



Downtown Chula Vista Association – Executive Committee Meeting
Friday, January 3, 2024, at 8:00 am
In-Person: DCVA Office, 353 Third Avenue, Chula Vista CA. 91910
Virtual Link: <https://us06web.zoom.us/j/85807397517>
or call 1-669-900-6833 / Meeting ID: 858 0739 7517 / Passcode: 1982

PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Joe Warren

ABSENT: Ron Richie

STAFF: Marco Li Mandri, Dominic Li Mandri, Shirley Zawadzki, Monica Montes, Jeri Keiller, Michelle Thomas de Mercado

MINUTES:

<i>Item</i>	<i>Discussion</i>	Action Taken?
1. Introductions – Dr. Gonzalo Quintero, President/Chair	The meeting was called to order at 8:00 am by District Manager, Dominic Li Mandri. Dominic reviewed meeting etiquette.	No action taken.
2. Public Comment (3 minutes max per person)	Nothing to report.	No action taken.
3. Review of the December 8, 2023, Meeting Minutes	The minutes from the December 8, 2023, Executive meeting were reviewed on pages 2-9 of the agenda.	Kevin Lewis moved to approve the minutes. Joe Warren seconded the motion. Unanimously approved.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM


 DOWNTOWNCHULAVISTA •
  DOWNTOWNCHULAVISTACA •
  DOWNTOWNCHULA

<p>4. Review of FY23 Year-End Draft Budget Report</p>	<p>Dominic shared the YTD financials with the Committee.</p> <p>Dominic reported that the Organization currently has \$44,018.53 in all accounts.</p> <p>Dominic reported that some FY24 assessments were received in FY23, totaling \$13,022.91.</p> <p>Dominic reported that the <i>carry forward</i> of \$30,996.00 is from the Association's current bank account balance minus the FY24 assessments received prematurely.</p> <p>Shirley Zawadzki directed the Committee to <i>Sponsorships</i> YTD on the Cash Basis which reflects \$25,750.00 and in the Accrual Basis report it reflects the amount of \$29,834.62 because of the \$4,000.00 grant that staff is waiting for from the City of Chula Vista for the Starlight Night Parade and Festival event.</p> <p>Shirley added that in the <i>Cash Basis</i> report the money has not been deposited and with <i>Accrual Basis</i> the money has been invoiced but has not yet been received.</p> <p>Jeri Keiller clarified that the <i>carry forward</i> amount of \$30,996.00 will fluctuate with incoming event expenses coming in from the Starlight Night event into the new year.</p>	<p>No action taken.</p>
<p>5. Review of FY24 Draft Budget: Update</p>	<p>Dominic reminded the Committee that he presented the FY24 Draft Budget at the December 7, 2023, meeting to which the Board had approved.</p> <p>Dominic shared the budget on pages 10 and 11 of the agenda.</p>	<p>No action taken.</p>

	<p>Dominic reported that accurate <i>carry forward</i> net income for 2024 will be closer to approximately \$31,000.00.</p> <p>Dominic reviewed the FY24 Draft Annual Budget with Committee members with the updated carry forward number of \$31,000 vs. the projected \$37,356. With the updated numbers, staff are projecting an Annual Budget deficit of approximately -\$44,000 for FY24. However, Dominic did note that this deficit is anticipated to be compensated for by the projected net income from both the 2024 Taste of Third and Lemon Festival events, which bring in to the Association approximately \$9,000 and \$40,000 in net income, respectively.</p> <p>Dominic stressed the importance of sponsorships for events in the coming year and asked the Committee to seriously consider the feasibility of the Amps and Ales event this year.</p> <p>Dominic reported that there are currently three grants that staff are waiting on that should provide some supplemental relief in the budget.</p> <p>Dominic suggested the Committee members consider bringing before the Board the item of raising the district assessments by 5% this year, allowing an increase of approximately \$20,000 in increased revenue to the Association to offset a rise in costs, supplies, and utilities.</p> <p>Shirley confirmed that the CPI assessment can be increased up to 5% and would have to work to submit the assessment increase in April or May.</p>	
6. GTAIA Bylaws Task Force: Update	Dominic reminded the Committee that it was a directive from the Board of Directors to form a Bylaws Task Force to review and to make any updated recommendations and to be compliant with the City of Chula Vista.	No action taken.

