Downtown Chula Vista Association – Board of Directors' Meeting
Wednesday, August 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. Community Presentation: HTHCV 12th Grade Project — P. 2 - 11

5. Review of the Minutes from the July 8th, 2026 Meeting — *Action Item* — P. 12 - 16

6. Committee Reports:

<u>Executive Committee / Joe Warren, Board President</u>

a. Review of FY26 Year-to-Date Draft Budget Report — *Action Item* — P. 17 - 19
b. FY27 County NRP Grant Request: Update
c. DCVA Outdoor Dining Ordinance Task Force: Update
d. Downtown Chula Vista District Renewal Task Force: Update
e. Next Meeting: Wednesday, September 2nd, 2026 at 9:00 AM at the DCVA Office

<u>District Identity & Placemaking Committee / Ron Richie, Committee Chair</u>

a. Olive Public Relations Status Report — P. 20 - 22
b. Lemon Festival — *Sat., Aug. 15th*
c. City of Chula Vista: El Grito — *Sun., Sept. 13th*
d. Dia de los Muertos Celebration — *Sun., Nov. 1st*
e. Chula Vista Animal Service Pup Crawl
f. Downtown Heritage Chair & Planter Plaque: Installation Update
g. Next Meeting: Wednesday, August 19th, 2026 at 9:00 AM at the DCVA Office

<u>Civil Sidewalks Committee / Marianna Cardenas, Committee Chair</u>

a. Downtown Maintenance Operations: Staffing Update
b. Third Avenue Landscaping Program: Update
c. Next Quarterly Pressure Washing Service: Week of August 17th
d. Next Meeting: Wednesday, August 26th, 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, September 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.

To Downtown Chula Vista Association and Businesses

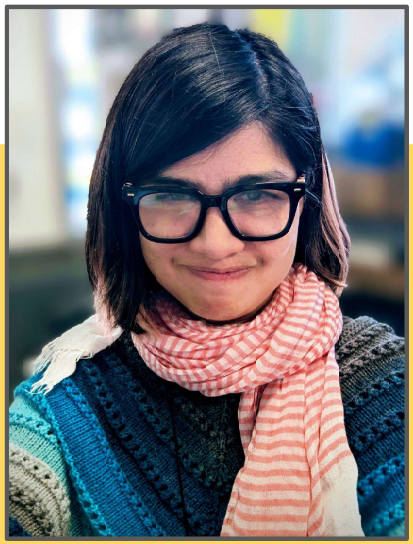
Downtown Chula Vista & HTHCV

Dr. J (Jennifer Jones Wilson) & Mr. Mark Poole
12th grade teachers
High Tech High Chula Vista

Introduction

High Tech High Chula Vista 12th Grade Teachers, Dr. J (Jennifer Jones Wilson) and Mr. Mark Poole are looking to collaborate with Downtown Chula Vista Businesses in Spring 2027.

We want to create a community project where students learn “real world” economics issues and support businesses through engineering and design.



Humanities & Downtown Chula Vista

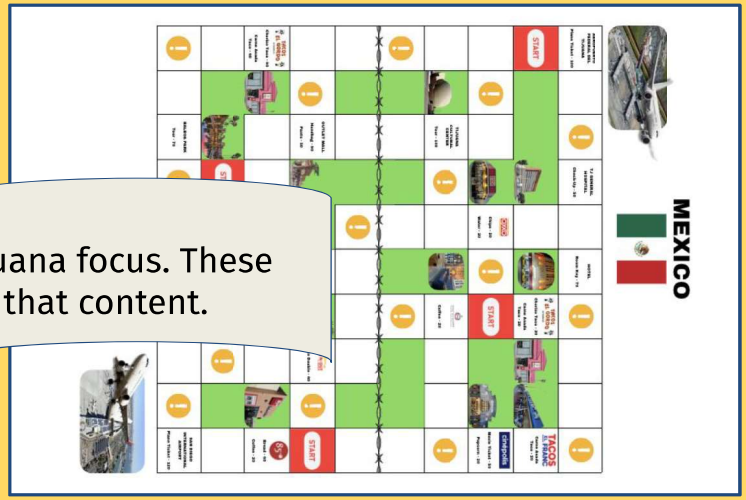
In her spring course, Dr. J teaches economic principles.

