Downtown Chula Vista Association – Annual Board of Directors' Meeting
Thursday, November 12th, 2026, at 8:30 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 / Joe Warren, Board President
2. Public Comment & Announcements (3-Minutes Max Per Person)
   Please keep comments directed to non-agenda topics
3. Community Reports:
   Senator Padilla's Office, Supervisor Aguirre's Office, Mayor McCann's Office, Councilmember Preciado's Office, Economic Development Department, City Manager's Office, CVPD
4. Review of the Minutes from the October 21st, 2026 Meeting — *Action Item* — P. 3 - 7
5. Report & Recommended Slate from the Nominations Task Force for Open Seats to the DCVA Board: — P. 8
   a. Property Owner Representative Slate: *Action Item*
   b. Community-at-Large/Business Representative Slate: *Action Item*
6. Committee Reports:

Executive Committee / Joe Warren, Board President

a. Election of Officers for Staggered Two-Year Term:
   i. Vice President *Action Item*
b. Review of FY26 Year-to-Date Draft Budget Report *Action Item* — P. 9 - 12
c. Establish DCVA – City of Chula Vista Operating Agreement Task Force *Action Item*
d. Authorize Executive Committee to Oversee RFP Process for New CBD/District *Action Item*
e. FY27 County NRP Grant Request for Add. Pedestrian Amenities: Update
f. FY27 County CE Grant Request for Organizational Support: Update
g. Setting FY27 Budget Based on Manual Billing of Assessments by City of Chula Vista
h. Next Meeting: Wednesday, December 2nd, 2026 at 9:00 AM at the DCVA Office

District Identity & Placemaking Committee / Ron Richie, Committee Chair

a. Olive Public Relations Status Report — P. 13 - 15
b. Día de los Muertos Celebration *Recap*
c. Downtown Heritage Chair Installation Ceremony: Update
d. Next Meeting: Wednesday, November 18th, 2026 at 9:00 AM at the DCVA Office

Civil Sidewalks Committee / Marianna Cardenas, Committee Chair

a. Downtown Maintenance Operations: Staffing Update
b. Next Quarterly Pressure Washing Service: Week of December 7th

c. Next Meeting: Wednesday, November 25th, 2026 at 9:00 AM at the DCVA Office

Land Use & Project Review / Joseph Raso, Committee Chair

a. Downtown Development Update
b. Next Meeting: TBD

7. Next Meeting: Wednesday, December 9th, 2026 at 8:30 AM

8. 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. VIRTURAL MEETING PARTICIPATION. Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee/Board quorum or are allowed to vote.

Downtown Chula Vista Association- Special Board of Directors' Meeting
Wednesday, October 21, 2026, at 8:30 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: Sylvia Chairez, Dana Davis, Daisy Romero, Kevin Rhodes, Joe Warren, Kevin Pointer, Joe Raso, Ron Richie, Loren Sanchez (Finest City), Kevin Lewis

EXCUSED: Abe T*é*ran, Mariana Cardenas, Debra Krick, Andrew Mc Donald,

GUESTS: David Graham (City of Chula Vista Director of Economic Development), Catt Fields White (Chula Vista Farmers' Market, Zoom), Ana Ybarra (Olive PR, Inc.)

STAFF: Marco Li Mandri (NCA), Dominic Li Mandri (NCA), Gabby Manocchio (NCA, Zoom), Noralyn Arroyo (NCA), Michelle Thomas de Mercado (NCA)

MINUTES:

Item	***Discussion***	***Action Taken?***
1. Introductions / Joe Warren, Board President	The meeting was called to order at 8:30am.	***No action taken.***
2. Public Comment (3-Minutes Max Per Person*) Please keep comments directed to non-agenda topics.*	Dominic opened the floor for public comments.	***No action taken.***
3. Community Reports: Senator Padilla's Office, Supervisor Aguirre's Office, Mayor	Nobody was present from these entities at the time, therefore there was nothing to report.	***No action taken.***

