Downtown Chula Vista Association – District Identity & Placemaking Committee
Wednesday, November 18th, 2026, at 9:00am
In Person: DCVA Office (353 Third Avenue, Chula Vista, 91910)
Virtual Meeting: https://us06web.zoom.us/j/88117581170
or call 1-669-444-9171 / Meeting ID: 881 1758 1170 / Passcode: 1982

1) Roll Call & Meeting Etiquette / Ron Richie, Chair
2) Non-Agenda Public Comment & Announcements (3-Minute Max Per Person)
   Please keep comments directed to the downtown-related items.
3) Community Presentation: Chula Vista Elementary School District
4) Review of Minutes from October 28th, 2026 Special Meeting — *Action Item* — P. 2 - 4
5) Public Relations & Promotions: — P. 5 - 8
   a. Olive Public Relations Status Report
   b. Ninja Media Collaboration Discussion
6) Events – Confirmed & Proposed:
   a. Dia de los Muertos Celebration — *Recap*
   b. Third Avenue Holiday Passport
   c. Starlight Parade — *Sat., Dec 5*
   d. Chula Vista Animal Service Pup Crawl — *Weds., Jan 20*
   e. Taste of Third Avenue: Date Selection — *Action Item*
7) Placemaking & Improvements:
   a. Downtown Heritage Chair: Ribbon-Cutting Ceremony
8) Next Meeting: Wednesday, December 16th, 2026 at the DCVA Office or Cancel — *Action Item*
9) 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 Downtown Chula Vista 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
Special District Identity & Placemaking (DIP) Committee
Wednesday, October 28, 2026, at 9:00am
In Person: DCVA Office (353 Third Avenue, Chula Vista, 91910)
Virtual Meeting: https://us06web.zoom.us/j/88117581170
or call 1-669-444-9171 / Meeting ID: 881 1758 1170 / Passcode: 1982

PRESENT: Mariana Cardenas, Kevin Rhodes, Loree Shirazi

EXCUSED: Kevin Lewis, Ron Richie, Abe Teran, Daisy Romero

GUESTS: Sydney Costales (Olive PR)

STAFF: Dominic LiMandri (NCA), Gabby Manocchio (NCA), Noralyn Arroyo (NCA), Michelle Mercado (NCA)

MINUTES:

Item	*Discussion*	*Action Taken*
1. Roll Call & Zoom Etiquette / Ron Richie, Chair & Kevin Lewis, Co-Chair	The meeting was called to order at 9:03 am, by DCVA District Manager, Dominic Li Mandri.	***No action taken.***
2. Non-Agenda Public Comment & Announcements (3-Minute Max Per Person). Please keep comments directed to the downtown-related items	Dominic opened the floor for public comment but there was nothing to report. Mariana stated the importance of continued district activity on Third Avenue to keep visitors engaged after the Starlight Parade, promoting a feeling of holiday festivities to visitors.	***No action taken.***
3. Review of Minutes from September 16th, 2026, Meeting	The minutes from the September 16th, were reviewed on pages 2-5 of the agenda.	***Kevin Rhodes approved of the minutes as presented. Mariana***

		Cardenas seconded. Unanimously approved.
5. Public Relations & Promotions: 5.a. Olive Public Relations Status Report	5.a. Sydney Costales of Olive PR provided the PR and social media recap. The committee discussed creating a centralized hub for neighborhood activations (live music, trivia nights, meetups), modeled after North Park Noise, pursuing a Business San Diego radio spot, increasing social media pushes, and having Olive PR identify the target audience and provide more curated content, with possible inclusion in Olive PR's contract to be considered next year.	***5.a. No action taken.***
6. Events – Confirmed & Proposed: 6.a. Chula Vista Animal Service Pup Crawl	6.a. Dominic reported that the event's date is contingent upon the California Humane Society, with Gabby confirming that today's site meeting had been cancelled by them.	***6.a. No action taken.***
6.b. Dia de los Muertos Celebration	6.b. Noralyn provided key event elements, referencing the site map on page 9. Dominic confirmed that an email was circulated by staff to businesses to share any internal activations, encouraging program activity northbound on Third Avenue.	***6.b. No action taken.***
6.c. OMBAC on Third Pickleball Tournament	6.c. Dominic provided historical event context and confirmation that outreach was not provided to staff for the upcoming Saturday, November 7th event. Dominic added that staff have circulated a district email providing direct contact to OMBAC to ensure any questions can be answered. The floor was opened for further discussion.	***6.c. No action taken.***
6.d. City of Chula Vista Starlight Parade	6.d. Dominic provided an update on the event footprint and confirming the Saturday, December 5th date.	***6.d. No action taken.***

	The committee discussed the City's communication on the intended street closures.	
7) Placemaking & Improvements: 7.a. Downtown Heritage Chair: Ribbon-Cutting Ceremony	7.a. Dominic reported on postponement for the placement and the ribbon cutting due to the city's final request for staff to seek confirmation on permitting, noting that the chair will be included into the organization's own master encroachment permit. The projected placement date is set for November 6th.	***7.a. No action taken.***
8. Next Meeting	The next District Identity and Placemaking meeting will take place on Wednesday, November 18th, 2026, at the DCVA Office.	***No action taken.***
9. Adjournment	The meeting adjourned at 9:59am.	***Mariana Cardenas moved to adjourn the meeting Kevin Rhodes seconded. Unanimously approved.***

Minutes taken by: Michelle L. Thomas de Mercado, NCA Staff

DCVA DI&P Meeting
PR & Social Media Report

Wednesday, November 18, 2026

PITCHING

Current/Upcoming Focus

- Dia de los Muertos (short leads)
- Holidays in DCV (Starlight, tree lighting, local promotions, etc.)

