



Downtown Chula Vista Association – Board of Directors’ Meeting
Wednesday, September 9th, 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, Assemblymember Alvarez’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 August 12th, 2026 Special Meeting *Action Item* P. 3 - 4
 5. Review of the Minutes from the August 12th, 2026 Regular Meeting *Action Item* P. 5 - 9
 6. Committee Reports:
- Executive Committee / Joe Warren, Board President
- a. Set Annual Meeting Date, Establishment of Nominations Task Force *Action Item* P. 10 - 11
 - b. Downtown Chula Vista District Renewal: Update
 - c. Review of FY26 Year-to-Date Draft Budget Report *Action Item* P. 12 - 13
 - d. FY27 County NRP Grant Request for Add. Pedestrian Amenities: Update
 - e. City Wide Outdoor Dining Ordinance: Update from Planning Commission Meeting
 - f. Next Meeting: Wednesday, October 7th, 2026 at 9:00 AM at the DCVA Office
- District Identity & Placemaking Committee / Ron Richie, Committee Chair
- a. Olive Public Relations Status Report P. 14 - 16
 - b. Lemon Festival *Wrap Up*
 - c. City of Chula Vista: El Grito *Sun., Sept. 13th*
 - d. Dia de los Muertos Celebration *Sun., Nov. 1st*
 - i. Street Closure
 - ii. Decorating Contest
 - iii. Review & Consider Proposal from Las Jefas to Organize Event Vendors *Action Item*
 - e. Downtown Heritage Chair: Relocation Discussion & Status of Plaque Installation
 - f. Chula Vista Animal Service Pup Crawl
 - g. Next Meeting: Wednesday, September 16th, 2026 at 9:00 AM at the DCVA Office
- Civil Sidewalks Committee / Marianna Cardenas, Committee Chair
- a. Downtown Maintenance Operations: Staffing Update

- b. Third Avenue Landscaping Program: Update
- c. Next Quarterly Pressure Washing Service: Week of November 2nd
- d. Next Meeting: Wednesday, September 23rd, 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, October 14th, 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. VIRTUAL 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 agendaized and do not count towards Committee/Board quorum or are allowed to vote.



Downtown Chula Vista Association – Special Board of Directors’ Meeting
Wednesday, August 12th, 2026, at 8:20 AM
In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)

PRESENT: Joe Warren, Kevin Lewis, Ron Richie, Debra Krick, Sylvia Chairez, Kevin Pointer, Kevin Rhodes, Daisy Romero, Abe Teran, Dana Davis

EXCUSED: Loren Sanchez (Finest City), Joe Raso, Andrew Mc Donald, Mariana Cardenas

GUESTS: David Graham (City of Chula Vista Director of Economic Development)

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Joe Warren, Board President	The meeting was called to order at 8:22 am by District Manager, Dominic Li Mandri, when a quorum was met.	<i>No action taken.</i>
2. Public Comment (3-Minutes Max Per Person) <i>Please keep comments directed to non-agenda topics.</i>	Nothing to report.	<i>No action taken.</i>
3. Review & Consideration of Updated Engineer’s Report & Management District Plan for the Downtown Chula Vista Community Benefit District Action	Dominic updated the Board of Directors on the changes made to the Management District Plan and Engineer’s Report since the petition drive launch in May. The primary change was to the district boundaries, which resulted in a reduction in the overall projected annual budget, as shown on Page 4. No changes or alterations were made to the assessment methodology. Dominic stated it was important for the members to review the updated	<i>Kevin Rhodes moved to approve the updated plan and the engineer’s report as presented. Kevin Lewis seconded. Kevin Pointer abstained. Motion passes.</i>