McCann's Office, Councilmember Preciado's Office, Economic Development Department, City Manager's Office, CVPD		
4. Review of the Minutes from the September 9, 2026, Special Meeting	The minutes of the September 9, 2026, meeting were reviewed on pages 3-8 of the agenda.	***Sylvia Chairez moved to approve the minutes as presented. Joe Raso seconded. Unanimously approved.***
6. Committee Reports: Executive Committee / Joe Warren, Board President		
6.a. Review of FY26 Year-to-Date Draft Budget Report	6.a. Dominic presented the draft year-to-date financial report on agenda pages 9–11. Catt White noted that the market continued to thrive despite some vendor turnover and the exceptionally hot summer. Dominic opened the floor for questions, but none were raised.	***6.a. Kevin Lewis moved to accept the financials as presented. Kevin Rhodes seconded. Unanimously approved.***
6.b. FY27 County NRP Grant Request for Add. Pedestrian Amenities: Update	6.b. Dominic confirmed submission of the Board-approved $100,000 NRP grant request to the County for additional trash cans, tables and chairs, and traffic-calming measures. The requested allocation was as follows: • Tables and chairs: $25,000.00 • Trash cans: $30,000.00 • Traffic calming: $45,000.00 Dominic noted that the Board could reallocate funds among these categories at its discretion.	***6.b. No action taken.***
6.c. FY27 County CE Grant Request for Organizational Support: Summary	6.c. Dominic explained that the proposed FY27 County Enhancement grant would help cover rent, payroll, utilities, and landscaping costs in anticipation of a financially conservative December and a potential shortfall in assessment revenues	***6.c. Sylvia Chairez moved to accept the request of the grant funds for operating expenses to sustain the organization. Kevin***

	during the manually billing process next year. The staff-prepared application would also account for expansion-related expenses incurred during the past year, including an estimated $3,500.00 for the engineer's report. Following discussion, the Board reached consensus that staff should seek $25,000.00 in grant funding.	***Rhodes seconded. Kevin Pointer abstained. Motion passed.***
6.d. Downtown Chula Vista District Renewal Task Force: Update	6.d. Dominic reported that district renewal balloting and staff outreach were ongoing. He outlined the process for the November 10, 2026, public hearing. At the November 10th City Council meeting, the Council may receive public testimony, followed by a public ballot count and announcement of the results by the clerk. If weighted votes in favor exceeded those opposed, there would be no majority protest, allowing the Council to proceed with establishment. Dominic reported that staff were exploring inclusion of assessments on property tax bills with the assessor. Supplemental billing did not meet the applicable guidelines; the City of Chula Vista would ultimately issue the assessment bills.	***6.d. No action taken.***
6.e. City of Chula Vista Outdoor Dining Ordinance: Update	6.e. Dominic summarized staff findings from the Outdoor Dining Task Force on the City's proposed citywide outdoor dining regulations, including the expected hearing of Chula Vista's updated Outdoor Dining Ordinance at Council on October 27th. David Graham confirmed that the City Manager had been involved in the task force's request and that significant progress had been made. With the matter on track for the October 27 Council meeting, he recommended that the Board notify the City of any remaining concerns. Dominic recommended for the task force to reconvene meet on what the city is proposing later today.	***6.e. No action taken.***
Next Meeting	The next Executive Committee meeting will take place on Wednesday November 4th, 2026, at 9:00am at the DCVA Office.	***No action taken.***

District Identity & Placemaking Committee / Ron Richie, Committee Chair		
6.a. Olive Public Relations Status Report	6.a. Sydney Costales of Olive PR provided a PR and social media update on pages 13-15 of the agenda.	***6.a. No action taken.***
6.b. Dia de los Muertos Celebration Sun., Nov. 1st	6.b. Dominic outlined the event's schedule and footprint. Third Avenue businesses were encouraged to host their own Dia de los Muertos activities. Noralyn added by providing the entertainment schedule and requested from those present to consider sponsorship of the event.	***6.b. No action taken.***
6.c. Ombac on Third Pickleball Tournament	6.e. Dominic briefed on any known information on the upcoming tournament that will occur on Saturday, November 7th, 2026, 9:00am to 5:00pm. The floor was opened for discussion, to which it was voiced overall frustration on OMBAC's late planning and communication to Third Avenue businesses.	***6.c. No action taken.***
6.d. Downtown Heritage Chair: Relocation & Status of Plaque Installation	6.d. Dominic reported that the chair will be relocated to the west corner of Park Way and Third Avenue as this area is suitable for anchoring into the sidewalk, with preliminary approval from city staff on this site. Staff is waiting for any additional approval that may be needed, above and beyond our general encroachment permit with the city but have taken the initiative reaching out to city staff, Mayor's office, supervisor's office, as well as the council member's office to invite them for a future ribbon cutting ceremony as a date is ascertained.	***6.d. No action taken.***
Next Meeting	The next District Identity & Placemaking Committee meeting will take place on Wednesday, November 18, 2026, at 9:00 am, at the DCVA Office.	***No action taken.***
Civil Sidewalks Committee /Mariana Cardenas, Committee Chair		

