



Downtown Chula Vista Association – Special District Identity & Placemaking Committee

Friday, April 19, 2024, at 10:30 am

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 March 20th, 2024 Meeting *Action Item* P. 2 - 7
- 4) Placemaking & Improvements:
 - a. Discussion on Third Avenue Curb Café Program *Action Item*
- 5) Old Business:
- 6) Next Meeting: Wednesday, May 15, 2024, at 9:00am
- 7) 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. VITURAL 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 – 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

PRESENT: Kevin Lewis, Ron Richie, Mariana Cardenas

ABSENT: Jose Barajas, Dr. Gonzalo Quintero, Eric Vaca

GUESTS: Curt Brooker (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:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
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.	<i>No action taken.</i>
2. Public Comment (3-Minute Max Per Person)	Dominic shared that the dates of the upcoming San Diego Football Club event on Third Avenue will take place on May 4 th or May 5 th , 2024.	<i>No action taken.</i>
3. Review of Minutes from February 21st, 2024, Meeting	The minutes from February 21, 2024, were reviewed on pages 2-7 of the agenda.	<i>Ron Richie moved to approve the minutes. Kevin Lewis seconded the motion. Mariana Cardenas abstained. Motion passed.</i>

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

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<p>4. Public Relations & Promotions:</p> <p>4.a. Olive Public Relations Status</p>	<p>4.a. Sydney Costales recapped the PR and Social Media Report on pages 8-12 of the agenda.</p>	<p>4.a. No action taken.</p>
<p>5. Events – Confirmed & Proposed</p> <p>5.a. Taste of Third Event: Update</p> <p>5.b. DCVA – San Diego FC: Spring Event Date & Events Details</p>	<p>5.a. Nick Angulo reported that 594 tickets have been sold for the Taste of Third event.</p> <p>Dominic confirmed that there are only one hundred tickets for the event left to sell.</p> <p>Mariana Cardenas inquired about when the businesses will receive the serving supplies for the food samples.</p> <p>Nick stated that Fuse Events received supplies yesterday and will distribute them later today or tomorrow but will follow up with Fuse Events.</p> <p>Curt Brooker confirmed that supplies will be distributed tomorrow with signage around 9am.</p> <p>5.b. Nick confirmed that the event will take place on 4th or May 5th, contingent on whether SDFC is able to finalize the entertainment.</p> <p>Nick reported the urgency for SDFC to secure a date for the event to pull the necessary street closure permits with the City of Chula Vista.</p> <p>Nick reported on the event’s footprint expanding from F Street to G Street.</p> <p>Nick shared the activations on the day of the event:</p> <ul style="list-style-type: none"> • Car show • Inflatables in Memorial Park • Food vendors • Artisan booths <p>Nick shared that The Chrome Ball Tour in Chula Vista will be SDFC’s largest activation. Nick also confirmed that staff is not expected to exert</p>	<p>5.a. No action taken.</p> <p>5.b. No action taken.</p>

	<p>beyond that.</p> <p>Dominic reiterated that the SDFC event in Downtown Chula Vista is magnified in scale versus the other tour events and will benefit the businesses within the District.</p> <p>Nick announced that if any businesses are interested in having a ten-by-ten vendor tent activation at the event, to let him know as to provide first rights as vendors.</p> <p>Dominic inquired if there would be a beer garden.</p> <p>Nick responded that there are discussions of a potential beer garden.</p> <p>Chris cautioned to be mindful that it is SDFCs event and that there is no known quantity at this time, adding that SDFC is working on a beer garden and would like to include the establishments on Third Avenue.</p> <p>Dominic inquired if communication to the businesses would come from the FC or from staff.</p> <p>Chris reminded the committee that staff are only there to assist.</p>	
<p>5. c. Amps & Ales 2024: Update</p>	<p>5.c. Dominic reported that per the recommendation of the DI&P Committee, the Amps & Ales Task Force convened on Tuesday, January 16, 2024, to discuss the upcoming Amps & Ales event.</p> <p>Dominic reported that the Task Force and Fuse Events came to an agreement that Amps & Ales would be a financial burden to the Association as Fuse Events was not able to reach the sponsorship benchmark requested by the Board.</p>	<p>5.c. No action taken.</p>
<p>5. d. Interest on New Downtown Program Centered Around South Bay/Cross-Border Cuisine</p>	<p>5.d. Dominic reported that the Task Force and Fuse discussed future strategies on restructuring the Amps event to provide the possibility of a South Bay cross boarder cuisine and to include beer and wine.</p>	<p>5.d. No action taken.</p>

