Downtown Chula Vista Association – District Identity & Placemaking Committee
Wednesday, July 15th, 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 & Kevin Lewis, Co-Chair

2) Non-Agenda Public Comment & Announcements (3-Minute Max Per Person)
Please keep comments directed to the downtown-related items.

3) Review of Minutes from June 17th, 2026 Meeting *Action Item* P. 2 - 5

4) Public Relations & Promotions:
   a. Olive Public Relations Status Report P. 6 - 8

5) Events – Confirmed & Proposed:
   a. SDFC Soccer Celebration & Subsequent Watch Parties
   b. Lemon Festival Sat., August 15th
   c. City of Chula Vista: El Grito (TBD) Sun., Sept. 13th
   d. City of Chula Vista: CV Art Fest @ City Hall Sat., Sept. 26th
   e. Dia de los Muertos Celebration Sun., Nov. 1st

6) Placemaking & Improvements:
   a. Downtown Heritage Chair & Planter Plaques: Installation Update
   b. Memorial Park Plaza: Update

7) Next Meeting: Wednesday, August 19th, 2026 at the DCVA Office

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 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
District Identity & Placemaking Committee
Wednesday, June 17, 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: Ron Richie, Kevin Rhodes, Daisy Romero, Loree Shirazi, Andrew Mc Donald

EXCUSED: Kevin Lewis, , Abraham Teran, Mariana Cardenas

GUESTS: Ana Ybarra (Olive PR), Curt Brooker (Fuse Events)

STAFF: Dominic LiMandri (NCA), Gabby Manocchio (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 9:00 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. Dominic shared that Jerry Thomas Smith from the Humane Society requested support and consideration for a collaborative event concept: a "Downtown Pup Crawl." This interactive day event would involve Third Avenue businesses hosting adoptable pets for the community's engagement. Dominic opened the floor for a discussion on this potential collaboration.	***No action taken.***

3. Review of Minutes from May 20th, 2026, Meeting	The minutes from May 20, 2026, were reviewed on pages 2-4 of the agenda. It was noted by Ron Richie to amend the minutes, noting that Ron Richie was the one who had made the motion to adjourn the meeting, with Kevin Lewis seconding the motion.	***Ron Richie approved of the minutes as presented with one amendment. Kevin Rhodes seconded. Unanimously approved.***
4. Public Relations & Promotions: 4.a. Olive Public Relations Status Report	4.a. Ana Ybarra of Olive PR provided a PR and social media recap on pages 6 – 7 for the committee's review.	***4.a. No action taken.***
5) Events – Confirmed & Proposed: 5.a. SDFC Soccer Celebration	5.a. Curt Brooker reported that the San Diego FC Soccer Celebration will take place tomorrow, Thursday, June 18th, at Memorial Park. The event will feature a viewing of the Mexico vs. South Korea match at 6:00 pm, with additional viewing screens, vendors, and a beer garden. The celebration will conclude with a live concert. A site map of the event's layout and timetable was provided and discussed. An estimated 10,000 attendees had confirmed to the event on an online portal, estimating double that capacity may be present on Third Avenue. Concerns were expressed regarding unauthorized street vendors and the proposed relocation of some paid vendor booths. The relocation would redirect foot traffic to businesses farther north, which may not benefit as much from activities at Memorial Park. Additionally, potential sound issues were raised concerning the performance scheduled to follow the watch party, again those away from Memorial Park.	***5.a. No action taken.***
5.b. Movies at Memorial: Update	5.b. It was the consensus of the Board who took action to postpone the movie series, but the	***5.b. No action taken.***

	consideration for a one-time movie showing in August.	
5.c. Lemon Festival	5.c. Dominic reported that the upcoming Lemon Festival will be on Saturday, August 15th, 2026, with the footprint of the event mirroring that of 2025. A potential artist's experience or micro event taking place during the event in the Vogue Theater lot was discussed.	***5.c. No action taken.***
5. d. Vogue Theatre Lot: Vision for Ongoing Activations	5.d. The City plans to resume development of an entertainment venue, creating an early opportunity for DCVA to host micro-activations at the site and draw visitors to Third Avenue. Optional micro-activations discussed: - Temporary Skate park - Open air market - Mini Concerts	***5.d. No action taken.***
6) Placemaking & Improvements:		
6.a. Downtown Signage & Wayfinding Infrastructure: Design Feedback	6.a. Dominic recapped on Kevin Pointer's presentation at the June 10th board meeting, regarding the inconsistent and outdated signage that exists within the district and the City's desire for more cohesive signage to replace it. The floor was opened for any feedback from the committee.	***6.a. No action taken.***
6.b. Downtown Heritage Chair & Planter Plaques: Installation Update	6.b. Dominic provided the next steps that have been provided by the City of Chula Vista for the chair's installation, stating that staff will have to find an independent contractor, with mandated prevailing wage, to lay down the foundation for the chair. Andrew Mc Donald shared that he would provide a contact of a known contractor to staff.	***6.b. No action taken.***
6.c. Memorial Park Plaza: Update	6.c. Dominic confirmed this as a future Capital Improvement Project (CIP), with updates to	***6.c. No action taken.***

	follow from the City of Chula Vista as they come available.	
7. Next Meeting	The next District Identity and Placemaking meeting will take place on Wednesday, July 15th, 2026, at the DCVA Office.	***No action taken.***
8. Adjournment	The meeting adjourned at 9:56 am.	***Kevin Rhodes moved to adjourn the meeting. Ron Richie seconded. Unanimously approved.***

