



Downtown Chula Vista Association – District Identity & Placemaking Committee

Wednesday, August 19th, 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) Community Presentation: California Humane Society
- 4) Review of Minutes from July 15th, 2026 Meeting *Action Item* P. 2 - 4
- 5) Public Relations & Promotions:
 - a. Olive Public Relations Status Report P. 5 - 8
- 6) Events – Confirmed & Proposed:
 - a. Lemon Festival: Recap *Sat., August 15th*
 - b. Return of Classic Car Shows on Third Avenue
 - c. City of Chula Vista: El Grito *Sun. Sept. 13th*
 - d. Dia de los Muertos Celebration *Sun., Nov 1st*
- 7) Placemaking & Improvements:
 - a. Downtown Heritage Chair & Planter Plaques: Installation Update
 - b. Vogue Theatre Lot Lease Agreement: Update
 - c. Memorial Park Plaza: Update
- 8) Next Meeting: Wednesday, September 16th, 2026 at the DCVA Office
- 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. **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
District Identity & Placemaking Committee**

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PRESENT: Kevin Lewis, Ron Richie, Kevin Rhodes, Daisy Romero, Andrew Mc Donald, Debra Krick

EXCUSED: Mariana Cardenas

GUESTS: Ana Ybarra (Olive PR, Zoom)

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
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.	<i>No action taken.</i>
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. Daisy Romero announced the opening of her new store, Amor Eterno.	<i>No action taken.</i>
3. Review of Minutes from June 17th, 2026, Meeting	The minutes from June 17, 2026, were reviewed on pages 2-5 of the agenda.	<i>Kevin Lewis approved of the minutes as presented. Ron Richie seconded. Unanimously</i>

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • [DOWNTOWNCHULAVISTA.COM](https://downtownchulavista.com)

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		<i>approved.</i>
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 – 8 for the committee’s review.	4.a. No action taken.
5) Events – Confirmed & Proposed:		
5.a. SDFC Soccer Celebration & Subsequent Watch Parties	5.a. Dominic recapped on three independent watch parties held at businesses on Third Avenue and opened the floor for a detailed discussion of the crowd activity during the matches. Committee members noted that Mexico’s participation on these last three matches drew larger crowds to some drinking establishments, and the Chula Vista Police Department maintained an active presence on Third Avenue at the final match. Dominic reported that a supplemental power wash had been arranged in response to the increased foot traffic costing an additional \$2,000.00 expense.	5.a. No action taken.
5.b. Lemon Festival	5.b. Dominic reported that the upcoming Lemon Festival will be on Saturday, August 15th, 2026, with the footprint of the event mirroring that of 2025 and currently is at capacity with vendor registration. Future discussion may be had with the City of Chula Vista to have a micro event in the Vogue Theater lot during the festival.	5.b. No action taken.
5. c. City of Chula Vista: El Grito (TBD)	5.c. Dominic briefed the committee on any known the details of this year’s upcoming El Grito that will be hosted by the City of Chula Vista. The event will take place on Sunday, September 13, 2026.	5.c. No action taken.

5.d. City of Chula Vista: CV Art Fest @ City Hall	5.d. Dominic provided known details of this year's event that will take place at the City Hall campus. The floor was opened on how to incorporate a pathway from Fourth Avenue to Third Avenue. The festival will take place on Saturday, September 26, 2026.	5.d. No action taken.
5.e. Dia de los Muertos Celebration	5.e. Dominic confirmed that the celebration will take place on Sunday, November 1, 2026, and may discuss with Catt Fields White the possibility of extending the market's regular Sunday hours that day to capture event attendees.	5.e. No action taken.
6) Placemaking & Improvements:		
6.a. Downtown Heritage Chair & Planter Plaques: Installation Update	6.a. Dominic reported that staff continues to seek a general contractor to construct the specified concrete slab required for proper placement of the chair in Memorial Park, as directed by the City of Chula Vista.	6.a. No action taken.
6.b. Memorial Park Plaza: Update	6.b. Dominic provided available updates on the Memorial Park Plaza Capital Improvement Project (CIP), with intent to include the future resizing of Park Way.	6.b. No action taken.
7. Next Meeting	The next District Identity and Placemaking meeting will take place on Wednesday, August 19th, 2026, at the DCVA Office.	No action taken.
8. Adjournment	The meeting adjourned at 9:56 am.	Kevin Lewis moved to adjourn the meeting. Debra Krick seconded. Unanimously approved.