	<p>Dominic referenced the Taste of South Bay, hosted at Novo Brazil, as a concept, elevating the event with gravitas.</p> <p>The Committee was in favor of a more elevated festival to come from Amps & Ales.</p>	
<p>6. Placemaking & Improvements</p> <p>6.a. Downtown Banner Program Policy Task Force Meeting Needed</p> <p>6.b. Downtown Planter Placement Locations</p>	<p>6.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 a 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>Dominic reported that he did not get the response he needed for the Task Force from members and will reach out this week to set a meeting date.</p> <p>Dominic shared that there are approximately one hundred banner spaces within the District.</p> <p>Dominic stated that the purpose of the Task Force is to create a standard policy and once approved by the Committee can be used to issue an RFP to find a media.</p> <p>6.b. Dominic reported that he has provided a map to the Assistant City Manager to assess tentative placement locations for the concrete planters and plant species.</p> <p>Dominic shared decorative options for the Committee to consider. Staff can send out a call to artist’s solicitation or to provide stock images that can be produced for the planter’s inlaid portion.</p>	<p>6.a. No action taken.</p> <p>6.b. No action taken.</p>

<p>6.c. Third Avenue Landmark Sign Upgrade and Repainting</p>	<p>Chris added that Fuse manages ArtWalk and will be a reliable resource for San Diego and Baja artists.</p> <p>6.c. Dominic reported that the upgrade is still ongoing.</p> <p>Dominic commented that the Landmark Sign’s lighting can be programmed to change colors to accommodate different holidays and themes.</p> <p>Chris inquired on the completion date of the Landmark Sign as San Diego FC expressed that they would like to utilize the sign with the team’s colors.</p> <p>Dominic reported that the project should be completed by mid-April but will follow up with Signtech.</p>	<p>6.c. No action taken.</p>
<p>7. Old Business</p> <p>7.a. Memorial Park Plaza Design Project</p> <p>7.b. Placemaking Project at Third & Park Way</p>	<p>7.a. Dominic reported that there is still no confirmation on the arrival of the grant.</p> <p>7.b. Dominic recalled the development of a large-scale chair for the District like the large iconic Adirondak Chair in Little Italy, but unique to Downtown Chula Vista.</p> <p>Dominic inquired if the Committee would still be interested in pursuing the development of a chair.</p> <p>The Committee agreed for Dominic to reach out to the City with their interest in the development of the chair.</p> <p>Dominic shared that it is both a promotional opportunity and a sponsorship opportunity.</p> <p>Chris shared that Stella Artois paid \$40,000.00 to Little Italy Association to allow for the brand’s name to be place on the back of the chair.</p>	<p>7.a. No action taken.</p> <p>7.b. No action taken.</p>

<p>7.c. Third Avenue Mural Tour</p> <p>d. Downtown Planter Plaque Insert Design & Call for Artists</p>	<p>Chris evoked the style of the Third Avenue chair to be modeled after a hand-carved, hand-painted decorative chair that is appropriate to the heritage of Chula Vista.</p> <p>7.c. Dominic prompted Mariana on the previous discussion of having a muralist come to Third Avenue and to later provide guided mural art tours.</p> <p>7.d. Dominic reported that there is a map provided with the planter locations on Third Avenue.</p> <p>Dominic reported that once these planters are placed a Request for Artists will be sent out.</p>	<p>7.c. No action taken.</p> <p>7.d. No action taken.</p>
<p>8. Next Meeting</p>	<p>The next District Identity and Placemaking meeting will take place on Wednesday, April 17, 2024, at 9:00am.</p>	<p>No action taken.</p>
<p>9. Adjournment</p>	<p>The meeting adjourned at 9:41 am.</p>	<p>Kevin Lewis moved to adjourn the meeting. Ron Richie seconded the motion. Unanimously approved.</p>

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