6.a. Downtown Maintenance Operations: Staffing Update	6.a. Dominic reported on recent maintenance department updates, with the hiring of an additional part-time staff member.	***6.a. No action taken.***
6.b. EL Nino Storm Preparations: Summary	6.b. Dominic reported on information provided by the City of San Diego and shared on any precautions and proper preparation.	***6.b. No action taken.***
6.c. Next Quarterly Pressure Washing Service: Week of November 2nd	6.c. Dominic reported that the final quarterly district-wide service will occur in the week of November 2nd, after Dia de los Muertos.	***6.c. No action taken.***
Next Meeting	The next Civil Sidewalks Committee meeting will take place on Wednesday, October 28, 2026, at 9:00 am, at the DCVA Office.	***No action taken.***
Land Use & Project Review / Joseph Raso, Committee Chair		
6.a. Downtown Development Update	6.a. Dominic updated on the future housing developments on Third Avenue, with plans for 350 units at the current CVLCC site, and an additional 270 units at the Sweetwater High School site.	***6.a. No action taken.***
Next Meeting	The date of the next Land Use Committee meeting is yet to be determined.	***No action taken.***
7. Next Meeting	The DCVA Annual Board of Directors' Meeting will be on Thursday, November 12, 2026, at 8:30 am, at the DCVA Office.	***No action taken.***
8. Adjournment	The meeting was adjourned at 9:52 am.	***Sylvia Chairez moved to adjourn the meeting. Ron Richie seconded. Unanimously approved.***

Minutes taken by: Michelle Thomas de Mercado, NCA Staff

DCVA NOMINATIONS TASK FORCE
2026-2028 RECOMMENDED BOARD SLATE
Wednesday, November 4th, 2026, at 3:30 pm
Zoom Virtual Meeting: https://us06web.zoom.us/j/88283960737
or call 1-669-444-9171 / Meeting ID: 882 8396 0737 / Passcode: 1982

New Submissions for Consideration: Seven (7) applications received.

Per our Bylaws:

- Allowed up to 15 Directors.
- No less than 50% + 1 majority shall be Downtown Chula Vista current property owners/designated representatives. The remaining seats shall be occupied by Business/Community at Large reps.

NOMINATION APPLICATIONS RECEIVED:

2026-2028 Recommended Roster:

- Property Directors: 6
  - Ron Richie (260 ½ Third Ave)
  - Eric Vaca (231 Third Ave)
  - Sylvia Chairez (288 Center St.)
  - Joe Raso (373 Third Ave)
  - Kevin O'Neill (435 Third Ave.)
  - David Gonzalez (500 Third Ave.)

- Community at Large Directors: 1
  - Marianna Cardenas (290 Third Ave)

Bylaw Compliance:

If we accept the slate with our current term Board Members, we will be in compliance with our bylaws with eight (8) Property Owner/Rep Directors and six (6) Business/Community at Large Directors.

Total of Recommended 2026-2028 Term Board Members: 7

Officer Seats Up for Consideration – Term 2026-2028
1) Vice President (1 Year)

1:08 PM
11/02/26
Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Balance Sheet
As of October 31, 2026

	Oct 31, 26
ASSETS	
Current Assets	
Checking/Savings	
US Bank Gen. Acct - 9935	61,817.50
US Bank Programs - 2188	107,837.74
Total Checking/Savings	169,655.24
Total Current Assets	169,655.24
Fixed Assets	
Vehicles TAVA	17,527.00
Furniture and Equipment TAVA	131,776.25
Lease Holder Improvements TAVA	98,301.53
Accum Depreciation TAVA	-102,555.81
Accum Depreciation	-88,645.19
Vehicles	165.00
Total Fixed Assets	56,568.78
Other Assets	
Right of Use Assets	139,875.00
Total Other Assets	139,875.00
TOTAL ASSETS	**366,099.02**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
State Payroll Tax Liability	20.64
Federal Payroll Tax Liability	156.09
Total Payroll Liabilities	176.73
Total Other Current Liabilities	176.73
Total Current Liabilities	176.73
Long Term Liabilities	
Lease Liability	139,875.00
Total Long Term Liabilities	139,875.00
Total Liabilities	140,051.73
Equity	
Unrestricted Net Assets	155,958.72
Net Income	70,088.57
Total Equity	226,047.29
TOTAL LIABILITIES & EQUITY	**366,099.02**

