- a. Revenues, 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 generated by the work of New City America and its staff;
- c. The non-assessment revenues shall include, but not be limited to:
 1. A base increase of 5% of the total DCVA/GTAIA budget dollars to accommodate the cost of inflation and staff cost increases in the following fiscal year;
 2. The surplus funds, or revenues exceeding operational costs, are derived from:
 - events
 - donations
 - grants
 - any activities overseen and managed by New City America
 - cost savings from approved budget items from New City America management of the district

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 and the budget is prepared for the upcoming fiscal year that NCA shall receive a minimum of 50% of the non-assessment district revenues received during the current fiscal year, and that amount shall be placed 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 revenues, normally December of each fiscal year.