After interviewing local businesses, students will be able to understand core ideas of economics and global economics through the experiences of downtown Chula Vista businesses.

At our exhibition, students would teach about these ideas through a board game.

Ex. 1 - Monopoly Style

Last year, I had a SD/Tijuana focus. These board games reflect that content.



Ex. 2

Humanities: Learn Economic Principles from Downtown Chula Vista businesses

Students would interview businesses to have “real world” examples of economic issues. These are sample questions.

Economics: Supply & Demand

Ex. Question:
How have you adjusted your prices based on consumers or tariffs?

Economics: Labor Market

Ex. Question:
What issues have you faced with regard to employees (pay, hours, training)?

Global Economics

Ex. Question:
How does being a business on the Fronterizo (US/Mex) border help or hurt you?

Engineering & Design with Downtown CV businesses

In the spring course, Mr. Poole teaches Engineering and Design.

After interviewing local businesses, students would create and build custom logos or products. At our exhibition, students would display and describe their projects.

Xander

Annika

Being the Brand

Project Ply

Engineering & Design: Being the Brand

HTHCV students can create logos for businesses that can be used on social media, letterhead, merchandise, and signage.

Either refresh current logo? or create logos for special events (Lemon Festival, Anniversary)

Being the Brand

12th Grade Engineering & Design

HIGH TECH HIGH CHULA VISTA

ESSENTIAL QUESTION

How may logos visually communicate the values and beliefs that make you unique?

SUMMARY

In this project, 12th graders at High Tech High Chula Vista learn about graphic design and the design process through developing a professional logo that represents their personal brand. Using Adobe Illustrator, students follow a design brief that focuses on color, typography, and symbols in order to communicate personal values and beliefs.

PRODUCTS

Each student creates their own individual logo and curates their personal brand through a "brand guide", a 1-pager that outlines color schemes, fonts, and variations of their logo.

Engineering & Design: Project Ply

Project Ply

12th Grade Engineering & Design

HIGH TECH HIGH CHULA VISTA

ESSENTIAL QUESTION

How can technology allow us to design and produce higher quality hand built products?