	Dominic will reach out with Dr. Quintero to arrange a meeting timeline later today.	
7. Status of County NRP & CE Grant Applications: Update	<p>Dominic reported on the status of the NRP & the CE grants.</p> <p>Dominic reported that he reached out to the County Supervisor's office last week to inquire about the status of the grants that had been submitted in September 2023.</p> <p>Dominic reported that the grants are currently being reviewed via County Administration, then will be submitted back to the Supervisor's office upon review.</p> <p>Dominic reminded NCA staff, Michelle Mercado, to continue to check for grant confirmation via the info@downtownchulavista.com email.</p> <p>Dominic reported that staff applied for the \$25,000.00 CE grant with money used toward DCVA office rent and for promotional campaigns. The NRP grant of \$80,000.00 would fund a new stage, new banners, and the Memorial Park architectural landscape designs.</p>	No action taken.
8. Planned Table & Chair Roll-Out on Third Avenue: Update	<p>Dominic reported that on January 8, 2024, he will be meeting with Kalani Camacho, City of Chula Vista Public Works Operations.</p> <p>Dominic shared that during the walkthrough, staff will decide which benches will be removed off Third Avenue for relocation.</p> <p>Dominic reported that there will be a part-time maintenance employee that will be locking up the tables and chairs at the end of the day.</p> <p>Dominic added that during the walkthrough, staff will also look at location sites for the installation of the new Victor Stanley recycle bins.</p> <p>Dominic reported that maintenance staff is now authorized to use the recycling dumpster at the Chula Vista Recreation Center and the City of Chula</p>	No action taken.

<p>9. Urban Land Institute: Technical Assistance Panel (TAP): Update</p>	<p>Vista has already instructed Republic Waste Services to increase trash collection at that location.</p> <p>Dominic thanked the City of Chula Vista for being a great partner with the process.</p> <p>Dominic reported that he led a tour with members of Urban Land Institute, a think tank of urbanists and landscape architects that specialize, nationally, in community outreach for real estate and land use professionals.</p> <p>Dominic shared a letter from the Urban Land Institute on pages 12-15 of the agenda.</p> <p>Dominic reported that the individuals were interested in forming a Technical Assistance Panel (TAP). These individuals will form a group of panelists that survey Third Avenue to create a list of recommendations to report on the potential of the District.</p> <p>Dominic reported that the ULI Senior Director, Chris Clark, was awarded a grant to work with the Association and the City of Chula Vista during a recent visit to Washington, D.C., where he referenced Third Avenue as a prompt.</p> <p>Dominic reported that the ULI Committee will be using the DCVA office as a future location for roundtable discussions on Friday afternoons.</p> <p>Dominic shared that he will be reaching out to Olive PR and the City of Chula Vista to send out a press release.</p>	<p>No action taken.</p>
<p>10. Status Report on Pending City Issues:</p> <p>10.a. Status of New Enabling Ordinance for the City of Chula Vista</p>	<p>10.a. Dominic reported that this is an item that he and Marco will follow up on with the Mayor John McCann and Councilmember Jose Preciado.</p> <p>Dominic reported that the City of Chula Vista may be close to finalizing the appointment of the position of a new City Attorney after the upcoming special election.</p>	<p>10.a. No action taken.</p>

<p>10.b. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista</p>	<p>Dominic reported that once a new City attorney is hired, he and Marco will proceed with the process for the implementation of the Enabling Ordinance.</p> <p>Dominic voiced the importance of the role of Mayor McCann and Councilmember Preciado, via the Third Avenue Task Force, to consider the Enabling Ordinance and for the formation of a new district not to be formed under the existing PBID law.</p> <p>Dominic explained to the Committee that this Enabling Ordinance would avoid reformation every ten years, instead allowing property owners to choose a more appropriate term.</p> <p>10.b. Dominic pressed the importance of sidewalk vending issues within the District.</p> <p>Marco added that it is imperative that staff meet with the Mayor and Councilmember to “get in front” of these two issues as the City Attorney election is in March, but the City Manager is looking for direction from the Third Avenue Task Force.</p>	<p>10.b. No action taken.</p>
<p>11. Other Business</p>	<p>Dominic asked the Committee if they would consider bi-monthly board meetings versus monthly.</p> <p>Dr. Gonzalo Quintero felt more comfortable keeping the meetings on a monthly schedule.</p>	<p>No action taken.</p>
<p>12. Next Meeting:</p>	<p>The next Executive Committee meeting will be on Wednesday, February 7, 2024, at the DCVA Office.</p>	<p>No action taken.</p>
<p>13. Adjournment</p>	<p>The meeting was adjourned at 8:26am.</p>	<p>Kevin Lewis moved to adjourn the meeting. Dr. Gonzalo Quintero seconded. Unanimously approved.</p>