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

DCVA DI&P Meeting
PR & Social Media Report

Wednesday, July 15, 2026

PITCHING

Current/Upcoming Focus

- Lemon Festival Short Leads
- Dia de los Muertos Long Leads

WRITING

Current/Upcoming

- What's New at the Chula Vista Farmers' Market
- Celebrating Local Businesses for Hispanic Heritage Month
- Chula Vista Star News August

Lemon Festival (short lead)

SECURED INTEREST

- **7/6 secured interest with 600 KOGO San Diego Morning News**
    - Would like to schedule interview with Sean

Dia de los Muertos (long leads)

SECURED COVERAGE

- **6/23 secured online coverage on There San Diego**
    - **Article spotlights Downtown Chula Vista's upcoming Día de los Muertos Celebration**

SECURED INTEREST

- **6/23 secured interest with FOX 5**
    - Would like to schedule LOCAList segment, wants to circle back in early October
- **6/23 secured interest with FOX 5**
    - Scheduled segment on 10/30

Summer in Downtown Chula Vista

SECURED COVERAGE

- **6/24 secured broadcast coverage on FOX 5**
    - Segment shouts out Mujer Divina Coffee as a part of Wake-up-Wednesday several times
        - FOX 5 (News at 7 am)

Lemon Festival (long leads)

SECURED COVERAGE

- **6/12 secured print coverage on San Diego Union Tribune**
    - Article includes the Lemon Festival in a roundup of summer events in San Diego

Other

SECURED COVERAGE

- **6/23 secured online coverage on Secret San Diego**

- Article features Downtown Chula Vista's Soccer Celebration in collaboration with SDFC
- **6/15 secured online coverage on Coldwell Banker West**
  - Article features the Chula Vista Lemon Festival in its event round-ups
- **6/12 secured online coverage on Star News**
  - Contributed article features the Chula Vista Lemon Festival in its round-ups
- **6/9 secured online coverage on Times of San Diego**
  - Article features Downtown Chula Vista in its San Diego FC watch parties round-ups

SOCIAL MEDIA

Recap & Highlights (Last 30 Days)

- Gained total new followers - 525 across all platforms
- Earned total views - 463K Views (26%+)
- Garnered total engagements - 17K (8%+)
- Promoted: World Cup Watch Parties, Vogue Theater, Small Businesses (Continuous), Historical Content, Summer in Downtown Chula Vista (Parks, Shopping, Family Friendly Spaces), Fourth of July
- Upcoming highlights: Meet the Merchants, New Businesses + Expansion, Lemon Festival, National: Beer Day, Dog Day, Farmer's Market Week

Best performing posts

Instagram

Best content - By total views

Downtown Chula Vista 06/15/26 5:02 PM

A new chapter could be coming to one of Downtown Chula Vista's most iconic spaces 🎠✨ Originally opened in 1945, the historic Vogue Theater has been part of the...

No label

Views	34,003
Reach	23,829
Engagement	2,766
Likes	1,983
Comments	63
Shares	619
Eng. rate per view	8.1%
Eng. rate per reach	11.6%

Downtown Chula Vista 06/09/26 11:12 AM

The countdown is on. ⚽🔥 On June 18, Chula Vista comes together at Memorial Park on Third Ave for an SDFC Soccer Celebration presented by Adriana's Insurance—capped off...

No label

Views	19,856
Reach	13,804
Engagement	877
Likes	349
Comments	20
Shares	482
Eng. rate per view	4.4%
Eng. rate per reach	6.4%

Downtown Chula Vista 06/17/26 4:00 PM

Downtown Chula Vista is getting ready for a big summer of fútbol energy ⚽🇲🇽🇰🇷 As excitement builds for the Mexico vs. South Korea match, SDFC will be bringing the communi...

No label

Views	16,895
Reach	9,617
Engagement	349
Likes	250
Comments	13
Shares	66
Eng. rate per view	2.1%
Eng. rate per reach	3.6%

Facebook

Best content - By total views

Downtown Chula Vista [FB] 06/15/26 2:00 PM

A new chapter could be coming to one of Downtown Chula Vista's most iconic spaces 🏛️✨ Originally opened in 1945, the historic Vogue Theater has been part of the…

No label

Views	48,745
Reach	41,133
Engagement	2,542
Reactions	897
Comments	77
Shares	66
Clicks	1
Eng. rate per view	5.2%
Eng. rate per reach	6.2%

Downtown Chula Vista [FB] 06/25/26 1:59 PM

Ciao, Chula Vista 🍝✨ Tucked into Downtown Chula Vista, @AcquaeFarinaSD is giving cozy Italian dinner energy without the international flight 🇮🇹🤍 Fresh pasta, wine…

No label

Views	33,522
Reach	22,990
Engagement	645
Reactions	332
Comments	10
Shares	23
Clicks	1
Eng. rate per view	1.9%
Eng. rate per reach	2.8%

Downtown Chula Vista [FB] 06/10/26 1:00 PM

Different generation. Same energy. 🚗✨ From classic cars lining the streets decades ago to lowriders cruising through Downtown Chula Vista today, the love for community,…

No label

Views	29,114
Reach	20,400
Engagement	3,592
Reactions	1,937
Comments	9
Shares	37
Clicks	1,087
Eng. rate per view	12.3%
Eng. rate per reach	17.6%