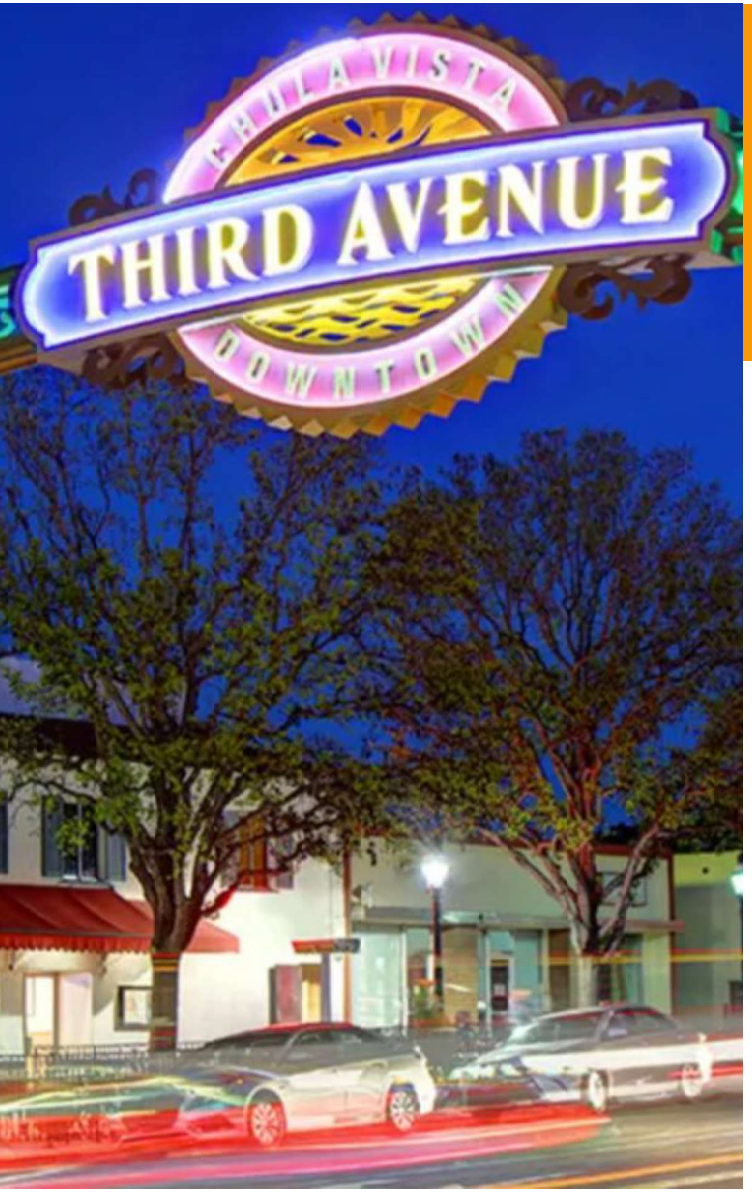
SUMMARY

In this project, 12th graders at High Tech High Chula Vista work in teams to design a minimalist plywood product for a client. Past clients have included peers, parents, teachers, and a daycare center. Students work through the engineering design process gathering data, exploring design ideas, and ultimately building a product through the use of Computer Aided Design (CAD) and digital fabrication (CNC).

PRODUCTS

The main restriction for products in this project is that they must be made out of plywood and they must be assembled without any form of hardware (screws, bolts, brackets, etc.). This means that products must be joined through other methods such as slots and tabs. Products have varied from small table top accessories to large pieces of furniture. Examples of past projects can be seen below.

Students can build high quality plywood products for businesses that can be used for display, storage, or seating!



Dates & Logistics

Jan-March 2026

Multiple Field Trips to Downtown.

Business Fair?
2-3 times to interview?

Materials

Depending on the project, HTHCV would be able to accommodate project costs.

Festival del Sol

Students would present their experience and products at exhibition.

March 18, 2027 (?)

Thank you!
Questions?

Jennifer (Dr. J) - jjoneswilson@hightechhigh.org
609-902-1676 (cell)

Downtown Chula Vista Association Board of Directors' Meeting
Wednesday, July 8th, 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: Joe Warren, Kevin Lewis, Ron Richie, Debra Krick, Sylvia Chairez, Kevin Pointer, Mariana Cardenas, Daisy Romero, Andrew Mc Donald

EXCUSED: Dana Davis, Loren Sanchez (Finest City), Joe Raso, Kevin Rhodes, Abe Téran

GUESTS: Don Giaquinto (City of Chula Vista, Office of Mayor John McCann), Catt Fields White (Chula Vista Farmers' Market, Zoom), Jennifer Borba von Stauffenberg (Olive PR, Inc., Zoom), Ana Ybarra (Olive PR, Inc.)

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

MINUTES:

Item	***Discussion***	***Action Taken?***
1. Introductions / Joe Warren, Board President	Introductions and public comment were made by those in attendance beginning at 8:30 am. The meeting was called to order at 8:36 am by District Manager, Dominic Li Mandri, when a quorum was met.	***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. The consensus was that since the June 18th event, Third Avenue—although happy overall with the foot traffic—has been the site for all spectators wanting to watch the Mexico soccer matches, sometimes leading to poor behavior, damaged landscaping, graffiti, police interaction, and extra trash.	***No action taken.***

