









11.b. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista	11.b. Dominic reported that he is still waiting on a meeting with the City Attorney to discuss the consideration of a sidewalk vending ordinance similar to the rules the City of San Diego put in place to deter sidewalk vending. The ordinance being proposed is nearly identical to San Diego's.	<b>11.b. No action taken.</b>
11.c. Status of Downtown Parking District Budget Request	11.c. Dominic reported that there are no updates on the ongoing negotiation with the City on leveraging downtown parking district funds to offset the streetscape project landscaping costs. Dominic noted that the high utility costs (seen under District Utilities in the budget), is a cause of concern.	<b>11.c. No action taken.</b>
12. Other Business	Nothing to report.	<b>No action taken.</b>
13. Next Meeting	The next Executive Committee meeting will be on Wednesday, August 7, 2024, at the DCVA Office.	<b>No action taken.</b>
14. Adjournment	The meeting adjourned at 9:00 am.	<b>Kevin Lewis moved to adjourn the meeting. Joe Warren seconded. Motion was unanimously approved.</b>

Minutes taken by: Dominic LiMandri, District Manager

12:58 PM

## GTAIA dba Downtown Chula Vista Assoc.

08/01/24

## Balance Sheet

Cash Basis

As of July 31, 2024

	Jul 31, 24
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
US Bank Programs - 2188	58,269.14
US Bank General - 2170	61,576.07
Total Checking/Savings	119,845.21
Total Current Assets	119,845.21
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
Total Fixed Assets	145,048.97
<b>TOTAL ASSETS</b>	<b>264,894.18</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
State Payroll Tax Liability	1,346.42
Federal Payroll Tax Liability	-1,346.42
Total Payroll Liabilities	0.00
Total Other Current Liabilities	0.00
Total Current Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	189,154.39
Net Income	75,739.79
Total Equity	264,894.18
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>264,894.18</b>

1:00 PM

## GTAIA dba Downtown Chula Vista Assoc.

08/01/24

## Profit &amp; Loss Budget Performance

Cash Basis

July 2024

	Jul 24	Budget	Jan - Jul 24	YTD Budget	Annual Bu...
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>BID Revenue</b>					
Business Licences	0.00	0.00	0.00	45,126.00	45,126.00
<b>Total BID Revenue</b>	0.00	0.00	0.00	45,126.00	45,126.00
<b>Non Assessment Income</b>					
Grants	0.00	0.00	20,000.00	20,001.00	20,001.00
Sponsorships	11,997.52		25,560.62		
<b>Total Non Assessment Income</b>	11,997.52	0.00	45,560.62	20,001.00	20,001.00
<b>PBID Revenue</b>					
Prop. Owner Assessments 2024	0.00	0.00	364,607.99	485,591.00	485,591.00
<b>Total PBID Revenue</b>	0.00	0.00	364,607.99	485,591.00	485,591.00
<b>Program Income</b>					
Farmers Market					
F.M. Vendor Income	14,355.00	7,358.33	75,275.00	51,508.31	88,300.00
<b>Total Farmers Market</b>	14,355.00	7,358.33	75,275.00	51,508.31	88,300.00
<b>Total Program Income</b>	14,355.00	7,358.33	75,275.00	51,508.31	88,300.00
<b>Special Event Income</b>					
Amps & Ales	0.00	0.00	0.00	0.00	0.00
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	11,221.71	15,501.00	15,501.00
Special Event Income - Other	10,005.00		10,005.00		
<b>Total Special Event Income</b>	10,005.00	0.00	21,226.71	15,504.00	15,504.00
<b>Prior Year Income Over Expenses</b>	0.00	0.00	0.00	31,000.00	31,000.00
<b>Total Income</b>	36,357.52	7,358.33	506,670.32	648,730.31	685,522.00
<b>Gross Profit</b>	36,357.52	7,358.33	506,670.32	648,730.31	685,522.00
<b>Expense</b>					
County Grant Expense	0.00	0.00	0.00	1.00	1.00
<b>ADMINISTRATION</b>					
Accounting Fees	0.00	416.67	500.00	2,916.65	5,000.00
Bank /CC Fees	0.00	37.50	122.77	262.50	450.00
Business Registration Fees	0.00	41.67	108.00	291.65	500.00
Dues and Subscriptions	279.33	125.00	1,797.36	875.00	1,500.00
<b>Insurance</b>					
Excess Liability	0.00	345.83	1,150.00	2,420.85	4,150.00
Auto Insurance	0.00	258.33	1,599.00	1,808.35	3,100.00
General Liability, D and O	0.00	1,025.00	7,348.00	7,175.00	12,300.00
<b>Total Insurance</b>	0.00	1,629.16	10,097.00	11,404.20	19,550.00
Legal Fees	0.00	41.67	3,249.00	291.65	500.00
Meals and Entertainment	0.00	83.33	36.43	583.35	1,000.00
Office Expense	46.88	166.67	1,712.97	1,166.65	2,000.00
Office Supplies	393.75	333.33	2,205.51	2,333.35	4,000.00
Outside Contract Services	16,000.00	16,000.00	112,000.00	112,000.00	192,000.00
Postage, Mailing Service	0.00	75.00	91.40	525.00	900.00
Printing and Copying	239.41	125.00	2,260.08	875.00	1,500.00
Rent, Parking, Utilities	4,112.56	3,916.67	29,071.90	27,416.65	47,000.00
Telephone, Telecommunications	497.90	458.33	3,438.66	3,208.35	5,500.00
Waste Services	304.47	300.00	2,565.76	2,100.00	3,600.00
<b>Total ADMINISTRATION</b>	21,874.30	23,750.00	169,256.84	166,250.00	285,000.00
<b>DI&amp;P</b>					

