



Downtown Chula Vista Association - Executive Committee Meeting

Tuesday, August 23, 2022, at 8:30 am

Zoom Virtual Meeting: <https://us06web.zoom.us/j/83979920573>

or call 1-669-900-6833 / Meeting ID: 839 7992 0573 / Passcode: 1982

1. Introductions and Zoom Etiquette – Kendell Manion, President/Chair
All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments director to the topic being discussed.
2. Continuing Virtual Meetings Pursuant to AB 361 Action Item P. 2
Find and determine that a state of emergency remains in effect at the state level, and that because of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
3. Public Comment (3-Minutes Max Per Person)
4. Approval of July 26, 2022, Minutes Action Item P. 3 - 7
5. Committee Updates:
 - a. YTD Financials / Shirley Zawadzki Action Item P. 8 - 9
 - b. FY2023 County NRP Grant Strategic Priorities / Dominic LiMandri Action Item P. 10
 - c. Consideration for New Board/Committee Meeting Times / Dominic LiMandri
 - d. Status of District Rebranding Campaign / Dominic LiMandri
 - e. Third Avenue Light Projector Project / Dominic LiMandri
 - f. Lemon Fest Recap & Discussion on Future Programming Partnerships at DCVA Events
6. Other
7. Next Meeting: Tuesday, September 27, 2022, at 8:30 a.m. via Zoom
Visit: <https://us06web.zoom.us/j/83979920573>
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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 DCVA 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 / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all DCVA Board and committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
 - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
 - (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Third Avenue Village Association - Executive Committee Meeting
Tuesday, July 26, at 8:30 am Zoom Virtual Meeting:
<https://us06web.zoom.us/j/83979920573> or call 1-669-900-6833 Meeting ID:
839 7992 0573 / Passcode: 1982

PRESENT: Kendell Manion, Kevin Lewis, Dr. Gonzalo Quintero, Ron Richie

STAFF: Marco Li Mandri, Dominic Li Mandri, Chris Gomez, Monica Montes, Dianne Serna De Leon, Michelle Thomas de Mercado

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions and Zoom Etiquette – Kendell Manion, President/Chair	1. The meeting was called to order at 8:32 a.m. by Executive Director, Marco Li Mandri and District Manager, Dominic Li Mandri. Dominic reviewed Zoom meeting etiquette.	1. No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. The committee needs to ratify a vote during each meeting that states that we will continue to meet via Zoom for public agencies to hold virtual meetings during a proclaimed state of emergency and remain in compliance with the Brown Act (Gov. Code §§ 54950 et seq.)	2. Kendell Manion moved to accept the vote. Kevin Lewis seconded the motion. Unanimously approved.
3. Approval of June 24, 2022, Minutes Executive Committee Minutes	3. Minutes from June 24, 2022, minutes were reviewed.	3. Ron Richie moved to accept the minutes. Kendell Manion seconded the motion. Unanimously approved.
4. Public Comment (3 Minutes Max Per Person)	4. Nothing to report.	4. No action taken