	NCA staff reached out to Chula Vista Police Department previous to Sunday's match recommending a presence on Third Avenue, due to past viewings. Further discussions noted the presence of the department of Alcoholic Beverage Control (ABC) on Third Avenue.	
3. CVPD, Senator Padilla's Office, District 1 Supervisor Office, Mayor McCann's Office, Councilmember Preciado's Office	Don Giaquinto, from Mayor John McCann's office, recited feedback from the preliminary data report conducted by the City of Chula Vista's traffic engineer, F Street through G Street. The report stated that excessive (85%) speeding is not an elevated occurrence through Third Avenue. Further data will continue to be collected on Third Avenue as the engineering department continues northbound.	***No action taken.***
4. Review of the Minutes from the June 10th, 2026, Meeting	The minutes of the June 10, 2026, meeting were reviewed on pages 3-7 of the agenda.	***Kevin Lewis moved to approve the minutes as presented. Ron Richie seconded. Unanimously approved.***
5. Committee Reports: Executive Committee / Joe Warren, Board President		
5.a. Review of FY26 Year-to-Date Draft Budget Report	5.a. Dominic provided an extensive YTD Draft Financial report for review on pages 8–10 of the packet. Catt Fields White presented additional context to the famers' market budget, noting that the market has reached Fourth Avenue and has brought an income of $139,000.00 year-to-date. Dominic opened the floor for questions but there were none.	***5.a. Kevin Lewis moved to approve the financials as presented. Joe Warren seconded. Unanimously approved.***
5.b. Reaffirm Authorization: FY27 County NRP Grant Priorities	5.b. As directed by the Board, staff pursued the remaining funds during the County FY26 NRP grant; however, these funds have been exhausted. The County of San Diego has commenced the new fiscal year as of July 1, therefore, staff requests the Board	***5.b. Kevin Lewis moved to authorize staff to resubmit the letter of requested priorities for FY27. Joe Warren***

	reaffirm its reauthorization of the grant priorities as presented on page 11 of the agenda packet. A statement of intent is needed to reauthorize staff, reaffirming the Board's continued interest in pursuing FY27 funding. Mariana asked if funding could be allocated for art-based events, to which Dominic provided context, mentioning the Community Enhancement grant.	***seconded. Kevin Pointer abstained. Motion passed.***
5.c. DCVA Outdoor Dining Ordinance Task Force	5.c. Dominic summarized the City of Chula Vista Planning Commisssion Staff Report on pages 12-17, outlining the creation of a city-wide adoption of outdoor dining regulations. Staff recommended forming a task force to review the five-page document and prepare a timely response letter to the Planning Commission on behalf of the Board. Marco highlighted page 15, providing additional context regarding the proposed and unjustifiable listed fees list. The task force will consist of members: • Debra Krick • Kevin Lewis • Mariana Cardenas • Ron Richie Once approved, the task force's recommendations and response letter will represent the official position of the Association.	***5.c. Mariana Cardenas moved to authorize the formation of an Outdoor Dining Ordinance Task Force. Debra Krick seconded. Kevin Pointer abstained. Motion passed.***
5 d. Downtown Chula Vista District Renewal Task Force: Update	5.d. Dominic briefed on the status of the district's renewal. Staff has met with the larger property owners within the district to obtain support and has scheduled future meetings with next week. Staff emphasized the benefits of the district's renewal and reminded stakeholders that any Association services, events, and resources will end on January 1, 2027, if the renewal is not approved. Don Giaquinto offered to coordinate an audience with Mayor John Mc Caan and NCA staff to discuss the matter.	***5.d. No action taken.***