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



DCVA DI&P Meeting PR & Social Media Report

Wednesday, August 19, 2026



PITCHING

Current/Upcoming Focus

- Lemon Festival Short Leads
- Hispanic Heritage Month

WRITING

Current/Upcoming

- Chula Vista Star News September
- Painting the Town: How Local Artists and Youth are Shaping Downtown Chula Vista

Hispanic Heritage Month

SECURED INTEREST

- **8/13 secured interest with 600 KOGO San Diego Morning News**
 - Would like to coordinate interviews for series

Chula Vista Farmers' Market - National Farmers' Market Week

SECURED COVERAGE

- **8/4 secured newsletter coverage in There San Diego**
 - Newsletter highlights the Chula Vista Farmers' Market for National Farmers' Market week
- **8/4 secured online coverage on KPBS**
 - Article features the Chula Vista Farmers' Market
- **7/31 secured online coverage on There San Diego**
 - Article promotes Chula Vista Farmers' Market for National Farmers' Market week

Lemon Festival (short lead)

SECURED INTEREST

- **8/13 secured broadcast coverage on FOX 5**
 - Segment included interview with Dominic, Lisa and Sean on the upcoming Lemon Festival
 - FOX 5 (News at 9 am)
- **8/13 secured online coverage on SD: Dialed In**
 - Article includes Lemon Festival in roundups
- **8/14 secured online coverage on San Diego Union Tribune**
 - Article features the Chula Vista Lemon Festival in its weekend roundups
 - Syndicated in the Modesto Bee, Fresno Bee, San Luis Obispo Tribune, Sacramento Bee, and Merced Sun Star
- **8/13 secured online coverage on Axios**
 - Article features the Chula Vista Lemon Festival
- **8/12 secured online coverage on CBS 8**
 - Article shares details on Chula Vista Lemon Festival

- **8/12 secured online coverage on 600 KOGO**
 - Article mentions Chula Vista Lemon Festival
- **8/12 secured radio coverage on 96.5 Radio**
 - Segment mentions Chula Vista Lemon Festival
- **8/11 secured online coverage on News Break**
 - Article spotlights the Chula Vista Lemon Festival
- **8/11 secured online coverage on CBS 8**
 - Article shares details on the Chula Vista Lemon Festival
 - Syndicated in Yahoo!
- **8/11 secured broadcast coverage on CBS 8**
 - Segment spotlights Dominic Li Mandri and Lemon Festival vendors speaking about the event
 - CBS 8 (Mornings at 7am)-teaser
 - CBS 8 (Mornings at 8am)
 - Shared online
- **8/10 secured online coverage on NBC 7**
 - Article shares details on the Chula Vista Lemon Festival
- **8/8 secured broadcast coverage on KUSI**
 - Segment shares details on the Chula Vista Lemon Festival and features an interview with Dominic Li Mandri
 - (Good Morning San Diego)
- **8/8 secured online coverage on The Star News**
 - Article shares details on the Chula Vista Lemon Festival
 - Shared in print
- **8/7 secured online coverage on Patch**
 - Article includes Lemon Festival in roundups
- **8/7 secured online coverage on Patch**
 - Article highlights Chula Vista Lemon Festival
- **8/7 secured print coverage on San Diego Union Tribune**
 - Article spotlights the Chula Vista Lemon Festival in its foodie roundups
- **8/5 secured online coverage on FOX 5**
 - Article spotlights the upcoming Lemon Festival
 - Syndicated in Yahoo!Life
- **8/5 secured broadcast coverage on KUSI**
 - Segment shares details on the Chula Vista Lemon Festival and features two vendors
 - (News at 8 am)
- **8/3 secured online coverage on There San Diego**
 - Article shares details on the Chula Vista Lemon Festival
- **8/3 secured broadcast coverage on FOX 5**
 - Segment shares details on the Chula Vista Lemon Festival
 - FOX 5 (News at 7:00 pm) - teaser
 - FOX 5 (News at 7:00 pm)
- **8/5 secured online coverage on San Diego Red**
 - Article spotlights the Chula Vista Lemon Festival
- **8/5 secured online coverage on San Diego Tourism Authority**
 - Article features the Chula Vista Lemon Festival
- **8/3 secured print coverage on San Diego Family Magazine**
 - Article includes Lemon Festival in August calendar and features a photo
- **8/1 secured print coverage on San Diego Magazine**