THIRD AVENUE VILLAGE ASSOCIATION

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<p>5. Staff Updates / Dominic Committee Updates:</p> <p>5.a.YTD Financial/ Shirley Zawadzki</p> <p>5.b. Appointment of the GTAIA Board of Directors / Dominic Li Mandri</p>	<p>5.a. Shirley shared a breakdown of the current and the year-to-date budget report for the committee’s clarification and understanding.</p> <p>Shirley shared on page 7, May’s financial activity with an income of \$74,707.63 from PBID assessments and an income of \$115,700.00 from grants.</p> <p>5.b. Dominic shared that he connected with property owner, Becky Smiser. On her behalf, she has appointed, Joe Warren, to represent her as the property owner rep. for the Third & F development in downtown.</p> <p>Dominic presented to the committee Joe Warren’s candidate biography for the TAVA Board consideration for appointment to fill the vacancy left by Slade Fischer.</p> <p>Dominic added that, Vice President Kevin Lewis has been newly designated as a property owner rep on behalf of the property owner of the 259 Third Avenue property.</p> <p>Dominic shared that he is working with the property owners of 290 Third Avenue (The Balboa South) and 373 Third Avenue (La Bella Pizza Garden) to determine if they are interested in designating the current business tenants on the Board as their property owner rep as well, changing their classification to a Property Owner rep on the Board.</p> <p>Dominic shared with the committee that the purpose of these designations is to provide a better representation of property ownership on the Board, per the District Management Plan.</p> <p>Dominic stated that Board of Director Bylaws and representation composition will change with the</p>	<p>5.a. Kevin Lewis moved to accept the YTD Financial report. Ron Richie seconded the motion. Unanimously approved.</p> <p>5.b. No action taken</p>
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<p>5.c. CREATE Chula Vista Grant Applications/ Dominic Li Mandri</p>	<p>transition to the new 501c3. That transition has not yet occurred and TAVA is still operating under its current bylaws.</p> <p>5.c. Dominic reported that staff will apply for two separate grant applications for two different projects.</p> <p>Concept Plaza- This plaza will be in the eastern part of Memorial Park.</p> <p>Lemon Festival- This will fund the artistic elements of the event.</p> <p>Dominic reported that these grant applications will be going out in the coming weeks.</p>	<p>5.c. Dr. Quintero moved to approve staff to apply for two CREATE grants. Ron Richie seconded the motion. Unanimously approved.</p>
<p>5.d. Updated Language on Lemon Fest Booth Eligibility / Dominic Li Mandri</p>	<p>5.d. Dominic share the amended policy document, <i>Amended Policy Language Re: Third Avenue Special Event Booth Participation</i>.</p> <p>Dominic recapped that the Board of Directors acted to not have political booths at events.</p> <p>Dominic stated that the updated policy articulates an allowance for candidates who are running for political offices encompassing constituents within the TAVA district boundary. Such official candidates will be offered a chance to table at events.</p>	<p>5.d. Ron Richie moved to approve the amended policy language. Kevin Lewis seconded the motion. Unanimously approved.</p>
<p>5.e. Sidewalk Vending Ordinance/ Marco and Dominic Li Mandri</p>	<p>5.e. Dominic presented a template sidewalk vending ordinance document that has been adopted in other municipalities like San Diego and Glendale that essentially sets parameters locally on when and where sidewalk vendors can vend in the City’s boundary.</p> <p>The intention here is to seek Board authorization to release the template document to the City for review, research, and further consideration. City staff will ultimately determine what information from this document is applicable (if any) and will formulate the ordinance based on their recommended local use. TAVA simply hopes to</p>	<p>5.e. Kevin Lewis moved to approve staff to tailor the vending ordinance template for TAVA. Kendell Manion seconded the motion. Unanimously approved.</p>

<p>5.f. Food Truck Vending on Third Avenue/ Dominic Li Mandri</p>	<p>expedite this process by delivering a template document of similar municipal standard.</p> <p>Marco suggested that item 10 on page 13 to add "TAVA".</p> <p>5.f. Dominic shared with the committee a letter drafted to, Deputy City Manager, Eric Crockett, with the subject: <i>Request to Have the City (Chula Vista) Enforce the Existing Food Truck Ordinance in and Around Third Avenue.</i></p> <p>Dominic asked, in item two (2) of the letter, that <i>code enforcement staff to coordinate with TAVA management.</i></p> <p>Dominic added, in item three (3) that TAVA would <i>strongly recommend an operating permit only be granted for the hours between 10:00pm and 2:00am and be limited to Fridays.</i></p> <p>Dominic ended by stating he will be pursuing a meeting with City staff to follow up on these unaffiliated food truck/food vendors operating on Third Avenue.</p>	<p>5.f. Kevin Lewis moved to approve this letter as presented. Dr. Quintero seconded the motion. Unanimously approved.</p>
<p>5.g. Status of Website Re-Build/Chris Gomez</p>	<p>5.g. Chris updated the committee that there will be a full brand launch of the website the day before the Lemon Festival.</p> <p>Chris added that this launch will merge the existing Third Avenue as not to lose any content or followers.</p> <p>Chris finalized that Olive Creative Strategies will begin changing over the brand messaging from, <i>Third Avenue Village</i>, to, <i>Downtown Chula Vista</i>.</p>	<p>5.g. No action taken</p>
<p>6. Other:</p>	<p>6. Marco updated further website information and stated that there will be an addition to the website, entitled, <i>Board and Corporate Documents</i>, to the website's navigation bar. This will allow the public to access all past meeting agendas, minutes, and documents.</p>	<p>6. No action taken</p>

	Marco added that a PRA check box will be incorporated for any requests from the public.	
7. Next Meeting:	7. Next Meeting: Tuesday, August 23, 2022, at 8:30 a.m. via Zoom Visit: https://us06web.zoom.us/j/83979920573 or call 1-669-900-6833 / Meeting ID: 839 7992 0573 / Passcode: 1982	7. No action taken
8. Adjournment	8. Meeting adjourned at 9:17 am.	8. The Executive Committee unanimously approved.