1:00 PM

**GTAIA dba Downtown Chula Vista Assoc.**  
**Profit & Loss Budget Performance**  
**July 2024**

08/01/24

Cash Basis

	Jul 24	Budget	Jan - Jul 24	YTD Budget	Annual Bu...
Advertising and Promotions	442.03	416.67	3,262.23	2,916.65	5,000.00
Public Relations	5,000.00	5,000.00	34,400.00	35,000.00	60,000.00
Rebrand & Photo Budget	0.00	0.00	0.00	0.00	0.00
Website and Hosting	0.00	366.67	4,888.68	2,566.65	4,400.00
<b>Total DI&amp;P</b>	<b>5,442.03</b>	<b>5,783.34</b>	<b>42,550.91</b>	<b>40,483.30</b>	<b>69,400.00</b>
<b>Event Expenses</b>					
<b>Farmers Market</b>					
F.M.-Consultant	5,309.49	1,983.17	25,147.97	13,882.15	23,798.00
F.M.- Staffing	1,906.01	2,366.67	13,613.03	16,566.65	28,400.00
F.M.- Payroll & Taxes	409.08		3,224.04		
F.M.- Permits & Fees	0.00	100.00	946.00	700.00	1,200.00
F.M.-Printing	0.00	125.00	1,076.63	875.00	1,500.00
F.M. - Equipment Rentals	1,631.77	800.42	6,480.24	5,602.90	9,605.00
<b>Total Farmers Market</b>	<b>9,256.35</b>	<b>5,375.26</b>	<b>50,487.91</b>	<b>37,626.70</b>	<b>64,503.00</b>
Event Expenses - Other	275.00	0.00	9,062.08	4.00	4.00
<b>Total Event Expenses</b>	<b>9,531.35</b>	<b>5,375.26</b>	<b>59,549.99</b>	<b>37,630.70</b>	<b>64,507.00</b>
<b>CIVIL SIDEWALKS</b>					
<b>Compensation &amp; Benefits</b>					
Cell Phone Allowance	60.00		630.00		
Workers Comp	956.00		4,900.00		
Salaries & Wages	10,528.30		78,596.85		
Payroll Processing Fees	150.06		1,339.61		
Payroll Taxes	919.94		7,081.18		
Health Insurance	280.16		3,255.10		
Compensation & Benefits - Other	0.00	13,250.00	0.00	92,750.00	159,000.00
<b>Total Compensation &amp; Benefits</b>	<b>12,894.46</b>	<b>13,250.00</b>	<b>95,802.74</b>	<b>92,750.00</b>	<b>159,000.00</b>
District Utilities	1,461.50	2,176.17	22,037.50	15,233.15	26,114.00
Equip Rental & Maintenance	0.00	250.00	0.00	1,750.00	3,000.00
Landscape Contracted Services	920.00	833.33	6,440.00	5,833.35	10,000.00
<b>Maintenance Services</b>					
<b>Auto</b>					
Fuel	323.83	300.00	2,493.25	2,100.00	3,600.00
Maintenance & Sevice	0.00	33.33	56.57	233.35	400.00
<b>Total Auto</b>	<b>323.83</b>	<b>333.33</b>	<b>2,549.82</b>	<b>2,333.35</b>	<b>4,000.00</b>
<b>Total Maintenance Services</b>	<b>323.83</b>	<b>333.33</b>	<b>2,549.82</b>	<b>2,333.35</b>	<b>4,000.00</b>
Maintenance Supplies	992.82	1,250.00	8,878.02	8,750.00	15,000.00
Nursery Supplies & Equipment	3,339.10	833.33	8,027.05	5,833.35	10,000.00
Sidewalk Pressure Washing	1,530.00	3,166.67	14,869.00	22,166.65	38,000.00
Uniforms	0.00	125.00	968.66	875.00	1,500.00
<b>Total CIVIL SIDEWALKS</b>	<b>21,461.71</b>	<b>22,217.83</b>	<b>159,572.79</b>	<b>155,524.85</b>	<b>266,614.00</b>
<b>Total Expense</b>	<b>58,309.39</b>	<b>57,126.43</b>	<b>430,930.53</b>	<b>399,889.85</b>	<b>685,522.00</b>
<b>Net Ordinary Income</b>	<b>-21,951.87</b>	<b>-49,768.10</b>	<b>75,739.79</b>	<b>248,840.46</b>	<b>0.00</b>
<b>Net Income</b>	<b>-21,951.87</b>	<b>-49,768.10</b>	<b>75,739.79</b>	<b>248,840.46</b>	<b>0.00</b>





**RECOMMENDATION FOR NOMINATION TO DCVA BOARD**  
Presented on Wednesday, August 7, 2024

New Submissions for Consideration: Two (2) new applications received with two (2) meeting eligibility requirements.