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION
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	boundaries and budget of the new district, and would recommend the Board consider approving the updated Management District Plan and Engineer's Report, to ensure their previous endorsement of the plan and report now also include this updated plan. David Graham provided context for the renewal efforts and outlined the next steps. He noted that petitions would be brought forward on August 25, with the City of Chula Vista expected to include its support for the district's renewal. A copy of the Downtown Chula Vista CBD Programs and Improvements, demonstrating that program costs are spread among property variables that are common to each parcel include linear frontage, lot or parcel size and building square footage, and residential condominium parcels and benefit zone on pages 2-4 of the agenda packet. Both documents in full are posted on the DCVA website currently.	
4. Adjournment	The meeting was adjourned at 8:30 am.	<i>Sylvia Chairez moved to adjourn the meeting.</i> <i>Kevin Lewis seconded.</i> <i>Unanimously approved.</i>

Minutes taken by: Michelle Thomas de Mercado, NCA Staff



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PRESENT: Joe Warren, Kevin Lewis, Ron Richie, Debra Krick, Sylvia Chairez, Kevin Pointer, Daisy Romero, Dana Davis, Kevin Rhodes, Abe Téran

EXCUSED: Andrew Mc Donald, Joe Raso, Mariana Cardenas, Loren Sanchez (Finest City)

GUESTS: David Graham (City of Chula Vista Director of Economic Development), Don Giaquinto (City of Chula Vista, Office of Mayor John McCann), Catt Fields White (Chula Vista Farmers' Market, Zoom), Sydney Costales (Olive PR, Inc.), Dr. Jennifer Jones Wilson and Mr. Mark Poole (High Tech High Chula Vista), Joanna Broussard (Civic Communities)

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Joe Warren, Board President	The meeting was called to order with introductions made by those in attendance beginning at 8:32 am.	<i>No action taken.</i>
2. Public Comment (3-Minutes Max Per Person) <i>Please keep comments directed to non-agenda topics.</i>	Dominic opened the floor for public comments. Joanna Broussard Whitley from Civic Communities briefed on resources that are available to business owners.	<i>No action taken.</i>
3. CVPD, Senator Padilla's Office, District 1 Supervisor Office, Mayor McCann's	Nobody was present from these entities at the time, therefore there was nothing to report.	<i>No action taken.</i>

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Office, Councilmember Preciado's Office		
4. Community Presentation: HTHCV 12th Grade Project	Dr. Jennifer Jones and Mr. Mark Poole were present to provide a presentation from High Tech High Chula Vista with hopes to partner with 5-10 district businesses providing their 12th grader students with "real world" experience in the field of economic principles, engineering, and design as presented on pages 2-11 of the agenda supplemented with a slideshow. After their departure, Marco suggested to the board to possibly board some of these student interns for the organization, to which Dominic confirmed as long as it is pertinent to the field of study and referenced a current collaboration with the San Diego e3 Charter School with another NCA community.	<i>No action taken.</i>
5. Review of the Minutes from the July 8th, 2026, Meeting	The minutes of the July 8th, 2026, meeting were reviewed on pages 12-16 of the agenda.	<i>Ron Richie moved to approve the minutes as presented. Kevin Rhodes seconded. Unanimously approved.</i>
6. Committee Reports: Executive Committee / Joe Warren, Board President		
6.a. Review of FY26 Year- to-Date Draft Budget Report	6.a. Dominic provided an extensive YTD Draft Financial report for review on pages 17-19 of the agenda. Catt Fields White shared additional context to the farmers' market portion of the expense report and provided a monthly market net revenue snapshot. Dominic opened the floor for questions but there were none.	<i>6.a. Sylvia Chairez moved to approve the financials as presented. Joe Warren seconded. Unanimously approved.</i>
6.b. FY27 County NRP Grant Request: Update	6.b. Dominic noted that submittal of the grant request contingent upon the completion of the organization's FY25 taxes. Recent outreach to the DCVA engaged CPA confirmed the report is not yet complete.	<i>6.b. No action taken.</i>

