Downtown Chula Vista Association – Board of Directors' Meeting
Wednesday, October 14th, 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 September 9th, 2026 Meeting — *Action Item* — P. 3 - 8

5. Committee Reports:

Executive Committee / Joe Warren, Board President

a. Review of FY26 Year-to-Date Draft Budget Report — *Action Item* — P. 9 - 11
b. FY27 County NRP Grant Request for Add. Pedestrian Amenities: Update
c. FY27 County CE Grant Request for Organizational Support: Summary — *Action Item* — P. 12
d. Downtown Chula Vista District Renewal Task Force: Update
e. City of Chula Vista Outdoor Dining Ordinance: Update
f. Next Meeting: Wednesday, November 4th, 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 — *Sun., Nov. 1st* — P. 16
c. Ombac on Third Pickleball Tournament — *Sat., Nov. 7th*
d. Downtown Heritage Chair: Relocation & Status of Plaque Installation
e. Next Meeting: Wednesday, October 21st, 2026 at 9:00 AM at the DCVA Office

Civil Sidewalks Committee / Marianna Cardenas, Committee Chair

a. Downtown Maintenance Operations: Staffing Update
b. EL Nino Storm Preparations: Summary
c. Next Quarterly Pressure Washing Service: Week of November 2nd
d. Next Meeting: Wednesday, October 28th, 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

6. Next Meeting: Thursday, November 12th, 2026 at 8:30 AM

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 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 Board of Directors' Meeting
Wednesday, September 9th, 2026, at 8:30 AM
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Virtual Link: https://us06web.zoom.us/j/82639703921
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PRESENT: Mariana Cardenas, Sylvia Chairez, Debra Krick, Kevin Lewis, Andrew Mc Donald, Daisy Romero, Kevin Rhodes, Joe Warren

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

GUESTS: Sydney Costales (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 with a quorum met at 8:54 am.	***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. Inquiries were made regarding the results of last week's City Council meeting, to which Dominic briefed on.	***No action taken.***
3. CVPD, Senator Padilla's Office, District 1 Supervisor Office, Mayor McCann's Office, Councilmember	Nobody was present from these entities at the time, therefore there was nothing to report.	***No action taken.***

Preciado's Office		
4. Review of the Minutes from the August 12th, 2026, Special Meeting	The minutes of the August 12, 2026, Special Meeting were reviewed on pages 3-4 of the agenda.	***Kevin Lewis moved to approve the minutes as presented. Joe Warren seconded. Unanimously approved.***
5. Review of the Minutes from the August 12th, 2026, Regular Meeting	The minutes of the August 12, 2026, meeting were reviewed on pages 5-9 of the agenda.	***Mariana Cardenas moved to approve of the minutes as presented. Kevin Rhodes seconded. Unanimously approved.***
6. Committee Reports: Executive Committee / Joe Warren, Board President		
6.a. Set Annual Meeting Date, Establishment of Nominations Task Force	6.a. Dominic reviewed the bylaws excerpt on pages 10–11. After considering the November Board meeting schedule and the holiday calendar, the Board scheduled the annual meeting for Thursday, November 12, 2026. At this time, a task force was created to include: -Joe Warren -Mariana Cardenas (contingent) -Debra Krick -Joe Raso (appointed) Marco recommended the discussion, consideration, and action for the removal of the Business Improvement District (BID), maintaining only one district assessment (CBD) during the upcoming annual meeting.	***6.a. Kevin Lewis moved to approve the selected November 12th date for the annual meeting and for the established nominations task force. Andrew Mc Donald seconded. Unanimously approved.***
6.b. Downtown Chula Vista District Renewal: Update	6.b. Marco outlined the next steps in the district renewal process following the City Council's adoption of a resolution of support at the previous week's meeting. Marco reported that responsibilities under a Disbursement Agreement should be reviewed and renegotiated.	***6.b. No action taken.***