Minutes taken by: Minutes taken by: M. Thomas de Mercado, Staff.

10:32 AM

08/15/22

Cash Basis

Third Avenue Village Association
Profit & Loss Budget Performance
 July 2022

	Jul 22	Budget	Jan - Jul 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business License	15,884.52	0.00	34,171.00	0.00	20,000.00
Total BID Revenue	15,884.52	0.00	34,171.00	0.00	20,000.00
PBID Revenue					
Property Owner Assessments	3,010.44	38,333.00	495,016.84	268,335.00	460,000.00
Carry Forward	0.00	0.00	0.00	61,019.18	61,019.18
Total PBID Revenue	3,010.44	38,333.00	495,016.84	329,354.18	521,019.18
Programs Revenue					
Farmers Market					
F.M.-Vendor Income	10,843.00		27,723.00		
Total Farmers Market	10,843.00		27,723.00		
Events	0.00	4,166.00	7,955.55	29,170.00	50,000.00
Grants	0.00	2,500.00	115,700.00	17,500.00	30,000.00
Misc Revenue	0.00		47.05		
Total Programs Revenue	10,843.00	6,666.00	151,425.60	46,670.00	80,000.00
Total Income	29,737.96	44,999.00	680,613.44	376,024.18	621,019.18
Gross Profit	29,737.96	44,999.00	680,613.44	376,024.18	621,019.18
Expense					
County Grant Expenses	50,559.92		73,385.31		
ADMINISTRATION					
Accounting Fees	0.00	666.00	550.00	4,670.00	8,000.00
Bank Charges	4.00		110.06		
Insurance					
Auto Insurance	0.00		1,520.00		
General Liability, Prop, Excess	0.00		5,102.00		
Insurance - Other	0.00	1,500.00	0.00	10,500.00	18,000.00
Total Insurance	0.00	1,500.00	6,622.00	10,500.00	18,000.00
Legal Fees	0.00	416.00	600.00	2,920.00	5,000.00
Office Supplies	496.95	100.00	4,020.17	700.00	1,200.00
Outside Contract Services	0.00	16,000.00	96,000.00	112,000.00	192,000.00
Rent	3,862.56	3,862.00	16,520.36	27,040.00	46,350.00
Telephone, Telecommunications	147.46	313.00	1,743.80	2,191.00	3,756.00
Utilities	124.06	285.00	2,245.14	1,995.00	3,420.00
Waste Services	304.47	330.00	2,131.29	2,310.00	3,960.00
Total ADMINISTRATION	4,939.50	23,472.00	130,542.82	164,326.00	281,686.00
DI&P					
Advertising and Promotions	273.85	200.00	2,701.64	1,400.00	2,400.00
Event Expenses					
Farmers Market					
F.M. - Advertising	0.00		530.37		
F.M. - Consultant	5,000.00		10,000.00		
F.M. - Equipment Rentals	2,314.96		4,707.32		

