



Downtown Chula Vista Association – District Identity & Placemaking Committee  
 Wednesday, September 20, 2023, 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) Approval of August 16, 2023, Meeting Minutes *Action Item*
- 4) Events – Confirmed & Proposed
  - a. Downtown Chula Vista Farmers’ Market / Catt White Every Sun.
  - b. Amps & Ales Recap / Curt Brooker Sat., 9/16
  - c. Dia De Los Muertos / Dominic LiMandri Sat., 10/28
  - d. Starlight Parade & Festival / Dominic Sun., 12/3
- 5) Public Relations, Promotions, Fundraising & Councils
  - a. Olive Public Relations / Larisa Medina
- 6) Placemaking & Improvements
  - a. Memorial Park Plaza Project Progress / Dominic
  - b. Discussions with CVLCC on Collaborative Projects in Downtown / Dominic
  - c. Discussions on Expanding Downtown Mural Program and Locations / Dominic
- 7) Old Business – Add or Remove Items  
*It is the practice of DCVA to formally request that an item under Old Business be pulled from the agenda and placed on a future Agenda for Discussion and/or Action.*
- 8) Next Meeting:       Wednesday, October 18, 2023, at 9:00am
- 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](mailto:info@downtownchulavista.com) at least 48-hours prior to the meeting.



**Downtown Chula Vista Association – District Identity & Placemaking Committee**  
**Wednesday, August 16, 2023, at 9:00am**  
**In Person: DCVA Office (353 Third Avenue, Chula Vista, 91910)**  
**Virtual Meeting: <https://us06web.zoom.us/j/88117581170>**  
**or call 1-669-900-6833 / Meeting ID: 881 1758 1170 / Passcode: 1982**

PRESENT Kevin Lewis, Ron Richie, Dr. Gonzalo Quintero, Mariana Cardenas, Eric Vaca

ABSENT N/A

GUESTS Jacob Rocha (FUSE Events), Karen Schulman (City of Chula Vista), Cree Jones & Larisa Medina (Olive PR), Catt White (San Diego Markets), Sarah & Ramsey Iapala (Hidden Beauty), David Cardenas & Diego Palomera (Secure Funding Group)

STAFF Dominic Li Mandri, Chris Gomez, Monica Montes, Michelle T. de Mercado

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 9:01 a.m. by Dominic Li Mandri.	<b><i>No action taken.</i></b>
2. Public Comment (3-Minute Max Per Person)	Nothing to report.	<b><i>No action taken.</i></b>
3. Approval of July 19, 2023, minutes	The minutes were reviewed.	<b><i>Kevin Lewis moved to approve the minutes. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.</i></b>
4. Events – Confirmed & Proposed		

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • [DOWNTOWNCHULAVISTA.COM](http://DOWNTOWNCHULAVISTA.COM)



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<p>4.a. Downtown Chula Vista Farmers' Market /Catt White</p>	<p>4.a. Catt gave an update on the Downtown Chula Vista Farmer's Market.</p> <p>Catt reported that the market is already receiving vendors for the Starlight Nights Market.</p> <p>Dominic shared that he is still waiting on the requested <i>Tow Away</i> stickers for the signs on Park Way from the City of Chula Vista.</p> <p>Dominic reported that market banners have been hung up on Third Avenue.</p>	<p><b>4.a. No action taken.</b></p>
<p>4.b. Lemon Festival Recap / Curt Brooker</p>	<p>4.b. Jacob gave a recap on the Lemon Festival event.</p> <p>Dominic and Jacob thanked CVPD for their willingness to work with the DCVA in planning for the event.</p>	<p><b>4.b. No action taken.</b></p>
<p>4.c. Amps &amp; Ales / Curt Brooker</p>	<p>4.c. Jacob gave an update on the Amps &amp; Ales event.</p> <p>Jacob shared that a 15-minute social media out in circulation to promote the event.</p> <p>Jacob shared that Fuse has secured radio time with stations 92.5 and 91X to promote the event.</p>	<p><b>4.c. No action taken.</b></p>
<p>4.d. Parking Day 2023 / Dominic LiMandri</p>	<p>4.d. Dominic reminded the Committee of the partnership between the City of Chula Vista for the Park(ing) Day event on Friday, September 15, 2023.</p> <p>Dominic reminded the Committee that the Board voted to support via communication and marketing without financial obligations from DCVA at the July 12th meeting.</p> <p>Dominic reported that staff have not received any business applications to participate in the event.</p> <p>Dominic reported that the City of Chula Vista plans to submit an activation on Third Avenue.</p>	<p><b>4.d. No action taken.</b></p>
<p>4.e. Dia De Los Muertos / Dominic LiMandri</p>	<p>4.e. Dominic reported that there is no longer funding from the Create Chula Vista grant this year to offset the costs for DCVA events. The Create grant</p>	<p><b>4.e. No action taken.</b></p>