6.b. DCVA Outdoor Dining Ordinance Task Force 6.c. Downtown Chula Vista District Renewal Task Force: Update	Dominic opened the floor to any other “asks” that the members may want to include on the grant request. 6.b. Dominic summarized the recent findings from the DCVA Outdoor Dining Task Force, reviewing the regulations of a city-wide adoption of outdoor dining that had been proposed by the City of Chula Vista at a summer Planning Commission meeting. Staff composed a letter after the Task Force meeting and intends to submit said letter to the Planning Commission to advocate for business-friendly amendments to the proposed regulations. Dominic added that the City’s Planning Commission will meet later today at 6:00 pm, with staff present to share the input collected to date. ED Director David Graham invited members to attend and outlined the next steps for this item following today’s meeting. 6.c. It was previously reported that the district petition threshold of 30% is nearly obtained, and the petition report is anticipated to go before Chula Vista City Council later in the month of August for review and consideration.	6.b. No action taken. 6.c. No action taken.
Next Meeting	The next Executive Committee meeting will take place on Wednesday, September 2, 2026, 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.b. Lemon Festival 6.c. City of Chula Vista: El Grito	6.a. Sydney Costales of Olive PR provided a PR and social media update on pages 20-22 of the agenda. 6.b. 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. 6.c. Dominic confirmed that this will be a City of Chula Vista event and provided any known details of the event that will occur on Sunday, September 13th,	6.a. No action taken. 6.b. No action taken. 6.c. No action taken.

6.d. Dia de los Muertos Celebration	in Memorial Park. Dominic extended staff support to Don Giaquinto, enabling him to notify the appropriate City staff members of the invitation. 6.d. Dominic confirmed that the District Identity Committee voted to have the event on Sunday, November 1st as this is the actual date of the holiday. Catt confirmed that the market can pivot and extend for the event. She asked just for staff to let her know when the decision has been made so she can begin recruiting vendors.	<i>6.d. No action taken.</i>
6.e. Chula Vista Animal Service Pup Crawl	6.e. Dominic invited members to the upcoming DIP meeting as Jerry Thomas Smith from the San Diego Humane Society will be present to discuss a potential collaboration with businesses on Third Avenue. It was the consensus of the board to support this potential collaboration.	<i>6.e. No action taken.</i>
6.f. Downtown Heritage Chair & Planter Plaques: Installation Update	6.f. Dominic provided an update, noting that, as required by the City of Chula Vista, staff must hire a general contractor at the prevailing wage rate for the chair's installation. Staff was recently quoted at approximately \$30,000 at an initial estimate for the project, which is simply to lay a concrete pad to securely mount the chair. A scope of work is available for members to review and to share should they have a general contractor they could recommend.	<i>6.f. No action taken.</i>
Next Meeting	The next District Identity & Placemaking Committee meeting will take place on Wednesday, August 19, 2026, at 9:00 am, at the DCVA Office.	<i>No action taken.</i>
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 consideration of hiring an additional part-time staff member.	<i>6.a. No action taken.</i>
6.b. Third Avenue	6.b. Dominic reported on landscaping efforts will be	<i>6.b. No action taken.</i>

Landscaping Program: Update	focused on the medians due to the Lemon Festival's footprint.	
6.c. Next Quarterly Pressure Washing Service: Week of August 17 th	6.c. Dominic reported that the third quarterly district-wide service will occur in the week of August 17th, after the Lemon Festival.	<i>6.c. No action taken.</i>
Next Meeting	The next Civil Sidewalks Committee meeting will take place on Wednesday, August 19, 2026, at 9:00 am, at the DCVA Office.	<i>No action taken.</i>
Land Use & Project Review / Joseph Raso, Committee Chair		
6.a. Downtown Development Update	6.a. Dominic provided an update on current development projects and related activity occurring within the district, highlighting several large-scale mixed-use developments anticipated over the next three years and the ongoing transformation of the district. Principal Economic Development Specialist Kevin Pointer provided additional information regarding upcoming housing developments within the district, noting that the majority are expected to consist of market-rate rental units.	<i>6.a. No action taken.</i>
Next Meeting	The date of the next Land Use Committee meeting is yet to be determined.	<i>No action taken.</i>
7. Next Meeting	The DCVA Board of Directors' Meeting will be on Wednesday, Wednesday, September 9, 2026, at 8:30 am, at the DCVA Office.	<i>No action taken.</i>
8. Adjournment	The meeting was adjourned at 9:48 am.	<i>Abe Teran moved to adjourn the meeting. Ron Richie seconded. Unanimously approved.</i>