Next Meeting	The next Executive Committee meeting will take place on Wednesday, August 5, 2026, at 9:00am at the DCVA Office.	***No action taken.***
District Identity & Placemaking Committee / Ron Richie, Committee Chair		
5.a. Olive Public Relations Status Report	5.a. Sydney Costales of Olive PR provided a PR and social media update on pages 18-20 of the agenda.	***5.a. No action taken.***
5.b. SDFC Soccer Celebration: Recap	5.b. Dominic reported that the DCVA office was used as the command center for CVPD and the CVFD. As it was informally discussed during public comment, the consensus was that since the June 18th event, Third Avenue has been the site for spectators wanting to watch the Mexico soccer match, sometimes leading to poor behavior, damaged landscaping, graffiti, police interaction, and extra trash.	***5.b. No action taken.***
5.c. Lemon Festival	5.c. Dominic provided an overview of the upcoming event, noting that it will mirror the 2025 event footprint. The Lemon Festival will take place on Saturday, August 15, 2026, 11:00am to 6:00pm.	***5.c. No action taken.***
5.d. Downtown Heritage Chair & Planter Plaques: Installation Update	5.d. Dominic provided an update, sharing that the city has provided direction for the chair installation and staff is scheduled to meet with a contractor following today's board meeting.	***5.d. No action taken.***
5.f. Chula Vista Animal Service Pup Crawl	5.f. Dominic shared that no updates have been provided by the San Diego Humane Society with their outreach efforts to businesses on Third Avenue. It was the consensus of the board to support this potential collaboration.	***5.f. No action taken.***
Next Meeting	The next District Identity & Placemaking Committee meeting will take place on Wednesday, July 15, 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 updated on recent staffing changes, with the crew back to three employees, but with consideration of rehiring a part-time fourth member.	***6.a. No action taken.***
6.b. Third Avenue Landscaping Program: Update	6.b. Dominic reported on the slightly inflated landscaping budget. Contributing factors include damaged irrigation and plant material that has been caused from the recent World Cup events within the district.	***6.b. No action taken.***
6.c. Next Quarterly Pressure Washing Service: Week of August 17th	6.c. Dominic reported that the third quarterly district-wide service will occur the week of August 17th, after the Lemon Festival, with a supplemental cleaning happening this week following the World Cup viewing parties.	***6.c. No action taken.***
Next Meeting	The next Civil Sidewalks Committee meeting will take place on Wednesday, July 22, 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. Staff provided an update on current development projects and related activity occurring within the district.	***6.a. No action taken.***
6.b. City of Chula Vista Progress on Traffic Calming on Third Avenue	6.b. As previously stated during a report, Don Giaquinto provided a letter with feedback from the preliminary data report conducted by the City of Chula Vista's traffic engineer, F Street through G Street, with further data collected on Third Avenue in the coming months.	***6.b. 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 Board of Directors' Meeting will be on Wednesday, Wednesday, August 12, 2026, at 8:30 am, at the DCVA Office.	***No action taken.***
8. Adjournment	The meeting was adjourned at 10:08 am.	***Kevin Lewis moved to adjourn the meeting. Mariana Cardenas seconded. Unanimously approved.***

Minutes taken by: Michelle Thomas de Mercado, NCA Staff

11:07 AM
08/03/26
Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Balance Sheet
As of August 3, 2026

	Aug 3, 26
ASSETS	
Current Assets	
Checking/Savings	
US Bank Gen. Acct - 9935	99,918.27
US Bank Programs - 2188	93,123.01
Total Checking/Savings	193,041.28
Total Current Assets	193,041.28
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	-57,662.19
Total Fixed Assets	87,386.78
TOTAL ASSETS	**280,428.06**
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	186,941.72
Net Income	93,486.34
Total Equity	280,428.06
TOTAL LIABILITIES & EQUITY	**280,428.06**