Third Avenue Village Association Profit & Loss Budget Performance July 2022

	Jul 22	Budget	Jan - Jul 22	YTD Budget	Annual Budget
F.M.-Permits & Fees	349.00		649.00		
F.M.-Supplies	0.00		2,593.13		
F.M.- Security Expense	0.00		971.93		
F.M.- Payroll Taxes	328.43		953.95		
F.M.- Staffing-Other	3,669.00		8,891.38		
Total Farmers Market	11,661.39		29,297.08		
Event Expenses - Other	1,752.14	833.00	3,168.69	5,835.00	10,000.00
Total Event Expenses	13,413.53	833.00	32,465.77	5,835.00	10,000.00
PBID Event Expenses	0.00		388.78		
Public Relations	4,500.00	4,500.00	33,000.00	31,500.00	54,000.00
Rebrand & Photo Budget	0.00	333.00	3,785.00	2,335.00	4,000.00
Website & Hosting	160.00	1,083.00	10,410.56	7,585.00	13,000.00
Total DI&P	18,347.38	6,949.00	82,751.75	48,655.00	83,400.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Health Insurance	572.25	1,750.00	1,260.37	12,250.00	21,000.00
Payroll Taxes	837.31		5,168.26		
Payroll Processing Fee's	106.05	50.00	592.86	350.00	600.00
Salaries & Wages	8,920.37	8,920.00	47,496.94	62,440.00	107,040.00
Workers Comp	-1,725.00	700.00	4,468.00	4,900.00	8,400.00
Cell Phone Allowance	90.00	100.00	600.00	700.00	1,200.00
Total Compensation & Benefits	8,800.98	11,520.00	59,586.43	80,640.00	138,240.00
District Utilities	1,375.67	1,250.00	9,426.05	8,750.00	15,000.00
Equip Rental & Maintenance	360.18		4,226.02		
Landscaping Contracted Services	0.00	900.00	4,117.00	6,300.00	10,800.00
Maintenance Services					
Auto					
Auto Registration	0.00	0.00	0.00	270.00	270.00
Fuel	277.18	100.00	1,952.91	700.00	1,200.00
Maintenance & Service	52.47	100.00	302.47	700.00	1,200.00
Total Auto	329.65	200.00	2,255.38	1,670.00	2,670.00
Total Maintenance Services	329.65	200.00	2,255.38	1,670.00	2,670.00
Maintenance Supplies	3,102.43	833.00	8,408.36	5,835.00	10,000.00
Nursery Supplies & Equipment	0.00	500.00	130.44	3,500.00	6,000.00
Sidewalk Pressure Washing	0.00	3,236.00	16,420.00	22,652.00	38,832.00
Uniforms	0.00	100.00	1,003.58	700.00	1,200.00
Total CIVIL SIDEWALKS	13,968.91	18,539.00	105,573.26	130,047.00	222,742.00
Unallocated	2,636.32	0.00	10,900.01	33,191.18	33,191.18
Uncategorized Expenses	0.00		0.00		
Total Expense	90,452.03	48,960.00	403,153.15	376,219.18	621,019.18
Net Ordinary Income	-60,714.07	-3,961.00	277,460.29	-195.00	0.00
Net Income	-60,714.07	-3,961.00	277,460.29	-195.00	0.00



September 7, 2022

To: Honorable Supervisor Nora Vargas
County of San Diego Board of Supervisors

SUBJECT: Request for Support for the Downtown Chula Vista Association

Dear Supervisor Vargas:

As part of our ongoing efforts to distinguish Downtown Chula Vista as the premier destination of the South Bay, the Downtown Chula Vista Association is proud to present the below list of strategic priorities for funding consideration. Each item on this list has been added with the intent of maximizing the quality of service and experience our Association provides to the downtown Chula Vista community.

Item	Location of Project	Estimated cost
Public Right of Way (PROW): Tree Planters (12)	Along Third Avenue Staged on Corners	12 units x \$3,750 = \$45,000
Public Right of Way (PROW): Plaques for New Amenities	Affixed to new tables, chairs, and trashcans installed on Third Ave.	\$4,000
Operations: Clubman Carryall LSV Utility Cart	To be used in-district for special events	\$30,000
Operations: Tanks-a-Lot Mobile Water Tank (2)	To be used in daily field operations	2 units x \$2,500 = \$5,000
Operations: EV Battery Landscaping Equipment	To be used in daily field operations	\$6,000
Admin: A/V Office Equipment	TAVA Office for Hybrid Meetings	\$6,500
Admin: Laptops (2)	TAVA Office and field work	2 units x \$600 = \$1,200
Events: Holiday Décor	In-District (Seasonal & Reusable)	\$ 10,000
Storage: Connex Box	Near TAVA Office	\$ 8,000
Total Request		\$ 115,700

We would like to request these funds from the Neighborhood Reinvestment Program that is allocated to each Supervisor. We appreciate you reviewing this request and will expend the grant funds accordingly.

Sincerely,

Marco Li Mandri
Executive Director – Downtown Chula Vista Association