1:09 PM
11/02/26
Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
October 2026

	Oct 26	Budget	Jan - Oct 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business Licences	0.00	0.00	27,359.93	30,000.00	30,000.00
Total BID Revenue	0.00	0.00	27,359.93	30,000.00	30,000.00
Non Assessmennt Income					
Grants	0.00	0.00	0.00	30,000.00	30,000.00
Sponorships	12,450.00 [1]	0.00	18,410.00	15,000.00	15,000.00
Non Assessmennt Income - Other	-2,605.00		-2,605.00		
Total Non Assessmennt Income	9,845.00	0.00	15,805.00	45,000.00	45,000.00
PBID Revenue					
Prop Owner Assessment 2026	3,958.73	0.00	472,876.56	461,849.00	461,849.00
Prop. Owner Assessments 2025	1,302.50		1,302.50		
Total PBID Revenue	5,261.23	0.00	474,179.06	461,849.00	461,849.00
Program Income					
Farmers Market					
F.M. Vendor Income	17,915.00	20,833.33	227,505.00	208,333.34	250,000.00
Total Farmers Market	17,915.00	20,833.33	227,505.00	208,333.34	250,000.00
Total Program Income	17,915.00	20,833.33	227,505.00	208,333.34	250,000.00
Special Event Income					
World Cup	4,919.49		4,919.49		
Dia De Los Muertos	2,173.65	0.00	13,439.30	40,000.00	40,000.00
Lemon Festival	32,635.95	0.00	32,635.95	30,000.00	30,000.00
Starlight Event	0.00	0.00	7,193.00	10,000.00	10,000.00
Taste of Third	0.00	0.00	10,016.46	10,000.00	10,000.00
Total Special Event Income	39,729.09	0.00	68,204.20	90,000.00	90,000.00
Prior Year Income Over Expenses	0.00	0.00	0.00	60,699.71	60,699.71
Total Income	72,750.32	20,833.33	813,053.19	895,882.05	937,548.71
Gross Profit	72,750.32	20,833.33	813,053.19	895,882.05	937,548.71
Expense					
County Grant Expense					
County 2025 NRP	0.00		71.58		
County Grant Expense - Other	0.00	2,500.00	0.00	25,000.00	30,000.00
Total County Grant Expense	0.00	2,500.00	71.58	25,000.00	30,000.00
ADMINISTRATION					
Accounting Fees	0.00	540.00	500.00	5,420.00	6,500.00
Bank /CC Fees	0.00	5.00	0.00	40.00	50.00
Business Registration Fees	4.00	15.00	104.00	170.00	200.00
Dues and Subscriptions	222.60	580.00	3,513.83	5,840.00	7,000.00
Insurance					
Auto Insurance	0.00		947.50		
General Liability, D and O	0.00		15,342.25		
Insurance - Other	0.00	1,750.00	0.00	17,500.00	21,000.00
Total Insurance	0.00	1,750.00	16,289.75	17,500.00	21,000.00
Legal Fees	0.00	166.00	550.00	1,668.00	2,000.00
Meals and Entertainment	23.50	40.00	23.50	420.00	500.00
Office Expense	217.90	375.00	4,391.65	3,750.00	4,500.00
Office Supplies	0.00	125.00	787.66	1,250.00	1,500.00
Outside Contract Services	16,000.00	16,000.00	160,000.00	160,000.00	192,000.00
Postage, Mailing Service	0.00	66.00	730.89	668.00	800.00
Printing and Copying	322.06	541.00	3,583.69	5,418.00	6,500.00
Rent, Parking, Utilities	4,103.20	4,416.00	42,857.20	44,168.00	53,000.00
Telephone, Telecommunications	170.00	500.00	3,882.99	5,000.00	6,000.00
Utilities	0.00		-1,248.64		
Total ADMINISTRATION	21,063.26	25,119.00	235,966.52	251,312.00	301,550.00
DI&P					
Advertising and Promotions	79.59	415.00	1,926.94	4,170.00	5,000.00
Public Relations	5,400.00	5,416.00	53,200.00	54,168.00	65,000.00
Website and Hosting	0.00	415.00	4,800.00	4,170.00	5,000.00
Total DI&P	5,479.59	6,246.00	59,926.94	62,508.00	75,000.00
Event Expenses					
Farmers Market					
F.M.-Net 50/50 Split	0.00	8,333.00	86,595.73	83,334.00	100,000.00
F.M.- Staffing	3,841.64	2,500.00	27,952.37	25,000.00	30,000.00
F.M.- Payroll & Taxes	395.95	250.00	3,136.43	2,500.00	3,000.00
F.M.- Permits & Fees	0.00	83.00	1,012.00	834.00	1,000.00
F.M. - Equipment Rentals	888.05	1,000.00	9,941.53	10,000.00	12,000.00
Total Farmers Market	5,125.64	12,166.00	128,638.06	121,668.00	146,000.00
Dia De Los Muertos	12,988.52 [2]	3,333.00	19,485.29	33,334.00	40,000.00
Movies at the Memorial	0.00	415.00	0.00	4,170.00	5,000.00