11:04 AM
08/03/26
Cash Basis

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

	Jul 26	Budget	Jan - Jul 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business Licences	0.00	0.00	0.00	30,000.00	30,000.00
Total BID Revenue	0.00	0.00	0.00	30,000.00	30,000.00
Non Assessmennt Income					
Grants	0.00	0.00	0.00	30,000.00	30,000.00
Sponorships	0.00	0.00	5,960.00	15,000.00	15,000.00
Total Non Assessmennt Income	0.00	0.00	5,960.00	45,000.00	45,000.00
PBID Revenue					
Prop Owner Assessment 2026	4,088.46	0.00	457,274.28	461,849.00	461,849.00
Total PBID Revenue	4,088.46	0.00	457,274.28	461,849.00	461,849.00
Program Income					
Farmers Market					
F.M. Vendor Income	21,730.00	20,833.33	161,625.00	145,833.35	250,000.00
Total Farmers Market	21,730.00	20,833.33	161,625.00	145,833.35	250,000.00
Total Program Income	21,730.00	20,833.33	161,625.00	145,833.35	250,000.00
Special Event Income					
Dia De Los Muertos	1,750.00	0.00	1,554.79	40,000.00	40,000.00
Lemon Festival	0.00	0.00	0.00	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	1,750.00	0.00	18,764.25	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	27,568.46	20,833.33	643,623.53	833,382.06	937,548.71
Gross Profit	27,568.46	20,833.33	643,623.53	833,382.06	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	17,500.00	30,000.00
Total County Grant Expense	0.00	2,500.00	71.58	17,500.00	30,000.00
ADMINISTRATION					
Accounting Fees	0.00	540.00	0.00	3,800.00	6,500.00
Bank /CC Fees	0.00	5.00	0.00	25.00	50.00
Business Registration Fees	0.00	15.00	0.00	125.00	200.00
Dues and Subscriptions	222.60	580.00	2,278.44	4,100.00	7,000.00
Insurance					
Auto Insurance	947.50		947.50		
General Liability, D and O	3,784.61		10,552.75		
Insurance - Other	0.00	1,750.00	0.00	12,250.00	21,000.00
Total Insurance	4,732.11	1,750.00	11,500.25	12,250.00	21,000.00
Legal Fees	0.00	166.00	550.00	1,170.00	2,000.00
Meals and Entertainment	0.00	40.00	0.00	300.00	500.00
Office Expense	685.46	375.00	3,406.84	2,625.00	4,500.00
Office Supplies	29.66	125.00	614.57	875.00	1,500.00
Outside Contract Services	16,000.00	16,000.00	112,000.00	112,000.00	192,000.00
Postage, Mailing Service	34.78	66.00	137.19	470.00	800.00
Printing and Copying	322.06	541.00	2,617.51	3,795.00	6,500.00
Rent, Parking, Utilities	4,306.00	4,416.00	30,142.00	30,920.00	53,000.00
Telephone, Telecommunications	374.98	500.00	3,462.41	3,500.00	6,000.00
Utilities	0.00		-1,063.98		
Total ADMINISTRATION	26,707.65	25,119.00	165,645.23	175,955.00	301,550.00
DI&P					
Advertising and Promotions	263.20	415.00	1,381.91	2,925.00	5,000.00
Public Relations	5,400.00	5,416.00	37,000.00	37,920.00	65,000.00
Website and Hosting	0.00	415.00	4,800.00	2,925.00	5,000.00
Total DI&P	5,663.20	6,246.00	43,181.91	43,770.00	75,000.00
Event Expenses					
Farmers Market					
F.M.-Net 50/50 Split	9,136.90	8,333.00	66,954.63	58,335.00	100,000.00