<p>4.f. Starlight Parade &amp; Festival / Dominic LiMandri</p>	<p>provided \$10,000 to the Association last year for the Dia De Los Muertos program.</p> <p>Dominic reported that staff will try to generate sponsorship to supplement the event.</p> <p>Chris invites the Committee members to reach out to any known sources for sponsorship and navigate them to the sponsor deck located onto the DCVA website.</p> <p>4.f. Dominic reminded the Committee that the City of Chula Vista intends to organize the Starlight Parade this year.</p> <p>Due to the lack of Create Chula Vista grant funding, the DCVA will need to price out all planned activations and see where cuts may need to be made to ensure the event is revenue neutral for the Association.</p> <p>Dominic finalized that, as with the Dia event, without the Create Chula Vista grant, it will be imperative to secure sponsorships to offset the production costs.</p>	<p><b>4.f. No action taken.</b></p>
<p><b>5. Public Relations, Promotions, Fundraising, &amp; Councils</b></p> <p>5.a. Olive Creative Strategies / Larisa Medina &amp; Cree Jones</p>	<p>5a. Larisa Medina and Cree Jones gave a PR and social media recap.</p>	<p><b>5.a. No action taken.</b></p>
<p><b>6. Placemaking &amp; Improvements</b></p> <p>6.a. Downtown Chula Vista Sidewalk Furniture Deployment: Status</p>	<p>6.a. Dominic advised the committee that all branded amenities were provided through a grant from the office Chair of the San Diego County Board of Supervisors, Nora Vargas.</p> <p>Dominic shared that a letter of intent was sent to the City of Chula Vista in March of 2022, proposing</p>	<p><b>6.a. No action taken.</b></p>

<p>6.b. Downtown Planter Delivery and Timeline for Installation: Status</p>	<p>the removal of twelve Third Avenue Village benches on Third Avenue to receive brand new and branded logo tables and chairs.</p> <p>Dominic reported that staff had just received a letter from the City of Chula Vista stating that all amenities are authorized to be distributed on Third Avenue, but all benches will not be removed from their locations as it is an original component to the Third Avenue Master Plan.</p> <p>Dominic reported additionally, City staff required a signature of agreement to confirm that DCVA will assume all responsibility for all bulb outs and landscaping, north of F Street to E Street.</p> <p>Dominic shared a copy of the agreement on page 13 of the agenda packet.</p> <p>Dominic reported the obvious issue will be that the Association will not receive any additional income to offset the rising costs of the increased landscape.</p> <p>Dominic shared with the Committee that the Board of Directors voted to assume the additional landscaping responsibilities, but only if the City of Chula Vista provides financial resources to the Organization to help absorb those additional labor and resource costs.</p> <p>Dominic suggested that a logical financial source would be through the City's Parking District funds.</p> <p>6.b. Dominic reported that the Downtown planters have been delivered and have been staged at the parking lot behind the office, waiting to be disbursed on to Third Avenue.</p> <p>Dominic shared that the planters for distribution has been delayed until the City approves them for distribution in the public right of way as they are not original to the City's Third Avenue Streetscape Master Plan.</p>	<p><b>6.b. No action taken.</b></p>
<p>7. Old Business Add or Remove Items</p>	<p>It is the practice of DCVA to formally request that an item under Old Business be pulled from the agenda and placed on a future agenda for discussion and/or action.</p>	<p><b>No action taken.</b></p>

8. Next Meeting	The next District Identity & Placemaking meeting will be on Wednesday, September 20, 2023, at 9:00am at 353 Third Avenue, Chula Vista	<b><i>No action taken.</i></b>
9. Adjournment	The meeting adjourned at 10:11 a.m.	<b><i>Dr. Gonzalo Quintero moved to adjourn the meeting. Eric Vaca seconded the motion. Unanimously approved.</i></b>

Minutes taken by: Michelle Lee Thomas de Mercado, NCA Staff