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11/02/26
Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
October 2026

	Oct 26	Budget	Jan - Oct 26	YTD Budget	Annual Budget
Starlight	0.00	208.00	0.00	2,084.00	2,500.00
Tree Lighting	0.00		120.90		
Total Event Expenses	18,114.16	16,122.00	148,244.25	161,256.00	193,500.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Deductions	0.00		-473.07		
Cell Phone Allowance	90.00	66.00	300.00	668.00	800.00
Workers Comp	0.00	708.00	8,328.00	7,084.00	8,500.00
Salaries & Wages	20,577.29	13,808.00	149,174.41	138,084.00	165,700.00
Payroll Processing Fees	209.22	208.00	2,187.25	2,084.00	2,500.00
Payroll Taxes	2,106.29	1,041.00	13,331.29	10,418.00	12,500.00
Health Insurance	425.64	833.00	4,689.94	8,334.00	10,000.00
Total Compensation & Benefits	23,408.44	16,664.00	177,537.82	166,672.00	200,000.00
District Utilities	1,299.92	4,833.00	37,066.57	48,334.00	58,000.00
Equip Rental & Maintenance	0.00	166.00	1,892.98	1,668.00	2,000.00
Landscape Contracted Services	0.00	1,083.00	3,947.70	10,834.00	13,000.00
Maintenance Services					
Auto					
Fuel	302.49	250.00	2,386.05	2,500.00	3,000.00
Maintenance & Sevice	28.25	125.00	5,914.57	1,250.00	1,500.00
Total Auto	330.74	375.00	8,300.62	3,750.00	4,500.00
Total Maintenance Services	330.74	375.00	8,300.62	3,750.00	4,500.00
Maintenance Supplies	599.65	1,083.00	14,280.30	10,834.00	13,000.00
Nursery Supplies & Equipment	0.00	1,083.00	10,350.00	10,834.00	13,000.00
Sidewalk Pressure Washing	0.00	2,000.00	15,718.75	20,000.00	24,000.00
Uniforms	137.96	125.00	165.94	1,250.00	1,500.00
Contingency	0.00	0.00	28,170.31	8,498.71	8,498.71
Total CIVIL SIDEWALKS	25,776.71	27,412.00	297,430.99	282,674.71	337,498.71
Total Expense	70,433.72	77,399.00	741,640.28	782,750.71	937,548.71
Net Ordinary Income	2,316.60	-56,565.67	71,412.91	113,131.34	0.00
Net Income	**2,316.60**	**-56,565.67**	**71,412.91**	**113,131.34**	**0.00**

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
October 2026

1. DDLM sponsor income

2. DDLM Expenses still pending

3. 3 payrolls in October

DCVA Board Meeting
PR & Social Media Report
Wednesday, November 11, 2026

Pitches

Current

- Dia de los Muertos (short leads)
- Public Art and Planter Boxes

Upcoming

- Holiday Traditions in the Neighborhood
- Small Business Season - waiting on promotions

Public Art and Planter Boxes

- Secured online coverage with Star News

Dia de los Muertos

- Secured broadcast coverage on CBS 8, ABC 10, FOX 5, Univision and KUSI
- Secured online coverage on San Diego Union Tribune, CBS 8, ABC 10, Axios, San Diego Family Magazine, San Diego Magazine, SoCal Pulse, Times of San Diego, NBC 7 and KPBS
- Secured newsletter coverage on SoCal Pulse and Axios
- Secured print coverage on San Diego Union Tribune
- Secured interest with There San Diego, KYXY 96.5, Sunny 98.1, Magic 92.7, There San Diego and Star News