	Dominic finalized and announced a 52% threshold had been reached in the petition drive.	
6.c. Review of FY26 Year-to-Date Draft Budget Report	6.c. Dominic provided an extensive YTD Draft Financial report for review on pages 12-13 of the agenda. It was noted that the market continues to thrive despite the intense heat wave. Dominic opened the floor for questions but there were none.	***6.c. Kevin Lewis moved to accept the financials as presented. Kevin Rhodes seconded. Unanimously approved.***
6.d. FY27 County NRP Grant Request: Update	6.d. Dominic noted that submittal of the grant request remains contingent upon the completion of the organization's taxes. Dominic opened the floor to any other "asks" that the members may want to include on the grant request, but nothing was mentioned.	***6.d. No action taken.***
6.e. City Wide Outdoor Dining Ordinance: Update from Planning Commission Meeting	6.e. Dominic summarized the DCVA Outdoor Dining Task Force's recent findings on the City of Chula Vista's proposed city-wide outdoor dining regulations. Staff also drafted a letter that was presented at the City's Planning Commission meeting. The letter's recommendations led to the adjustment of the proposed fees, reducing projected costs and making it more feasible for businesses to apply for construction approval.	***6.e. No action taken.***
Next Meeting	The next Executive Committee meeting will take place on Wednesday, October 7th, 2026, at 9:00 AM at the DCVA Office, 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 14-16 of the agenda.	***6.a. No action taken.***
6.b. Lemon Festival	6.b. Dominic provided an overview of the event, an overall success, but noted that there was issue with a district business that made accusations of favoritism due to vendor placement. Staff met with	***6.b. No action taken.***

	the disgruntled party in hopes of an alignment. The floor was opened for discussion, but a more in-depth discussion will follow at the upcoming DI&P meeting.	
6.c. City of Chula Vista: El Grito	6.c. Dominic provided any known details of the event that will occur on Sunday, September 13th, in Memorial Park, with staff reaching out to the City of Chula Vista with hopes to see how the program can lead beyond Memorial Park to Third Avenue.	***6.c. No action taken.***
6.d. Dia de los Muertos Celebration Sun., Nov. 1st	6.d. Dominic confirmed that the event on Sunday November 1st, as this is the actual date of the holiday.	***6.d. No action taken.***
i. Street Closure	i. Dominic briefed on the consideration to incorporate this year's footprint and said that it is to include a partial street closure, F Street to Park Way, for booth placement.	***6.d.i. No action taken.***
ii. Decorating Contest	ii. Dominic announced the Catrín and Catrína contest will again take place this year.. Mariana Cardenas indicated interest to have a scavenger hunt and was willing to canvas the neighborhood to get volunteers.	***6.d.ii. No action taken.***
iii. Review & Consider Proposal from Las Jefas to Organize Event Vendors	iii. Dominic reported that the Executive Committee directed staff to initiate into a contract with Las Jefas, emulating last year's contract that includes a 50/50 split. Dominic noted should there be any contract changes it will be brought to the board for review.	***6.d.iii. Mariana Cardenas moved to allow staff to review and possibly approve a contract with Las Jefas that emulates the terms of the previous 2025 contract. Kevin Lewis seconded. Unanimously approved.***
6.e. Downtown Heritage Chair & Planter Plaques: Installation Update	6.e. Dominic provided an update, recommending for the creation of the plaque installation and ribbon cutting ceremony independently to the Heritage Chair ceremony. Dominic noted that, as required by the City of Chula Vista, staff must hire a general contractor at the	***6.e. No action taken.***

	prevailing wage rate for the chair's installation. Staff was recently quoted at approximately $30,000. A scope of work is available for members to review and to share should they have a general contractor they could recommend.	
6.f. Chula Vista Animal Service Pup Crawl	6.f. Dominic briefed on the presentation by Jerry Thomas Smith from the San Diego Humane Society, with the potential collaboration on Third Avenue in mid-October.	***6.f. No action taken.***
Next Meeting	The next District Identity & Placemaking Committee meeting will take place on Wednesday, September 16th, 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. Third Avenue Landscaping Program: Update	6.b. Dominic reported on landscaping efforts will be more focused on the overall maintenance through the end of the year, with concentration of the southern medians.	***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, August 19, 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 noted that there are no new updates on current development projects and related activity occurring within the district but mentioned that there are several large-scale mixed-use developments anticipated over the next three years	***6.a. No action taken.***

	and the ongoing transformation of the district.	
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, October 14, 2026, at 8:30 am, at the DCVA Office.	***No action taken.***
8. Adjournment	The meeting was adjourned at 10:00 am.	***Mariana Cardenas moved to adjourn the meeting. Sylvia Chairez seconded. Unanimously approved.***