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

9:26 AM

02/05/24

Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Balance Sheet
 As of January 31, 2024

	Jan 31, 24
ASSETS	
Current Assets	
Checking/Savings	
GTAIA Gen Acct- 9112	222,962.22
GTAIA Programs Acct - 9956	33,576.87
GTAIA - Debit -9948	1,001.39
	257,540.48
Total Checking/Savings	257,540.48
Total Current Assets	257,540.48
TOTAL ASSETS	257,540.48
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
State Payroll Tax Liability	391.45
Federal Payroll Tax Liability	-391.45
	0.00
Total Payroll Liabilities	0.00
Total Other Current Liabilities	0.00
Total Current Liabilities	0.00
Total Liabilities	0.00
Equity	
Unrestricted Net Assets	44,068.53
Net Income	213,471.95
	257,540.48
TOTAL LIABILITIES & EQUITY	257,540.48

9:25 AM

02/05/24

Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
January 2024

	Jan 24	Budget	Jan 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business Licences	0.00	36,000.00	0.00	36,000.00	36,000.00
Total BID Revenue	0.00	36,000.00	0.00	36,000.00	36,000.00
Non Assessment Income					
Grants	0.00	1.00	0.00	1.00	1.00
Sponsorships	4,084.62		4,084.62		
Total Non Assessment Income	4,084.62	1.00	4,084.62	1.00	1.00
PBID Revenue					
Prop. Owner Assessments 2024	259,898.82	485,591.64	259,898.82	485,591.64	485,591.64
Total PBID Revenue	259,898.82	485,591.64	259,898.82	485,591.64	485,591.64
Program Income					
Farmers Market					
F.M. Vendor Income	7,830.00	7,358.33	7,830.00	7,358.33	88,300.00
Total Farmers Market	7,830.00	7,358.33	7,830.00	7,358.33	88,300.00
Total Program Income	7,830.00	7,358.33	7,830.00	7,358.33	88,300.00
Special Event Income					
Amps & Ales	0.00	1.00	0.00	1.00	1.00
Dia De Los Muertos	0.00	1.00	0.00	1.00	1.00
Lemon Festival	0.00	1.00	0.00	1.00	1.00
Starlight Event	0.00	1.00	0.00	1.00	1.00
Taste of Third	0.00	1.00	0.00	1.00	1.00
Total Special Event Income	0.00	5.00	0.00	5.00	5.00
Prior Year Income Over Expenses	0.00	31,000.00	0.00	31,000.00	31,000.00
Total Income	271,813.44	559,955.97	271,813.44	559,955.97	640,897.64
Gross Profit	271,813.44	559,955.97	271,813.44	559,955.97	640,897.64
Expense					
County Grant Expense	0.00	1.00	0.00	1.00	1.00
ADMINISTRATION					
Accounting Fees	0.00	416.67	0.00	416.67	5,000.04
Bank /CC Fees	0.00	37.50	0.00	37.50	450.00
Business Registration Fees	75.00	41.67	75.00	41.67	500.04
Dues and Subscriptions	297.32	125.00	297.32	125.00	1,500.00
Insurance					
Excess Liability	0.00	345.83	0.00	345.83	4,149.96
Auto Insurance	0.00	258.33	0.00	258.33	3,099.96