Minutes taken by: Michelle Thomas de Mercado, NCA Staff

- C. Directors shall be elected for a term of two (2) years. However, following the first election of Directors, one half (½) of the Property Owner Directors and one half (½) of the Community Directors shall serve a term of one (1) year, and one half (½) of the Property Owner Directors and one half (½) of the Community Directors shall serve a term of two (2) years. The Directors may assign the one-year terms by majority agreement, but in the absence of such agreement, the Directors receiving one-year terms shall be chosen by lot at the meeting at which the election is held. This staggering of terms will ensure that the entire Board is not replaced within one (1) calendar year. Directors' terms shall commence on the date of their election and expire on the date of the election of the successor to the Director whose term is expiring.
- D. Board Directors can designate a non-Board representative to serve as their alternate at Board and Committee meetings when they are unable to attend. Alternates absences, in place of primary Board Members, count for or against the primary's Board and Committee attendance obligation. Alternates cannot attend more than 6 times per year to meet attendance requirements.

Section 2. Qualifications

Members of the Board shall possess the following qualifications:

- A. Property Owner Directors shall be owners of real property located within the boundaries of the District, who have made full payment of all PBID assessments due for the previous and current fiscal years, or the duly appointed authorized representative (as defined in these Bylaws) of such owner.
- B. Community at Large Directors shall be persons who: a) own and operate a business located on property within the boundaries of the District, or the duly appointed authorized representative (as defined in these Bylaws) of such owner and operator; b) are community members who reside within the boundaries of the District; or c) are individuals who do not reside or operate a business within the District boundaries, but who show a high degree of interest and concern for the welfare of the District and who understand its connection to the community at-large, and who the Board believes may assist the GTAIA to fulfill its goals as a Public Benefit Corporation.
- C. Directors shall be appointed to the Board of Directors based upon:
 1. Their support for the goals of the public benefit corporation.
 2. Their ongoing participation on at least one of the Committees of the Board of Directors, prior to their election/appointment to the Board. This provision shall be waived during the first year of the establishment of the Corporation; however, every Board member shall be expected to be active on one of the Committees of the Board.
 3. Their commitment to attend regular meetings of the Board and supporting the programs and activities of the Corporation for the betterment of the District.

Section 3. Nomination and Election

Not less than forty-five (45) days before the date set forth for the Annual meeting of the Directors, the President shall appoint at least two (2) Directors, at least one of whom shall be a Property Owner Director,

to the Nominating Task Force to solicit nominees for consideration for election as Directors. The names so proposed, by the Task Force shall be presented to the Board at its Annual meeting. The Nominations Task Force shall include the President and at least two other Directors.

The Nominations Task Force shall provide nomination forms to all eligible property owners and Directors. The nomination forms shall be mailed out at least forty-five (45) days prior to the date set for the annual meeting. A due date of at least fourteen (14) days prior to the annual meeting date shall be stated as the deadline for submitting nominations to the Nominations Task Force.

- A. The nominees, who have been deemed to be qualified, consistent with these Bylaws shall be presented to the Board for consideration of election to the Board at its annual meeting.
- B. At the annual meeting, the Directors may vote to accept some, or all the nominees submitted by the Nominations Task Force. The election of Directors shall comply with the allocation provided in Article 4, Section 1.
- C. Nominees who are not able to make the meeting may send an authorized representative (with written authorization) to the Annual meeting; however, proxy voting shall not be allowed.

Nominations may not be made from the floor at the Annual meeting of Directors.

Section 4. Powers

- A. General Powers. Subject to the provisions of the California Nonprofit Corporation Law, and any limitations in the Articles of Incorporation and Bylaws, the activities and affairs of this Corporation shall be conducted, and all corporate powers shall be exercised by or under the direction of the Board of Directors.
- B. Specific Powers. Without prejudice to the general powers stated in Section 4 and subject to the same limitations, the Directors shall have the power to:
 - 1. Select and remove all officer title, employees, directors, and agents of this Corporation; prescribe any powers and duties for the officers, employees and agents that are consistent with law, with the Articles of Incorporation, and with these Bylaws; and fix the compensation of the District Manager or Executive Director, , employees and/or agents;
 - 2. Change the Principal Executive Office or the principal business office in the State of California from one location to another within the City of Chula Vista.
 - 3. Borrow money and incur indebtedness on behalf of this Corporation and cause to be executed and delivered for corporate purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations, and other evidences of debt and securities;
 - 4. Accept on behalf of this Corporation any contribution, gift, bequest or device for the general purposes or for any special purpose of this Corporation;

2:35 PM

09/01/26

Cash Basis

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

August 2026

	Aug 26	Budget	Jan - Aug 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business Licences	27,359.93	0.00	27,359.93	30,000.00	30,000.00
Total BID Revenue	27,359.93	0.00	27,359.93	30,000.00	30,000.00
Non Assessmentnt Income					
Grants	0.00	0.00	0.00	30,000.00	30,000.00
Sponsorships	0.00	0.00	5,960.00	15,000.00	15,000.00
Total Non Assessmentnt Income	0.00	0.00	5,960.00	45,000.00	45,000.00
PBID Revenue					
Prop Owner Assessment 2026	11,643.55	0.00	468,917.83	461,849.00	461,849.00
Total PBID Revenue	11,643.55	0.00	468,917.83	461,849.00	461,849.00
Program Income					
Farmers Market					
F.M. Vendor Income	25,310.00	20,833.33	186,935.00	166,666.68	250,000.00
Total Farmers Market	25,310.00	20,833.33	186,935.00	166,666.68	250,000.00
Total Program Income	25,310.00	20,833.33	186,935.00	166,666.68	250,000.00
Special Event Income					
Dia De Los Muertos	4,009.15	0.00	5,563.94	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	4,009.15	0.00	22,773.40	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	68,322.63	20,833.33	711,946.16	854,215.39	937,548.71
Gross Profit	68,322.63	20,833.33	711,946.16	854,215.39	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	20,000.00	30,000.00
Total County Grant Expense	0.00	2,500.00	71.58	20,000.00	30,000.00
ADMINISTRATION					
Accounting Fees	0.00	540.00	0.00	4,340.00	6,500.00
Bank /CC Fees	0.00	5.00	0.00	30.00	50.00
Business Registration Fees	0.00	15.00	0.00	140.00	200.00
Dues and Subscriptions	1,057.39	580.00	3,202.23	4,680.00	7,000.00
Insurance					
Auto Insurance	0.00		947.50		
General Liability, D and O	0.00		10,552.75		
Insurance - Other	0.00	1,750.00	0.00	14,000.00	21,000.00
Total Insurance	0.00	1,750.00	11,500.25	14,000.00	21,000.00
Legal Fees	0.00	166.00	550.00	1,336.00	2,000.00
Meals and Entertainment	0.00	40.00	0.00	340.00	500.00
Office Expense	202.80	375.00	3,609.64	3,000.00	4,500.00
Office Supplies	78.58	125.00	693.15	1,000.00	1,500.00
Outside Contract Services	16,000.00	16,000.00	128,000.00	128,000.00	192,000.00
Postage, Mailing Service	40.60	66.00	177.79	536.00	800.00
Printing and Copying	322.06	541.00	2,939.57	4,336.00	6,500.00
Rent, Parking, Utilities	4,306.00	4,416.00	34,448.00	35,336.00	53,000.00
Telephone, Telecommunications	170.00	500.00	3,632.41	4,000.00	6,000.00
Utilities	0.00		-1,063.98		
Total ADMINISTRATION	22,177.43	25,119.00	187,689.06	201,074.00	301,550.00
DI&P					
Advertising and Promotions	306.23	415.00	1,688.14	3,340.00	5,000.00
Public Relations	5,400.00	5,416.00	42,400.00	43,336.00	65,000.00
Website and Hosting	0.00	415.00	4,800.00	3,340.00	5,000.00
Total DI&P	5,706.23	6,246.00	48,888.14	50,016.00	75,000.00
Event Expenses					
Farmers Market					
F.M.-Net 50/50 Split	10,492.17	8,333.00	77,446.80	66,668.00	100,000.00

2:35 PM

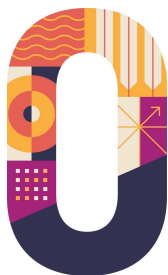
09/01/26

Cash Basis

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

August 2026

	Aug 26	Budget	Jan - Aug 26	YTD Budget	Annual Budget
F.M.- Staffing	2,909.75	2,500.00	20,962.41	20,000.00	30,000.00
F.M.- Payroll & Taxes	305.85	250.00	2,419.71	2,000.00	3,000.00
F.M.- Permits & Fees	0.00	83.00	1,012.00	668.00	1,000.00
F.M. - Equipment Rentals	1,110.06	1,000.00	8,165.43	8,000.00	12,000.00
Total Farmers Market	14,817.83	12,166.00	110,006.35	97,336.00	146,000.00
Dia De Los Muertos	-241.45	3,333.00	1,301.56	26,668.00	40,000.00
Movies at the Memorial	0.00	415.00	0.00	3,340.00	5,000.00
Starlight	0.00	208.00	0.00	1,668.00	2,500.00
Tree Lighting	0.00		120.90		
Total Event Expenses	14,576.38	16,122.00	111,428.81	129,012.00	193,500.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Deductions	0.00		-473.07		
Cell Phone Allowance	30.00	66.00	240.00	536.00	800.00
Workers Comp	970.00	708.00	7,361.00	5,668.00	8,500.00
Salaries & Wages	11,411.34	13,808.00	114,911.21	110,468.00	165,700.00
Payroll Processing Fees	216.88	208.00	1,774.80	1,668.00	2,500.00
Payroll Taxes	854.58	1,041.00	10,214.54	8,336.00	12,500.00
Health Insurance	500.74	833.00	3,112.62	6,668.00	10,000.00
Total Compensation & Benefits	13,983.54	16,664.00	137,141.10	133,344.00	200,000.00
District Utilities	3,215.69	4,833.00	29,907.00	38,668.00	58,000.00
Equip Rental & Maintenance	0.00	166.00	1,892.98	1,336.00	2,000.00
Landscape Contracted Services	0.00	1,083.00	3,467.70	8,668.00	13,000.00
Maintenance Services					
Auto					
Fuel	237.41	250.00	1,796.96	2,000.00	3,000.00
Maintenance & Sevice	963.92	125.00	2,561.23	1,000.00	1,500.00
Total Auto	1,201.33	375.00	4,358.19	3,000.00	4,500.00
Total Maintenance Services	1,201.33	375.00	4,358.19	3,000.00	4,500.00
Maintenance Supplies	1,143.96	1,083.00	12,139.16	8,668.00	13,000.00
Nursery Supplies & Equipment	478.43	1,083.00	10,350.00	8,668.00	13,000.00
Sidewalk Pressure Washing	0.00	2,000.00	11,238.75	16,000.00	24,000.00
Uniforms	0.00	125.00	0.00	1,000.00	1,500.00
Contingency	0.00	0.00	28,170.31	8,498.71	8,498.71
Total CIVIL SIDEWALKS	20,022.95	27,412.00	238,665.19	227,850.71	337,498.71
Total Expense	62,482.99	77,399.00	586,742.78	627,952.71	937,548.71
Net Ordinary Income	5,839.64	-56,565.67	125,203.38	226,262.68	0.00
Net Income	5,839.64	-56,565.67	125,203.38	226,262.68	0.00



DCVA Board Meeting PR & Social Media Report

Wednesday, September 9, 2026

Pitches

Current

- Hispanic Heritage Month

Upcoming

- Dia De Los Muertos (short leads)
- Public Art in Downtown Chula Vista

Hispanic Heritage Month

- Secured interest with CBS 8, SDTA and 600 KOGO San Diego Morning News

Chula Vista Farmers' Market - National Farmers' Market Week

- Secured online coverage in There San Diego and KPBS

Lemon Festival (short lead)