Minutes taken by: Michelle Thomas de Mercado, NCA Staff

10:45 AM
10/01/26
Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Balance Sheet
As of October 1, 2026

	Oct 1, 26	
ASSETS		
Current Assets		
Checking/Savings		
US Bank Gen. Acct - 9935	20,511.94	
US Bank Programs - 2188	119,268.47	
Total Checking/Savings	139,780.41	
Total Current Assets	139,780.41	
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	**336,224.19**	
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		40,213.74
Total Equity		196,172.46
TOTAL LIABILITIES & EQUITY		**336,224.19**

10:43 AM
10/01/26
Cash Basis

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

	Sep 26	Budget	Jan - Sep 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	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	0.00	0.00	468,917.83	461,849.00	461,849.00
Total PBID Revenue	0.00	0.00	468,917.83	461,849.00	461,849.00
Program Income					
Farmers Market					
F.M. Vendor Income	22,655.00	20,833.33	209,590.00	187,500.01	250,000.00
Total Farmers Market	22,655.00	20,833.33	209,590.00	187,500.01	250,000.00
Total Program Income	22,655.00	20,833.33	209,590.00	187,500.01	250,000.00
Special Event Income					
Dia De Los Muertos	5,506.50	0.00	11,265.65	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	5,506.50	0.00	28,475.11	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	28,161.50	20,833.33	740,302.87	875,048.72	937,548.71
Gross Profit	28,161.50	20,833.33	740,302.87	875,048.72	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	22,500.00	30,000.00
Total County Grant Expense	0.00	2,500.00	71.58	22,500.00	30,000.00
ADMINISTRATION					
Accounting Fees	500.00	540.00	500.00	4,880.00	6,500.00
Bank /CC Fees	0.00	5.00	0.00	35.00	50.00
Business Registration Fees	100.00	15.00	100.00	155.00	200.00
Dues and Subscriptions	222.60	580.00	3,424.83	5,260.00	7,000.00
Insurance					
Auto Insurance	0.00		947.50		
General Liability, D and O	4,789.50		15,342.25		
Insurance - Other	0.00	1,750.00	0.00	15,750.00	21,000.00
Total Insurance	4,789.50	1,750.00	16,289.75	15,750.00	21,000.00
Legal Fees	0.00	166.00	550.00	1,502.00	2,000.00
Meals and Entertainment	0.00	40.00	0.00	380.00	500.00
Office Expense	564.11	375.00	4,173.75	3,375.00	4,500.00
Office Supplies	94.51	125.00	787.66	1,125.00	1,500.00
Outside Contract Services	16,000.00	16,000.00	144,000.00	144,000.00	192,000.00
Postage, Mailing Service	553.10	66.00	730.89	602.00	800.00
Printing and Copying	322.06	541.00	3,261.63	4,877.00	6,500.00
Rent, Parking, Utilities	4,306.00	4,416.00	38,754.00	39,752.00	53,000.00
Telephone, Telecommunications	80.58	500.00	3,712.99	4,500.00	6,000.00
Utilities	170.00		-1,248.64		
Total ADMINISTRATION	27,702.46	25,119.00	215,036.86	226,193.00	301,550.00
DI&P					
Advertising and Promotions	159.21	415.00	1,847.35	3,755.00	5,000.00
Public Relations	5,400.00	5,416.00	47,800.00	48,752.00	65,000.00
Website and Hosting	0.00	415.00	4,800.00	3,755.00	5,000.00
Total DI&P	5,559.21	6,246.00	54,447.35	56,262.00	75,000.00
Event Expenses					
Farmers Market					
F.M.-Net 50/50 Split	9,148.93	8,333.00	86,595.73	75,001.00	100,000.00

10:43 AM
10/01/26
Cash Basis

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

	Sep 26	Budget	Jan - Sep 26	YTD Budget	Annual Budget
F.M.- Staffing	3,148.32	2,500.00	24,110.73	22,500.00	30,000.00
F.M.- Payroll & Taxes	320.77	250.00	2,740.48	2,250.00	3,000.00
F.M.- Permits & Fees	0.00	83.00	1,012.00	751.00	1,000.00
F.M. - Equipment Rentals	888.05	1,000.00	9,053.48	9,000.00	12,000.00
Total Farmers Market	13,506.07	12,166.00	123,512.42	109,502.00	146,000.00
Dia De Los Muertos	5,000.00	3,333.00	6,496.77	30,001.00	40,000.00
Movies at the Memorial	0.00	415.00	0.00	3,755.00	5,000.00
Starlight	0.00	208.00	0.00	1,876.00	2,500.00
Tree Lighting	0.00		120.90		
Total Event Expenses	18,506.07	16,122.00	130,130.09	145,134.00	193,500.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Deductions	0.00		-473.07		
Cell Phone Allowance	30.00	66.00	210.00	602.00	800.00
Workers Comp	967.00	708.00	8,328.00	6,376.00	8,500.00
Salaries & Wages	13,685.91	13,808.00	128,597.12	124,276.00	165,700.00
Payroll Processing Fees	277.77	208.00	2,052.57	1,876.00	2,500.00
Payroll Taxes	1,010.46	1,041.00	11,225.00	9,377.00	12,500.00
Health Insurance	1,151.68	833.00	4,264.30	7,501.00	10,000.00
Total Compensation & Benefits	17,122.82	16,664.00	154,203.92	150,008.00	200,000.00
District Utilities	5,859.65	4,833.00	35,766.65	43,501.00	58,000.00
Equip Rental & Maintenance	0.00	166.00	1,892.98	1,502.00	2,000.00
Landscape Contracted Services	480.00	1,083.00	3,947.70	9,751.00	13,000.00
Maintenance Services					
Auto					
Fuel	286.60	250.00	2,083.56	2,250.00	3,000.00
Maintenance & Sevice	3,325.09	125.00	5,886.32	1,125.00	1,500.00
Total Auto	3,611.69	375.00	7,969.88	3,375.00	4,500.00
Total Maintenance Services	3,611.69	375.00	7,969.88	3,375.00	4,500.00
Maintenance Supplies	1,932.68	1,083.00	13,680.65	9,751.00	13,000.00
Nursery Supplies & Equipment	0.00	1,083.00	10,350.00	9,751.00	13,000.00
Sidewalk Pressure Washing	4,480.00	2,000.00	15,718.75	18,000.00	24,000.00
Uniforms	27.98	125.00	27.98	1,125.00	1,500.00
Contingency	0.00	0.00	28,170.31	8,498.71	8,498.71
Total CIVIL SIDEWALKS	33,514.82	27,412.00	271,728.82	255,262.71	337,498.71
Total Expense	85,282.56	77,399.00	671,414.70	705,351.71	937,548.71
Net Ordinary Income	-57,121.06	-56,565.67	68,888.17	169,697.01	0.00
Net Income	**-57,121.06**	**-56,565.67**	**68,888.17**	**169,697.01**	**0.00**

October 14, 2026

To: Honorable Supervisor Paloma Aquirre
County of San Diego Board of Supervisors

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

Dear Supervisor Aguirre:

As part of our ongoing efforts to distinguish Downtown Chula Vista as the premier destination of the South Bay, the Downtown Chula Vista Association presents the below list of strategic priorities for funding consideration. The Downtown Chula Vista Association requests these funds to assist our organization in covering costs related to renewing our district for another term as well as to afford general operating expenses for sustaining our non-profit organization.

Item	Location of Project	Estimated cost
DCV District Renewal & Expansion Effort	Downtown Chula Vista Association and Adjacent Blocks from I to E Streets	$10,000
Operational Costs that Sustain Downtown Chula Vista	Expenses covered would pertain to our physical office in downtown at 353 Third Avenue, Chula Vista, CA. 91910.	$15,000
Total Request:		$ 25,000

The DCVA 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,

Dominic Li Mandri
District Manager
Downtown Chula Vista Association

DCVA Board Meeting
PR & Social Media Report

Wednesday, October 14, 2026

<u>Pitches</u>

Current

- Hispanic Heritage Month
- Public Art and Planter Boxes

Upcoming

- Dia De Los Muertos (short leads)

Public Art and Planter Boxes

- Secured broadcast coverage on ABC 10
- Secured interest with Star News

Dia de los Muertos

- Secured coverage on San Diego Union Tribune, Stay Classy
- Secured interest with CBS 8

Hispanic Heritage Month

- Secured broadcast coverage on CBS 8, KUSI and 600 KOGO San Diego Morning News
- Secured interest with The Finest and KPBS

Other

- Secured broadcast coverage on FOX 5
- Secured online coverage on San Diego Business Journal
- Secured print coverage on San Diego Business Journal
- Secured contributed article in the Star News

<u>Writing</u>

- Star News Contributed Article - October
- Star News Contributed Article - November
- Dia De Los Muertos (short leads)

CBS8

Celebrate Hispanic Heritage Month by discovering Latino-owned businesses in Chula Vista

SOCIAL MEDIA

<u>Recap & Highlights</u>

Gained total new followers 386, Net Growth 221
Earned **335K** total views
Garnered total **6.4K** unique accounts engaged
Promoted: Hispanic Heritage Month: Multiple Businesses, Padres Games & Specials, Then & Now, Dia De Los Muertos: Event, Contests, Call to Vendors, Art around DCVA, Cheeseburger Day
Upcoming highlights: Dia De Los Muertos, Business Highlights: Legacy Businesses, Spooky Drinks/Bites/Events + Specials, Lean into Cold Weather favorites: Eats (champurrado, pan de muerto, sopita season, pozole or menudo, tamales), My Cup of Tea, Candles at Amor Eterno, Coffee Beans at Dark Horse Coffee Roasters, Farmer's Market Harvest Produce, Starlight Parade: Longer Lead

BEST PERFORMING POSTS

Instagram:

Best content - By total views

Downtown Chula Vista 09/07/26 3:00 PM

Celebrate Hispanic Heritage Month by getting to know Paulina and Alesio Marquez, the husband-and-wife team behind Galû Café & Delicatessen. Both owners come...

No label

Views	21,477
Reach	10,814
Engagement	873
Likes	771
Comments	14
Shares	45
Eng. rate per view	4.1%
Eng. rate per reach	8.1%

Downtown Chula Vista 09/23/26 12:43 PM

A new chapter is developing on Third Avenue. In celebration of Hispanic Heritage Month, we're welcoming @ImStill.Developing and owners Andrew Galvan and...

No label

Views	20,419
Reach	14,137
Engagement	1,068
Likes	884
Comments	22
Shares	124
Eng. rate per view	5.2%
Eng. rate per reach	7.6%

Downtown Chula Vista 09/18/26 1:12 PM

National Cheeseburger Day calls for a showstopper. When the bell rings and you hear "Cheeseburger! Cheeseburger!" coming out of the kitchen, you know The...

No label

Views	7,846
Reach	5,615
Engagement	158
Likes	114
Comments	8
Shares	36
Eng. rate per view	2%
Eng. rate per reach	2.8%

Facebook:

Best content - By total views

Downtown Chula Vista [FB] 09/07/26 12:00 PM

Celebrate Hispanic Heritage Month by getting to know Paulina and Alesio Marquez, the husband-and-wife team behind Galû Café & Delicatessen. Both owners come...

No label

Views	25,237
Reach	16,872
Engagement	2,063
Reactions	233
Comments	12
Shares	17
Clicks	1,801
Eng. rate per view	8.2%
Eng. rate per reach	12.2%

Downtown Chula Vista [FB] 09/23/26 12:43 PM

A new chapter is developing on Third Avenue. In celebration of Hispanic Heritage Month, we're welcoming @ImStill.Developing and owners Andrew Galvan and...

No label

Views	13,889
Reach	10,740
Engagement	436
Reactions	150
Comments	7
Shares	11
Clicks	268
Eng. rate per view	3.1%
Eng. rate per reach	4.1%

Downtown Chula Vista [FB] 09/18/26 1:12 PM

National Cheeseburger Day calls for a showstopper. When the bell rings and you hear "Cheeseburger! Cheeseburger!" coming out of the kitchen, you know The...