9:25 AM

02/05/24

Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
January 2024

	Jan 24	Budget	Jan 24	YTD Budget	Annual Budget
General Liability, D and O	0.00	1,025.00	0.00	1,025.00	12,300.00
Total Insurance	0.00	1,629.16	0.00	1,629.16	19,549.92
Legal Fees	625.00	41.67	625.00	41.67	500.04
Meals and Entertainment	0.00	83.33	0.00	83.33	999.96
Office Expense	691.48	166.67	691.48	166.67	2,000.04
Office Supplies	1,023.27	333.33	1,023.27	333.33	3,999.96
Outside Contract Services	16,000.00	16,000.00	16,000.00	16,000.00	192,000.00
Postage, Mailing Service	13.20	75.00	13.20	75.00	900.00
Printing and Copying	304.83	125.00	304.83	125.00	1,500.00
Rent, Parking, Utilities	4,112.56	3,916.67	4,112.56	3,916.67	47,000.04
Telephone, Telecommunications	495.14	458.33	495.14	458.33	5,499.96
Waste Services	304.47	300.00	304.47	300.00	3,600.00
Total ADMINISTRATION	23,942.27	23,750.00	23,942.27	23,750.00	285,000.00
DI&P					
Advertising and Promotions	469.44	416.67	469.44	416.67	5,000.04
Public Relations	4,800.00	5,000.00	4,800.00	5,000.00	60,000.00
Rebrand & Photo Budget	0.00	83.33	0.00	83.33	83.33
Website and Hosting	4,800.00	366.67	4,800.00	366.67	4,400.04
Total DI&P	10,069.44	5,866.67	10,069.44	5,866.67	69,483.41
Event Expenses					
Farmers Market					
F.M.-Consultant	2,054.77	1,983.17	2,054.77	1,983.17	23,798.04
F.M.- Staffing	1,400.12	2,366.67	1,400.12	2,366.67	28,400.04
F.M.- Payroll & Taxes	314.25		314.25		
F.M.- Permits & Fees	182.00	100.00	182.00	100.00	1,200.00
F.M.-Printing	0.00	125.00	0.00	125.00	1,500.00
F.M. - Equipment Rentals	1,041.01	800.42	1,041.01	800.42	9,605.04
Total Farmers Market	4,992.15	5,375.26	4,992.15	5,375.26	64,503.12
Event Expenses - Other	1,741.46	5.00	1,741.46	5.00	5.00
Total Event Expenses	6,733.61	5,380.26	6,733.61	5,380.26	64,508.12
CIVIL SIDEWALKS					
Compensation & Benefits					
Cell Phone Allowance	90.00		90.00		
Workers Comp	1,518.00		1,518.00		
Salaries & Wages	9,191.62		9,191.62		
Payroll Processing Fees	322.42		322.42		
Payroll Taxes	1,051.67		1,051.67		
Health Insurance	278.49		278.49		
Compensation & Benefits - Other	0.00	13,250.00	0.00	13,250.00	159,000.00

9:25 AM

02/05/24

Cash Basis

GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
January 2024

	Jan 24	Budget	Jan 24	YTD Budget	Annual Budget
Total Compensation & Benefits	12,452.20	13,250.00	12,452.20	13,250.00	159,000.00
District Utilities	2,390.72	2,083.33	2,390.72	2,083.33	24,999.96
Equip Rental & Maintenance	0.00	250.00	0.00	250.00	3,000.00
Landscape Contracted Services	920.00	833.33	920.00	833.33	9,999.96
Maintenance Services					
Auto					
Fuel	340.42	300.00	340.42	300.00	3,600.00
Maintenance & Sevice	0.00	33.33	0.00	33.33	399.96
Total Auto	340.42	333.33	340.42	333.33	3,999.96
Total Maintenance Services	340.42	333.33	340.42	333.33	3,999.96
Maintenance Supplies	1,492.83	1,250.00	1,492.83	1,250.00	15,000.00
Nursery Supplies & Equipment	0.00	833.33	0.00	833.33	9,999.96
Sidewalk Pressure Washing	0.00	3,166.67	0.00	3,166.67	38,000.04
Uniforms	0.00	125.00	0.00	125.00	1,500.00
Total CIVIL SIDEWALKS	17,596.17	22,124.99	17,596.17	22,124.99	265,499.88
Total Expense	58,341.49	57,122.92	58,341.49	57,122.92	684,492.41
Net Ordinary Income	213,471.95	502,833.05	213,471.95	502,833.05	-43,594.77
Net Income	213,471.95	502,833.05	213,471.95	502,833.05	-43,594.77