WRITING

Current/Upcoming

- Chula Vista Star News December
- Holidays in DCV (Starlight, tree lighting, local promotions, etc.)
- Media Alert: Heritage Chair Ribbon Cutting

Public Art and Planter Boxes

SECURED COVERAGE

- **10/31 secured online coverage on The Star News**
    - Article highlighted the new planters in the neighborhood

Dia de los Muertos

SECURED COVERAGE

- **11/7 secured broadcast coverage on CBS 8**
    - Segment highlight the Dia de los Muertos celebration with interviews from attendees
        - CBS 8 (News at 9 pm)
- **11/2 secured broadcast coverage on CBS 8**
    - Segments (News at 8 am) (News at 7 am) (News at 5 am) and (News at 4 am) highlight the Dia de los Muertos celebration with interviews from Dominic and attendees
        - CBS 8 (News at 8 am)
        - CBS 8 (News at 7 am)
        - CBS 8 (News at 5 am)
        - CBS 8 (News at 4 am)
- **11/1 secured broadcast converge on KUSI**
    - Segment include b roll to highlight the Dia de los Muertos Celebration
        - KUSI (News at 10 pm)
- **11/1 secured broadcast coverage on CBS 8**
    - Segments highlight the Dia de los Muertos celebration with interviews from Dominic and attendees
        - CBS 8 (News at 11 pm)
        - CBS 8 (News at 10 pm)
        - CBS 8 (News at 9 pm)
        - CBS 8 (News at 6 pm)
        - Shared Online and on Yahoo Life
- **10/31 secured online coverage on San Diego Union Tribune**

    - Article featured information about Downtown Chula Vista's Dia de los Muertos Celebration
- **10/31 secured broadcast coverage on ABC 10**
    - Segment includes an interview with Daisy of Amor Eterno on how to celebrate Dia de los Muertos on a budget and includes information about Downtown Chula Vista's Dia de los Muertos Celebration
        - ABC 10 (News at 6 am)
        - ABC 10 (News at 8 am)
- **10/30 secured print coverage on San Diego Union Tribune**
    - Article includes the Dia de los Muertos Celebration in a roundup of events this weekend
- **10/30 secured broadcast coverage on CBS 8**
    - Segment highlights Downtown Chula Vista's Dia de los Muertos Celebration with interviews from Dominic, Fernanda of Morena de Aire y Fuego and Dalila of Recuerdame Ofrendas
        - CBS 8 (News at 8 am)
- **10/30 secured online coverage on Axios**
    - Article includes the Dia de los Muertos Celebration in a roundup of San Diego events
        - Shared in the newsletter
- **10/29 secured online coverage on SoCal Pulse**
    - Article includes the Dia de los Muertos Celebration in a roundup of San Diego events
        - Shared in the newsletter
- **10/29 secured broadcast coverage on Univision**
    - Segment highlights Downtown Chula Vista's Dia de los Muertos Celebration and event details
        - Univision (News at 6 pm)
        - Univision (News at 11 pm)
- **10/29 secured online coverage on San Diego Family Magazine**
    - Article includes Downtown Chula Vista's Dia de los Muertos Celebration in a roundup of Day of the Dead events in San Diego
- **10/29 secured broadcast coverage on FOX 5**
    - Segment highlights the upcoming Dia de los Muertos Celebration with interviews with Dominic, Loree of Paw Pleasers and Samantha of It's in the Filling
        - FOX 5 (News at 8 am)
- **10/29 secured broadcast coverage on ABC 10**
    - Segment (News at 6 am) and (News at 6 pm) includes an interview with Daisy of Amor Eterno on how to celebrate Dia de los Muertos on a budget and includes information about Downtown Chula Vista's Dia de los Muertos Celebration
        - ABC 10 (News at 6 am)
        - ABC 10 (News at 6 pm)
        - Shared online
- **10/27 secured online coverage on San Diego Magazine**
    - Article includes the Dia de los Muertos Celebration in a roundup of San Diego events
- **10/27 secured online coverage on SoCal Pulse**
    - Article includes Downtown Chula Vista's DDLM celebration in a roundup of Halloween events in San Diego
- **10/27 secured online coverage on Times of San Diego**
    - Article includes Downtown Chula Vista's DDLM celebration in a roundup of Day of the Dead events in San Diego. Shared in Spanish
- **10/27 secured broadcast coverage on KUSI**