Other

- Secured broadcast coverage on FOX 5
- Secured contributed article in the Star News

Writing

- Star News Contributed Article - November
- Star News Contributed Article - December

How to build a Día de los Muertos altar on a budget — and reuse the décor for other holidays

Day of the Dead altars can cost anywhere from $10 to $130, but a Chula Vista shop owner shares creative ways to save money and repurpose décor for other holidays.



Day of the Dead altars can cost anywhere from $10 to $130, but a Chula Vista shop owner shares creative ways to save money and repurpose décor.

Building an ofrenda for Día de los Muertos can add up quickly, but there are ways to save money — and even repurpose your decorations for other holidays throughout the year.

The ofrenda, or altar, is at the heart of the celebration. It's a space where families welcome back the spirits of their loved ones.

"The altar is the ofrenda; you're basically setting up a space where your loved ones, like the spirits of your loves ones can come back .. and visit you," said Daisy Romero, co-owner of Amor Eterno.

Every year, families spend anywhere from $10 to $130 putting together their altars for the Day of the Dead.

But Romero says there are ways to cut down on expenses by mixing in a little creativity with items you already have at home.

"I would say not to worry if you don't have a lot of money -- especially when it comes to, like, celebrating your loved ones," Romero said.

For example, you can find inexpensive incense, candles or oils. You can use linen you already have to drape your altar, and add personal mementos from around the house to make it your own.

"Even printing pictures," Romero said. "You can also just write their names with a little glass of water."

For marigolds, check your local garden centers or bulk wholesale options. Artificial or silk flowers are another choice, and they can start at just under $17.

Another tip is to find ways to repurpose these items for other holidays.

"We have real marigolds but we have plastic ones that are more economical and that you can reuse for next year. We have pine cones. We also use those for Thanksgiving and for Christmas. That's how we decorate the pumpkins we use those for Thanksgiving as well," Romero said.

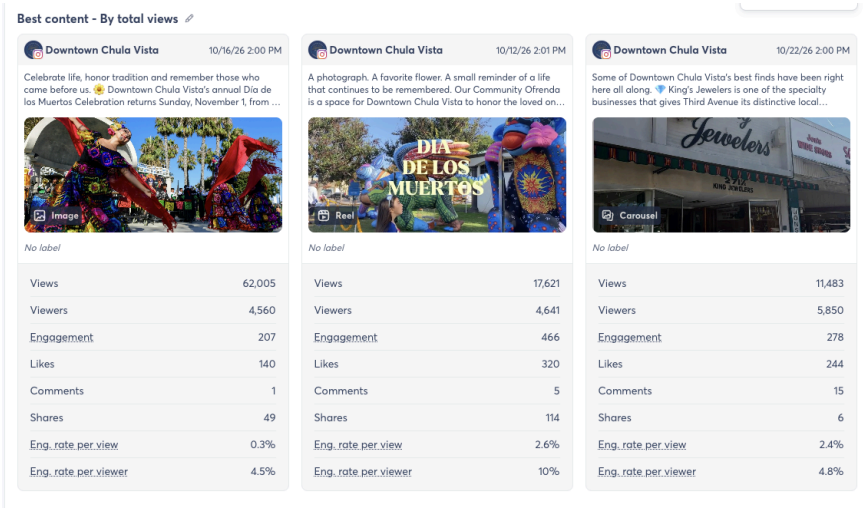
SOCIAL MEDIA

Recap & Highlights

- Gained total new followers 661, Net Growth 384 across all platforms
- Earned **594K** total views (47%+)
- Garnered **6.7K** total unique accounts engaged (22%+)
- Promoted: Dia De Los Muertos, Business Highlights: Legacy Businesses, Spooky Drinks/Bites/Events + Specials, Cold Weather favorites: Eats (pan de muerto), Farmer's Market Marigolds
- Upcoming highlights: Starlight Parade, Spotlight on Farmer's Market Vendors, Community Roundups, Family Friendly Activities, Continue with Cold Weather favorites: Holiday Inspired Comfort Food

BEST PERFORMING POSTS

Instagram:



Facebook:

