



Downtown Chula Vista Association – Executive Committee Meeting
Friday, December 8, 2023, at 8:00 am

In-Person: DCVA Office, 353 Third Avenue, Chula Vista CA. 91910

Virtual Link: <https://us06web.zoom.us/j/85807397517>

or call 1-669-900-6833 / Meeting ID: 858 0739 7517 / Passcode: 1982

1. Introductions – Dr. Gonzalo Quintero, Current President/Chair
2. Public Comment & Announcements (3-Minutes Max Per Person)
3. Review of the November 1st, 2023 Meeting Minutes *Action Item* P. 2 - 6
4. Review of the FY23 Year-to-Date Draft Budget Report *Action Item*
5. FY24 Draft Budget: Review & Consideration of Committee Budget Priorities *Action Item*
6. GTAIA Bylaws Task Force *Action Item*
7. Starlight Parade & Festival: Recap & Impressions
8. Status Report on Pending City Issues:
 - a. Status of New Enabling Ordinance for the City of Chula Vista
 - b. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista
 - c. Status of Amenity Placement in Downtown Acquired Through County Grants
 - d. Status of Third Avenue Landscaping Rehabilitation Efforts
9. Other Business
10. Next Meeting: Wednesday, January 3, 2024 at the DCVA Office
11. 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 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.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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Wednesday, November 1, 2023, at 8:00 am
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PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Ron Richie, Joe Warren

STAFF: Marco Li Mandri, Dominic Li Mandri, Monica Montes, Michelle T de Mercado

MINUTES:

<i>Item</i>	<i>Discussion</i>	Action Taken?
1. Introductions – Dr. Gonzalo Quintero, President/Chair	The meeting was called to order at 8:01am by District Manager, Dominic Li Mandri. Dominic reviewed meeting etiquette.	No action taken.
2. Public Comment (3 minutes max per person)	Nothing to report.	No action taken.
3. Review of the October 4th, 2023, Meeting Minutes	The minutes from the October 4 th , 2023, Executive meeting was reviewed on pages 2-5 of the agenda.	Ron Richie moved to approve the minutes. Joe Warren seconded the motion. Unanimously approved.

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<p>4. Special Board Meeting in Mid-November to Review Budget & Operations</p>	<p>Dominic reported that staff will be scheduling a Special Board meeting to review and discuss the current financials.</p> <p>Dominic reported that staff received a check from Fuse Events in the amount of \$30,000.00, payment from the Lemon Festival event.</p> <p>Dominic reported to the Committee that the funds will benefit the budget for the remainder of the year and will help with the landscaping rehabilitation efforts on Third Avenue.</p> <p>Dominic recommended scheduling a Special Board meeting to discuss the budget further, navigating two separate budgets, TAVA and GTAIA.</p> <p>Dr. Quintero believed it prudent to both discuss the budget as a committee and further as the Board of Directors as a whole.</p> <p>The Committee voted to have the Special Board meeting on Tuesday, November 7, 2023, at 10:30 am.</p>	<p>No action taken.</p>
<p>5. DCVA Third Avenue Landscaping Rehabilitation: Timeline for Each Phase</p>	<p>Dominic reported that a phase II and III rehabilitation project has started from G Street to E Street.</p> <p>Dominic reported that the flora will be specific to the City of Chula Vista’s original design.</p> <p>Dominic reported that the 2023 landscaping budget of \$6,000.00 has been spent due to Phase III plant replacement.</p> <p>Dominic added that he will provide a financial breakdown in a lump sum to reflect how much is solely committed to landscaping going forward rather than in the general P&L.</p>	<p>No action taken.</p>

	<p>Dominic reported that the new plantings will be protected by mesh fencing around individual plant beds and that the rehabilitation project will be completed by the end of the year.</p>	
<p>6. Nominations Committee Meeting & Process</p>	<p>Dominic reported that the Nominations Committee (Task Force) meeting date will be set during the upcoming Special Board meeting.</p> <p>Dominic reminded the Committee that the DCVA 2023-2025 Board of Directors' postcards were mailed out.</p> <p>Dominic reminded Dr. Gonzalo Quintero that he is the interim Board President and will need to resubmit for the position of DCVA Board President.</p> <p>Dominic reminded Joe Warren that he too will need to resubmit a nomination for the position of Treasurer, as Dr. Gonzalo Quintero previously held the position.</p>	<p>Nothing to report.</p>
<p>7. Dia De Los Muertos Celebration: Recap</p>	<p>Dominic recapped the Dia de los Muertos event and provided a P&L.</p> <p>Dominic reported that the event net profit was \$1,800.00 this year, but added this amount is expected to decrease as invoices are still coming in.</p>	<p>No action taken.</p>
<p>8. Starlight Parade & Festival: Update</p>	<p>Dominic updated the Committee on the upcoming parade and festival.</p> <p>Dominic reported that there will be approximately 150 entrants in the parade.</p> <p>Dominic reported that the event will begin at 3pm to 6pm with the Holiday Market, electric train, craft tables, and a visit with Santa.</p> <p>Dominic announced that the tree lighting will take place from 5:45pm to 6pm, which will directly lead into the beginning of the parade.</p> <p>Dominic reported that staff secured grant funding in the amount of \$10,000.00 from the City of Chula Vista to underwrite the DCVA's portion of the event.</p>	<p>No action taken.</p>

	Starlight Parade and Festival will take place on Sunday, December 3, 2023.	
9. Staff Report on Recent Meeting with the City Manager to Follow Up on Third Avenue Items	<p>Dominic reported that Marco updated the Committee on his monthly meeting with the City of Chula Vista City Attorney, Maria Kachadoorian, and Assistant City Manager, Tiffany Allen.</p> <p>Marco reported that they continued the discussion of the Community Benefit Ordinance and the Sidewalk Vending Ordinance that staff are trying to finalize with the City of Chula Vista.</p> <p>Marco reported he and Dominic will present to the Third Avenue Task Force with Mayor John Mc Cann and Councilmember Jose Preciado. No date had been provided.</p> <p>Marco reported that there had been further discussion on the planters, tables, and chairs and a map was provided to the city attorneys, highlighting the relocation areas of the benches currently on Third Avenue.</p> <p>Marco reported on further discussion on parking meter revenue. This revenue will go toward funding, landscaping, irrigation, and maintenance.</p> <p>Marco reported on the discussion of the Memorial Park hardscape projects.</p> <p>Marco reported on further issues with the development of Third Avenue and E Street between the property owner and the developer.</p> <p>Dominic reported that a budget average is being developed on current spending on landscaping, water, and electricity.</p> <p>Dominic added that the budget will include a part time landscaper without coming out of the assessment budget.</p> <p>Marco reported to the Committee that a list of currently used vendors by the Association was provided for Dr. Gonzalo Quintero.</p>	No action taken.

10. District Management Performance Evaluation Process	<p>Dominic reported that Dr. Gonzalo Quintero requested a list of DCVA vendors and a list of strategic priorities from staff.</p> <p>Dominic reported that he will have the requested items by tomorrow, November 2, 2023.</p> <p>Dr. Gonzalo Quintero requested a self-evaluation, a list of vendors, and an expanded P&L from Dominic to be provided.</p>	No action taken.
11. Next Meeting:	The next Executive Committee meeting will take place on Wednesday, December 6, 2023, at the DCVA Office, at 8:00 am.	No action taken.
12. Adjournment:	The meeting was adjourned at 8:27 am.	Kevin Lewis moved to adjourn the meeting. Ron Richie seconded the motion. Unanimously approved.

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