



Downtown Chula Vista Association - Executive Committee Meeting  
 Wednesday, August 2, 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

1. Introductions – Kevin Lewis, Interim President/Chair
2. Public Comment & Announcements (3-Minutes Max Per Person)
3. Approval of June 7, 2023, Minutes *Action Item*
4. Review of FY23 Draft DCVA Financial Report (Printed) *Action Item*
5. DCVA Executive Officer Vacancy & Upcoming Board Process
6. Discussion on a Possible Site in Downtown for an Urban Soccer Pitch
7. Status Report on Pending City Issues:
  - a. Status of New Enabling Ordinance for the City of Chula Vista
  - b. Status of Permit from Public Works to Place Street Furniture on Third Avenue
  - c. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista
  - d. Status of Create Chula Vista Memorial Plaza Grant Application
8. Other Business
9. Next Meeting:       Wednesday, September 6, 2023 at the DCVA Office

**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](mailto: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

619.422.1982 • [DOWNTOWNCHULAVISTA.COM](http://DOWNTOWNCHULAVISTA.COM)

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**Downtown Chula Vista Association - Executive Committee Meeting**  
**Wednesday, June 7, 2023, at 8:00 am**  
**DCVA Office, 353 Third Avenue, Chula Vista CA. 91910**

**PRESENT:** Kendell Manion, Kevin Lewis, Ron Richie

**EXCUSED:** Dr. Gonzalo Quintero

**STAFF:** Marco Li Mandri, Dominic Li Mandri, Monica Montes, Dianne Serna, Michelle T. de Mercado

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	Action Taken?
1. Introductions and Kendell Manion, President/Chair	The meeting was called to order at 8:01 am by District Manager, Dominic Li Mandri.  Dominic reviewed meeting etiquette.	<b>No action taken.</b>
2. Public Comment (3 minutes max per person)	Dominic reported that he spoke recently with CVPD and was informed of the potential for increased summer patrols on Third Avenue on Friday and Saturday evenings to maintain a familiar presence.  Dianne Serna will provide assistance to Ron Richie to begin a Civil Stay Away Order for the man who continues to trespass his business.	<b>No action taken.</b>
3. Approval of May 3, 2023, Minutes	The minutes from May 3, 2023, were reviewed.	<b>Kendell Manion moved to approve the minutes. Kevin Lewis seconded the motion. Unanimously approved.</b>
4. YTD Rough Draft Financial/	Dominic shared YTD Financials.	<b>Ron Richie moved to approve the YTD Financial report. Kevin</b>

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		<b>Lewis seconded the motion. Unanimously approved.</b>
5. TAVA – GTAIA Assignability Agreement Completed	<p>Dominic reported that the City’s contract with the Third Avenue Village Association has successfully been transferred to the Greater Third Avenue Improvement Association. Dominic referred to the signed agreement between City of Chula Vista City Manager, Maria Kachadoorian and DCVA Board President, Kendell Manion.</p> <p>Dominic added that staff will be winding down the TAVA corporation, switching all accounts under one name by the end of the calendar year.</p>	<b>No action taken.</b>
6. Amps & Ales 2023: Headliner Discussion	<p>Curt reported that they have been in negotiations with the band P.O.D. to perform at the upcoming Amps &amp; Ales event.</p> <p>Curt is currently negotiating with the band’s manager for an acceptable fee for the band to perform. Curt asked the Committee if they would consider offering the band \$10,000 to \$15,000.</p> <p>Curt added that if we can secure a big band like P.O.D., event ticket prices can be sold at \$45.00. If the event sells 340 tickets, it will cover the total cost of the band.</p> <p>Curt shared that there are currently 22 breweries that have committed to the event.</p>	<b>Kevin Lewis moved to negotiate an amount, not to exceed \$15,000.00, for P.O.D. Kendell Manion seconded the motion. Unanimously approved.</b>
7. Status of Permit from Public Works to Place Street Furniture on Third Avenue	<p>Dominic reported that the Public Works Department has still not issued a permit allowing for staff to place the street furniture amenities on Third Avenue.</p> <p>Dominic shared that he would like to place furniture in front of the TG gym courtyard and areas south of F Street after the current benches are removed.</p>	<b>No action taken.</b>
8. Status of Create Chula Vista Memorial Plaza Grant Application	Dominic reported that the DCVA is still waiting to receive indication on the status of it’s submitted grant application from the Chula Vista Public Library.	<b>No action taken.</b>

	<p>Dominic shared that he intends to submit a total of five different grant requests to the library to pay for tree lighting, Lemon Festival, Día de Los Muertos, banners, and bus shelter signage to replace the old “TAVA” branding.</p> <p>Dominic shared that he is currently interviewing architectural firms with the intention of assembling 3 proposals to consider.</p>	
9. Other:	<p>Marco reported that he spoke to the landowner of the property on the corner of Third Avenue and E Street and the negative developmental impact caused by a project labor agreement planned to be adopted by the city council.</p> <p>Marco added that he will be meeting with Deputy City Manager, Eric Crockett to gain clarity on the matter.</p>	<b>No action taken.</b>
10. Next Meeting:	The next Executive Committee meeting will take place on Friday, July 7, 2023, at the DCVA Office, 8:00 am.	<b>No action taken.</b>
11. Adjournment:	11. Meeting adjourned at 8:48 am.	<b>The Executive Committee unanimously approved.</b>

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