11:04 AM
08/03/26
Cash Basis

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

	Jul 26	Budget	Jan - Jul 26	YTD Budget	Annual Budget
F.M.- Staffing	2,335.38	2,500.00	18,052.66	17,500.00	30,000.00
F.M.- Payroll & Taxes	232.77	250.00	2,113.86	1,750.00	3,000.00
F.M.- Permits & Fees	0.00	83.00	1,012.00	585.00	1,000.00
F.M. - Equipment Rentals	888.05	1,000.00	7,055.37	7,000.00	12,000.00
Total Farmers Market	12,593.10	12,166.00	95,188.52	85,170.00	146,000.00
Dia De Los Muertos	0.00	3,333.00	1,543.01	23,335.00	40,000.00
Movies at the Memorial	0.00	415.00	0.00	2,925.00	5,000.00
Starlight	0.00	208.00	0.00	1,460.00	2,500.00
Tree Lighting	0.00		120.90		
Total Event Expenses	12,593.10	16,122.00	96,852.43	112,890.00	193,500.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Deductions	0.00		-473.07		
Cell Phone Allowance	30.00	66.00	210.00	470.00	800.00
Workers Comp	970.00	708.00	6,391.00	4,960.00	8,500.00
Salaries & Wages	12,766.71	13,808.00	103,499.87	96,660.00	165,700.00
Payroll Processing Fees	233.08	208.00	1,557.92	1,460.00	2,500.00
Payroll Taxes	959.06	1,041.00	9,359.96	7,295.00	12,500.00
Health Insurance	597.47	833.00	2,611.88	5,835.00	10,000.00
Total Compensation & Benefits	15,556.32	16,664.00	123,157.56	116,680.00	200,000.00
District Utilities	760.46	4,833.00	26,691.31	33,835.00	58,000.00
Equip Rental & Maintenance	0.00	166.00	1,892.98	1,170.00	2,000.00
Landscape Contracted Services	0.00	1,083.00	3,467.70	7,585.00	13,000.00
Maintenance Services					
Auto					
Fuel	223.89	250.00	1,559.55	1,750.00	3,000.00
Maintenance & Sevice	59.55	125.00	1,597.31	875.00	1,500.00
Total Auto	283.44	375.00	3,156.86	2,625.00	4,500.00
Total Maintenance Services	283.44	375.00	3,156.86	2,625.00	4,500.00
Maintenance Supplies	1,517.63	1,083.00	10,995.20	7,585.00	13,000.00
Nursery Supplies & Equipment	1,007.67	1,083.00	9,871.57	7,585.00	13,000.00
Sidewalk Pressure Washing	2,072.07	2,000.00	11,238.75	14,000.00	24,000.00
Uniforms	0.00	125.00	0.00	875.00	1,500.00
Contingency	0.00	0.00	28,170.31	8,498.71	8,498.71
Total CIVIL SIDEWALKS	21,197.59	27,412.00	218,642.24	200,438.71	337,498.71
Total Expense	66,161.54	77,399.00	524,393.39	550,553.71	937,548.71
Net Ordinary Income	-38,593.08	-56,565.67	119,230.14	282,828.35	0.00
Net Income	**-38,593.08**	**-56,565.67**	**119,230.14**	**282,828.35**	**0.00**

DCVA Board Meeting
PR & Social Media Report

Wednesday, August 12, 2026

Pitches

Current

- Chula Vista Farmers' Market - National Farmers' Market Week
- Lemon Festival (short leads)

Upcoming

- Hispanic Heritage Month
- Fall in Downtown Chula Vista - Events and Where to Get Ready for the Holidays

Chula Vista Farmers' Market - National Farmers' Market Week

- Secured online coverage in There San Diego, KPBS

Lemon Festival (short lead)

- Secured online coverage in There San Diego, San Diego Family Magazine, Radio Latina, DoSD and ConcertsEvents.com, SanDiegoVille, San Diego Red
- Secured broadcast coverage on FOX 5 and KUSI
- Secured interest with CBS 8, FOX 5, Times of San Diego, The Star News and 600 KOGO San Diego Morning News

Other

- Secured contributed article in the Star News
- Secured interest with 600 KOGO

Writing

- Star News Contributed Article - August
- Star News Contributed Article - September
- Chula Vista Farmers' Market - National Farmers' Market Week
- Lemon Festival (short leads)
- Hispanic Heritage Month

THERE SANDIEGO

Fill Your Basket at the Chula Vista Farmers' Market

There's a particular kind of Sunday that only happens on Third Avenue. Cafecito in one hand, flowers under the other arm, a canvas bag getting heavier at every stall – that's the Chula Vista Farmers' Market, and it's one of our favorite reasons to be up early on a weekend.

With National Farmers' Market Week landing this August, there's no better moment to trade the grocery aisle for the open air and meet the people who grow your food.

From a Small Gathering to 100-Plus Tents

Four years ago, this was a handful of farmers and makers setting up on a quiet Sunday morning. Now more than 100 vendors turn a few blocks of downtown into a full destination.

It's become one of the most culturally rich markets in the country. Locals and visitors show up for the same thing: real food, real faces, and a morning that feels like the heart of Chula Vista.

Scorpion Farms Produce and Hidalgo's Seasonal Blooms

Scorpion Farms has been a Chula Vista favorite for years, and their Southern California-grown produce comes in every color you'd want on a plate.