    - Segment included an interview with Dominic highlighting the upcoming Dia de los Muertos Celebration
        - KUSI (News at 10 pm)
        - KUSI (News at 11 pm)
- **10/27 secured broadcast coverage on KUSI**
    - Segment included an interview with Dominic highlighting the upcoming Dia de los Muertos Celebration
        - KUSI (News at 8 am)
- **10/27 secured broadcast coverage on CBS 8**
    - Segment highlighted the upcoming Dia de los Muertos Celebration with interviews with Dominic, Samantha of It's in the Filling and the artist Daniela.
        - CBS 8 (News at 4 pm)
        - Shared online and on YouTube

SECURED INTEREST

- **10/21 secured interest with KYXY 96.5**
    - Will highlight event on-air
- **10/20 secured interest with Sunny 98.1**
    - Will highlight event on-air
- **10/20 secured interest with Times of San Diego**
    - Will include in weekend roundup
- **10/20 secured interest with Magic 92.7**
    - Requested b-roll from last year
- **10/14 secured interest with There San Diego**
    - Will include in upcoming article

SOCIAL MEDIA

Recap & Highlights (Last 30 Days)

- Gained total new followers 527
- Earned total views 749K Views
- Garnered total engagements 9.4 K unique interactions
- Promoted: Dia De Los Muertos, Business Highlights: Legacy Businesses, Spooky Drinks/Bites/Events + Specials, Cold Weather favorites: Eats (champurrado, pan de muerto - Concha Bakery), Farmer's Market Harvest Produce, Starlight Parade: Longer Lead
- Upcoming highlights: Holiday Campaigns
    - Elf on Third
    - Merry + Bright on Third (XMAS Passport - 10 Stops)
        - Potential Participating Businesses: Silver Dollar, Paw Pleasers, Lime in the Coconut, Dark Horse, El Cholo's Kid, La Concha Bakery, Terzo, Galu, Balboa South, Grind House, ALTR Ride, El Comal, Eazy Toyz, Suzette, Cynderella, Projx2Print
    - Starlight Parade (Mapping out event), Spotlight on Farmer's Market Vendors, Community Roundups, Family Friendly Activities, Holiday Inspired Drinks and Bites
    - Santa + Carolers, Saturday 12th and 19th

Best performing posts

Instagram:

Best content - By total views

Downtown Chula Vista	10/16/26 2:00 PM	Downtown Chula Vista	10/03/26 2:14 PM	Downtown Chula Vista	10/12/26 2:01 PM
Celebrate life, honor tradition and remember those who came before us. 🌼 Downtown Chula Vista's annual Día de los Muertos Celebration returns Sunday, November 1, from …		Calling all Catrines & Catrinas! 💀🌼 It's your time to take the stage. The Catrín & Catrina Ensemble Competition is coming to Downtown Chula Vista's 6th Annual Día de los…		A photograph. A favorite flower. A small reminder of a life that continues to be remembered. Our Community Ofrenda is a space for Downtown Chula Vista to honor the loved on…	
					
No label		*No label*		*No label*	
Views	62,117	Views	18,300	Views	17,643
Viewers	4,649	Viewers	8,895	Viewers	4,650
Engagement	209	Engagement	1,060	Engagement	467
Likes	142	Likes	834	Likes	321
Comments	1	Comments	3	Comments	5
Shares	49	Shares	165	Shares	114
Eng. rate per view	0.3%	Eng. rate per view	5.8%	Eng. rate per view	2.6%
Eng. rate per viewer	4.5%	Eng. rate per viewer	11.9%	Eng. rate per viewer	10%

Facebook:

Best content - By total views

Downtown Chula Vista [FB]	10/03/26 2:14 PM	Downtown Chula Vista [FB]	10/15/26 9:57 AM	Downtown Chula Vista [FB]	10/22/26 10:59 AM
Calling all Catrines & Catrinas! 💀🌼 It's your time to take the stage. The Catrín & Catrina Ensemble Competition is coming to Downtown Chula Vista's 6th Annual Día de los…		¡No te quedes fuera! 💀🌼 There's still time to enter our 2026 Día de los Muertos Catrín & Catrina Ensemble Contest! Go traditional or add your own creative twist for a chance to…		Some of Downtown Chula Vista's best finds have been right here all along. 💎 King's Jewelers is one of the specialty businesses that gives Third Avenue its distinctive local…	
					
No label		*No label*		*No label*	
Views	158,216	Views	73,606	Views	30,440
Viewers	113,496	Viewers	71,742	Viewers	20,887
Engagement	5,434	Engagement	390	Engagement	1,706
Reactions	725	Reactions	43	Reactions	296
Comments	20	Comments	5	Comments	58
Shares	55	Shares	3	Shares	13
Clicks	4,634	Clicks	339	Clicks	1,339
Eng. rate per view	3.4%	Eng. rate per view	0.5%	Eng. rate per view	5.6%
Eng. rate per viewer	4.8%	Eng. rate per viewer	0.5%	Eng. rate per viewer	8.2%