- Secured broadcast coverage with CBS 8, KUSI, NBC 7
- Secured online coverage on Times of San Diego, Patch, The Star News, There San Diego, The SD Today, San Diego Meteor and Gente Bonita, San Diego Union Tribune and Axios

Dia de los Muertos (long leads)

- Secured coverage on San Diego Tourism Authority
- Secured interest with CBS 8

Other

- Secured contributed article in the Star News

Writing

- Star News Contributed Article - September
- Star News Contributed Article - October
- Dia de los Muertos (short leads)
- Hispanic Heritage Month

- Public Art in Downtown Chula Vista



SOCIAL MEDIA

Recap & Highlights

- Gained total new followers 887, Net Growth 731
- Earned **487K** total views
- Garnered total **12K** unique accounts engaged
- Promoted: Lemon Festival, Improvements, National Holidays: National Dog Day- Paw Pleasers, Legacy Owners - La Bella Pizza, New Businesses: Amor Eterno
- Upcoming highlights: Hispanic Heritage Month: Multiple Businesses, National Holidays: Cheeseburger Day, Then & Now, El Grito (One Post), Neighborhood Pet Day + Event at Paw Pleasers, Vogue Theatre Lot: Art around DCVA

BEST PERFORMING POSTS

Instagram:

Best content - By total views

Downtown Chula Vista 08/12/26 5:00 PM	
A little magic has arrived on Third Avenue. ✨🔮 Brujitas, step inside @Shop.AmorEterno to explore tarot decks, incense, books, crystals, candles, and thoughtfully curated...  Carousel No label	
Views	15,082
Reach	6,157
Engagement	669
Likes	538
Comments	13
Shares	98
Eng. rate per view	4.4%
Eng. rate per reach	10.9%

Downtown Chula Vista 08/08/26 2:01 PM	
One week until Downtown Chula Vista turns yellow. 🍋 Live music, local vendors, delicious food, family fun, and all the lemon-inspired festivities you can imagine are almost here...  Reel No label	
Views	13,255
Reach	9,478
Engagement	785
Likes	507
Comments	7
Shares	237
Eng. rate per view	5.9%
Eng. rate per reach	8.3%

Downtown Chula Vista 08/20/26 5:00 PM	
Before Third Avenue became what it is today, La Bella Pizza was already here. For nearly 70 years, this family-owned business has been woven into the fabric of Downtown Chul...  Carousel No label	
Views	13,237
Reach	5,751
Engagement	622
Likes	558
Comments	9
Shares	35
Eng. rate per view	4.7%
Eng. rate per reach	10.8%

Facebook:

Best content - By total views

Downtown Chula Vista [FB] 08/12/26 2:00 PM	
A little magic has arrived on Third Avenue. ✨ Step inside @Shop.AmorEterno to explore tarot decks, incense, books, crystals, candles, and thoughtfully curated treasures that...  Multi Image No label	
Views	52,598
Reach	33,329
Engagement	5,494
Reactions	453
Comments	71
Shares	28
Clicks	4,942
Eng. rate per view	10.4%
Eng. rate per reach	16.5%

Downtown Chula Vista [FB] 08/17/26 12:59 PM	
Brunch is Chef Priscilla's canvas. From fluffy pancakes to crave-worthy chilaquiles, every dish at Mujer Divina is rooted in Mexican tradition and brought to life through Chef...  Video No label	
Views	41,655
Reach	31,841
Engagement	1,122
Reactions	427
Comments	9
Shares	41
Clicks	645
Eng. rate per view	2.7%
Eng. rate per reach	3.5%

Downtown Chula Vista [FB] 08/20/26 1:59 PM	
Before Third Avenue became what it is today, La Bella Pizza was already here. For nearly 70 years, this family-owned business has been woven into the fabric of Downtown Chul...  Multi Image No label	
Views	24,547
Reach	16,341
Engagement	2,032
Reactions	414
Comments	44
Shares	14
Clicks	1,560
Eng. rate per view	8.3%
Eng. rate per reach	12.4%