- Article includes the Chula Vista Lemon Festival in its roundup of the best San Diego annual events
- **7/29 secured online coverage on Radio Latina**
 - Article shares details on the Chula Vista Lemon Festival
- **7/29 secured online coverage on DoSD**
 - Article includes the Chula Vista Lemon Festival in their round-ups
- **7/29 secured online coverage on ConcertsEvents.com**
 - Article spotlights the Chula Vista Lemon Festival in its August round-ups

SECURED INTEREST

- **7/27 secured interest with Times of San Diego**
 - Will include in weekend guide

Dia de los Muertos (long leads)

SECURED COVERAGE

- **8/6 secured online coverage on San Diego Tourism Authority**
 - Article features the Downtown Chula Vista Dia de Los Muertos celebration

Other

SECURED COVERAGE

- **7/11 secured online coverage on Star News**
 - Contributed article features summer happenings in Downtown Chula Vista

SECURED INTEREST

- **7/14 secured interest with 600 KOGO**
 - Would like to coordinate interviews for Chula Vista series

SOCIAL MEDIA

Recap & Highlights (Last 30 Days)

- Gained total new followers - 583 across all platforms
- Earned total views - 407K Views (16%+)
- Garnered total engagements - 13 K
- Promoted: Faces Behind the Businesses, New Businesses + Expansion, Lemon Festival, National: Beer Day, Dog Day
- Upcoming highlights: Art Murals, Dia de los Muertos, Hispanic Heritage Month, Vogue Lot, New Businesses, Children's Plaques on Planters HTHCV, Expansions: Galu Cafe

Best performing posts

Instagram

Best content - By total views

Downtown Chula Vista 07/24/26 3:01 PM

Emails to answer, coffee to sip, and a change of scenery. ☕
 ☀️ + With plenty of space to settle in, delicious coffee, and freshly roasted beans available to take home, Dark Horse...



Reel

No label

Views	17,533
Reach	15,315
Engagement	170
Likes	152
Comments	2
Shares	11
Eng. rate per view	1%
Eng. rate per reach	1.1%

Downtown Chula Vista 07/30/26 11:35 AM

Our community is coming together for one of our own. ❤️
 Join us on Wednesday, August 5, from 5–8 p.m. at Balboa South as we support Mariana during her health journey....



Image

No label

Views	13,849
Reach	7,108
Engagement	621
Likes	493
Comments	19
Shares	72
Eng. rate per view	4.5%
Eng. rate per reach	8.7%

Downtown Chula Vista 07/21/26 10:19 AM

☀️ Eat, drink, and be zesty! ☀️ Downtown Chula Vista's favorite citrus celebration is almost here! Join us for the Lemon Festival on Saturday, August 15, as Third Avenue...



Carousel

No label

Views	13,052
Reach	5,548
Engagement	455
Likes	278
Comments	4
Shares	138
Eng. rate per view	3.5%
Eng. rate per reach	8.2%

Facebook

Best content - By total views

Downtown Chula Vista [FB] 07/30/26 11:59 AM

Aperol in hand, pasta on the table, and nowhere else to be. 🍷
 ☀️ + Aqua e Farina captures the beauty of an Italian meal—good food, great company, and a little bit of la dol...



Video

No label

Views	58,118
Reach	45,073
Engagement	1,613
Reactions	638
Comments	27
Shares	19
Clicks	929
Eng. rate per view	2.8%
Eng. rate per reach	3.6%

Downtown Chula Vista [FB] 07/21/26 10:19 AM

☀️ Eat, drink, and be zesty! ☀️ Downtown Chula Vista's favorite citrus celebration is almost here! Join us for the Lemon Festival on Saturday, August 15, as Third Avenue...



Multi Image

No label

Views	34,390
Reach	22,782
Engagement	1,687
Reactions	217
Comments	4
Shares	36
Clicks	1,430
Eng. rate per view	4.9%
Eng. rate per reach	7.4%

Downtown Chula Vista [FB] 08/08/26 11:00 AM

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....



Video

No label

Views	13,623
Reach	11,290
Engagement	453
Reactions	171
Comments	8
Shares	15
Clicks	259
Eng. rate per view	3.3%
Eng. rate per reach	4%