



Downtown Chula Vista Association – District Identity & Placemaking Committee

Wednesday, September 16th, 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 August 19th, 2026 Meeting Action Item P. 2 - 5
- 4) Public Relations & Promotions:
 - a. Olive Public Relations Status Report Hand-Out
- 5) Events – Confirmed & Proposed:
 - a. Lemon Festival: Program Feedback
 - i. Footprint
 - ii. Booth Placement
 - iii. Event Features
 - b. El Grito: Recap of City Event
 - c. Chula Vista Animal Service Pup Crawl TBD Date
 - d. Dia de los Muertos Celebration Sun., Nov 1st
- 6) Placemaking & Improvements:
 - a. Downtown Heritage Chair: Relocation Discussion & Status of Plaque Installation
- 7) Next Meeting: Wednesday, October 15th, 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. **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.



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PRESENT: Kevin Lewis, Mariana Cardenas, Kevin Rhodes, Daisy Romero, Abe Teran, Loree Shirazi

EXCUSED: Ron Richie, Andrew Mc Donald

GUESTS: Jerry Thomas Smith (California Humane Society), Ana Ybarra (Olive PR), Curt Brooker (Fuse Events, Zoom), Kevin Payton (City of CV Recreation Supervisor III, Zoom)

STAFF: Dominic LiMandri (NCA), Gabby Manocchio (NCA), Noralyn Arroyo (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 but there was nothing to report.	<i>No action taken.</i>
3. Community Presentation:	Jerry Thomas Smith presented a proposal for a potential collaboration with DCVA businesses on	

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

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California Humane Society	a new Pup Crawl. The concept would be a quarterly dog adoption event, with adoptable dogs stationed at participating businesses alongside a handler to meet potential adopters. With the event envisioned as a quarterly program, the first Pup Crawl is proposed to take place sometime between October and December.	
4. Review of Minutes from July 15th, 2026, Meeting	The minutes from July 15, 2026, were reviewed on pages 2-4 of the agenda.	<i>Kevin Lewis approved of the minutes as presented. Kevin Rhodes seconded. Unanimously approved.</i>
5. Public Relations & Promotions: 5.a. Olive Public Relations Status Report	5.a. Ana Ybarra of Olive PR provided a PR and social media recap on pages 5-8 for the committee's review. The floor was opened for comment to which Mariana Cardenas suggested that Olive PR highlight legacy businesses within the district as these locations tend to be overlooked while newer businesses get greater attention.	<i>5.a. No action taken.</i>
6. Events – Confirmed & Proposed: 6.a. Lemon Festival: Recap	6.a. Curt Brooker provided a recap of the event, noting that the event's revenue did exceed last year and was considered much safer. Dominic opened the floor for feedback from members on their impressions and to provide suggestions that would improve the event in 2027. Overall, the committee thought the event went well although noted attendance appeared lighter, while some said sales were low.	<i>6.a. No action taken.</i>

	Feedback from the committee: • Repositioning food vendors away from standing restaurants. • Continuing to keep vendor tents near the median. • Keeping vendor booths presentable. • Finding heavy police presence on E Street off-putting. • Reconsidering the cost of vendor tent fees and vendor food prices. • Requesting more cost-effective fees for the inflatables in the kid zone. • Accepting local vendors over vendors from out of the area. • Requiring more lemon-themed food and merchandise. • Implementing more activations, suggesting having a dunk tank. • Considering the event to go back to Sunday.	
6.b. Return of Classic Car Shows on Third Avenue	6.b. Dominic reported that Chula Vista Police Department is interested to meet regarding future car shows on Third Avenue and discussing the possible blocking of the meters for a few hours to allow free parking for the event.	<i>6.b. No action taken.</i>
6. c. City of Chula Vista: El Grito (TBD)	6.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, adding that he is in contact with Special Events Coordinator Daniel Bermudez, with hopes to see how the program can lead beyond Memorial Park to Third Avenue.	<i>6.c. No action taken.</i>
6.d. Dia de los Muertos Celebration	6.d. Dominic updated on the event's footprint that is to include a partial street closure, F Street to G Street, where the vendor booths will be located in the middle of the street, performances at the bowl, the main stage under the Landmark Sign, and continued activations heading north for further visitor engagement.	<i>6.d. No action taken.</i>

7) Placemaking & Improvements:		
7.a. Downtown Heritage Chair & Planter Plaques: Installation Update	7.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, but with consideration for a stand-alone ribbon cutting event for the planter plaques.	7.a. No action taken.
7.b. Vogue Theatre Lot Lease Agreement: Update	7.b. Dominic provided an update on the progress of the lease agreement with the City of Chula Vista.	7.c. No action taken.
7.c. Memorial Park Plaza: Update	7.c. Dominic provided available updates on the Memorial Park Plaza Capital Improvement Project (CIP), with intent to include the future resizing of Park Way.	7.c. No action taken.
7. Next Meeting	The next District Identity and Placemaking meeting will take place on Wednesday, Wednesday, September 16th, 2026, at the DCVA Office.	No action taken.
8. Adjournment	The meeting adjourned at 10:08 am.	Kevin Lewis moved to adjourn the meeting. Mariana Cardenas seconded. Unanimously approved.

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