Per the GTAIA Bylaws:

- Allowed up to 17 Directors\*
- No less than 2/3 majority shall be Downtown Chula Vista Property Owners\*
- “Vacancies on the Board may result from a duly enacted increase in the number of authorized Board members...Vacancies on the Board may be filled at any time by the affirmative vote or written consent of a majority of the Directors then in office.”\*

Per the DCV PBID Plan:

- Plan recommends Owner’s Association is comprised of 11 to 15 members with commercial property owners representing the majority of membership on the Board of Directors

\*Bylaw Compliance:

*A GTAIA Bylaws Task Force has been organized to review the current bylaws and make recommendations to bring them into compliance with the PBID Management Plan and the State of California rules and regulations. As such, the GTAIA’s current bylaws are subject to change once the GTAIA Bylaws Task Force has concluded its work.*

**NOMINATION APPLICATIONS RECEIVED:**

Property Directors (1 Recommended):

1. Sylvia Chairez, Property Owner Representative (288 Center Street / C + C Apartments)

Community-at-Large Directors (1 Recommended):

1. Marianna Cardenas, Business Owner Representative (290 Third Avenue / The Balboa South)

---

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM


 DOWNTOWNCHULAVISTA • 
  DOWNTOWNCHULAVISTACA • 
  DOWNTOWNCHULA



August 7, 2024

To: Honorable Supervisor Nora Vargas  
County of San Diego Board of Supervisors

SUBJECT: Request for Support for the Downtown Chula Vista Association (DCVA)

Dear Supervisor Vargas:

As part of our ongoing efforts to distinguish Downtown Chula Vista as the premier destination of the South Bay, the Downtown Chula Vista Association humbly presents the below list of strategic priorities for funding consideration. The Downtown Chula Vista Association requests these funds to assist our organization in sustaining the positive PR momentum of Downtown Chula Vista over these last few years. These funds are intended to pay for the costs of contracting with a PR firm to continue promoting the destination of Downtown Chula Vista to local citizens and regional visitors.

Item	Location of Project	Estimated cost
Contracting with a Public Relations Firm to Promote the Destination of Downtown Chula Vista	Downtown Chula Vista and Historic Downtown area	\$50,000
Total Request:		\$ 50,000

We would like to request these funds be considered for allocation from the Community Enhancement Grant fund that is allocated to each Supervisor. We appreciate you reviewing this request and will expend the grant funds accordingly.

Sincerely,

Marco Li Mandri  
Executive Director  
Downtown Chula Vista Association

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

DOWNTOWNCHULAVISTA • DOWNTOWNCHULAVISTACA • DOWNTOWNCHULA



August 7, 2024

To: Honorable Supervisor Nora Vargas  
County of San Diego Board of Supervisors

SUBJECT: Request for Support for the Downtown Chula Vista Association (DCVA)

Dear Supervisor Vargas:

As part of our ongoing efforts to distinguish Downtown Chula Vista as the premier destination of the South Bay, the Downtown Chula Vista Association is proud to present the below list of strategic priorities for funding consideration. Each item on this list has been added with the intent of maximizing the quality of service and experience our Association provides to the downtown Chula Vista community.

Item	Location of Project	Estimated cost
New Sets of Tables, Chairs & Umbrellas for Downtown Public Use	Installed along Third Avenue throughout downtown.	\$25,000
New Victor-Stanley Trashcans for Downtown Public Use	Installed around the district and maintained by the DCVA staff	\$20,000
Replacement Signage for Downtown Chula Vista Wayfinding	Median Gateway Signs at Third & H and Third & E Streets and District Parking Wayfinding Poles.	\$ 15,000
Custom Giant Wooden Chair for Public Use	Installed at the corner at Third Avenue & Park Way.	\$10,000
Holiday Décor	Reusable Décor That Will Be Installed Seasonally	\$10,000
Downtown Supplemental Lighting	Extra lighting to be installed throughout the district to enhance public safety	\$10,000
New DCVA Logo Plaques for Third Avenue Bus Shelters	Installed in Downtown Planters Placed Throughout District	\$ 5,000
Small Hot-Water Pressure Washing Unit	For Use Within the District and Stored at the DCVA Office	\$ 5,000
<b>Total Request</b>		<b>\$ 100,000</b>

We would like to request these funds from the Neighborhood Reinvestment Program that is allocated to each Supervisor. We appreciate you reviewing this request and will expend the grant funds accordingly.

Sincerely,

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

DOWNTOWNCHULAVISTA • DOWNTOWNCHULAVISTACA • DOWNTOWNCHULA

A handwritten signature in black ink, appearing to read "Marco Li Mandri". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Marco Li Mandri  
Executive Director  
Downtown Chula Vista Association