No label

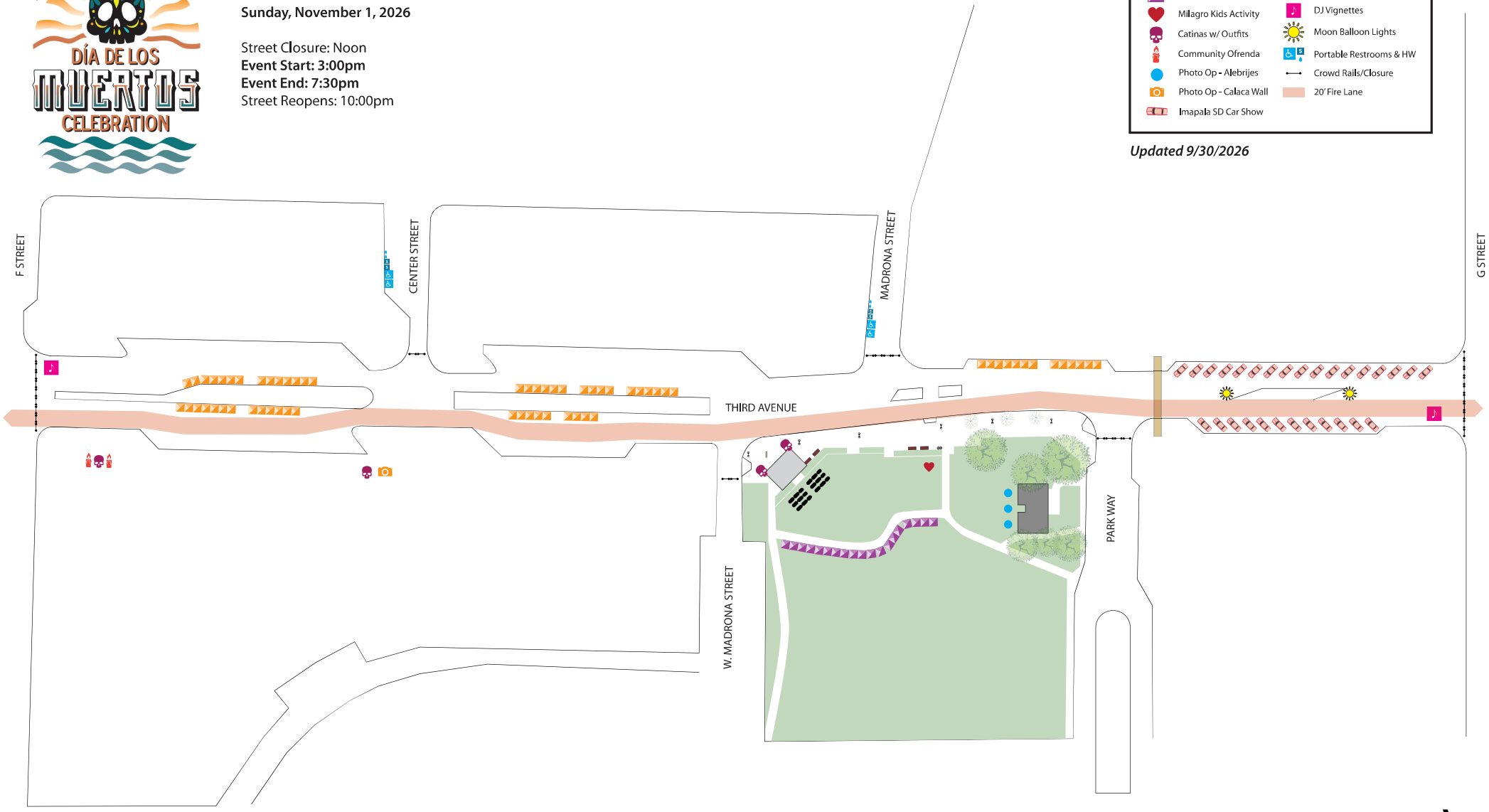
Views	5,982
Reach	4,776
Engagement	256
Reactions	58
Comments	4
Shares	1
Clicks	193
Eng. rate per view	4.3%
Eng. rate per reach	5.4%

DOWNTOWN CHULA VISTA
DÍA DE LOS MUERTOS
CELEBRATION

6th Annual Downtown Chula Vista Dia de los Muertos Celerbation

Sunday, November 1, 2026

Street Closure: Noon
Event Start: 3:00pm
Event End: 7:30pm
Street Reopens: 10:00pm

- Vendors & Exhibitors
- Ofrendas
- Milagro Kids Activity
- Catinas w/ Outfits
- Community Ofrenda
- Photo Op - Alebrijes
- Photo Op - Calaca Wall
- Imapala SD Car Show
- Papel Picado Stage
- Chairs
- DJ Vignettes
- Moon Balloon Lights
- Portable Restrooms & HW
- Crowd Rails/Closure
- 20' Fire Lane

Updated 9/30/2026