A few tents down, Hidalgo Flowers has been at it since 1976, arranging blooms they rework for each season and holiday. Grab a bunch on your way out – future you will be glad you did.

Wine From 50 Sustainable Acres, Skincare Made by Hand

No farms, no wine – and Dancing Crow Vineyards keeps that in mind, tending 50 sustainable acres for the rosé, chardonnay, and red blends they bring to market.

Not everything here is edible, either. Bloom Elixirs hand-mixes clean-ingredient curly hair and skincare potions, so you can walk away with more than just dinner.

See you there!

Bring a tote, bring your appetite, and bring cash for the flowers. Whether it's National Farmers' Market Week or just another Sunday, Third Avenue is ready for you.

📅 Every Sunday | 10 AM – 2 PM
📍 300 Park Way, Chula Vista
ℹ️ Find more details here

See you there, San Diego!

SOCIAL MEDIA

Recap & Highlights

- Gained total new followers 671 , Net Growth 501
- Earned **385K** total views
- Garnered total **12K** unique accounts engaged
- Promoted: Lemon Festival, Vogue Theater New, Last of the World Cup Watch Parties, History of Downtown Chula, Summer and Patio Season, Faces Behind the Businesses
- Upcoming highlights: Lemon Festival, New Businesses + Expansion, Improvements, Notional Holidays: National Beer Day - Brewjeria, National Dog Day- Paw Pleasers

BEST PERFORMING POSTS

Instagram:

Best content - By total views

Downtown Chula Vista 07/24/26 3:01 PM

Emails to answer, coffee to sip, and a change of scenery. ☕ ✨ With plenty of space to settle in, delicious coffee, and freshly roasted beans available to take home, Dark Horse...

No label

Views	17,427
Reach	15,248
Engagement	167
Likes	149
Comments	2
Shares	11
Eng. rate per view	1%
Eng. rate per reach	1.1%

Downtown Chula Vista 07/30/26 11:35 AM

Our community is coming together for one of our own. 💛 Join us on Wednesday, August 5, from 5–8 p.m. at Balboa South as we support Mariana during her health journey....

No label

Views	13,383
Reach	6,927
Engagement	603
Likes	475
Comments	19
Shares	72
Eng. rate per view	4.5%
Eng. rate per reach	8.7%

Downtown Chula Vista 07/21/26 10:19 AM

🍋 Eat, drink, and be zesty! 🍋 Downtown Chula Vista's favorite citrus celebration is almost here! Join us for the Lemon Festival on Saturday, August 15, as Third Avenue...

No label

Views	12,860
Reach	5,425
Engagement	450
Likes	276
Comments	4
Shares	135
Eng. rate per view	3.5%
Eng. rate per reach	8.3%

Facebook:

Best content - By total views

Downtown Chula Vista [FB] 07/30/26 11:59 AM

Aperol in hand, pasta on the table, and nowhere else to be. 🍊🍝✨ Aqua e Farina captures the beauty of an Italian meal—good food, great company, and a little bit of la dol...

No label

Views	43,478
Reach	34,176
Engagement	1,221
Reactions	458
Comments	20
Shares	15
Clicks	728
Eng. rate per view	2.8%
Eng. rate per reach	3.6%

Downtown Chula Vista [FB] 07/21/26 10:19 AM

🍋 Eat, drink, and be zesty! 🍋 Downtown Chula Vista's favorite citrus celebration is almost here! Join us for the Lemon Festival on Saturday, August 15, as Third Avenue...

No label

Views	34,241
Reach	22,678
Engagement	1,676
Reactions	215
Comments	4
Shares	33
Clicks	1,424
Eng. rate per view	4.9%
Eng. rate per reach	7.4%

Downtown Chula Vista [FB] 07/17/26 12:00 PM

More than a destination, it's home. 🌴✨ From its iconic Third Avenue sign to the local businesses, community events, and unique character that make it special, Downtown Chul...

No label

Views	11,371
Reach	8,547
Engagement	1,381
Reactions	1,315
Comments	6
Shares	24
Clicks	792
Eng. rate per view	12.1%
Eng. rate per reach	16.2%