



Downtown Chula Vista Association - Executive Committee Meeting

Wednesday, January 4, 2023, at 8:00 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 November 29, 2022, Minutes *Action Item* P. 3 - 5
5. Committee Updates:
 - a. YTD Financials / Dominic LiMandri *Action Item* P. 6 - 10
 - b. Starlight Nights Budget Final Report / Dominic P. 11
 - c. Third Avenue Sidewalk Vending Activity / Dominic
 - d. TAVA/GTAIA Contract Transition Update / Marco LiMandri
 - e. Transition to Hybrid (Virtual & In-Person options) Meetings in 2023
6. Other
7. Next Meeting: Wednesday, February 1, 2023, at 8:00 a.m. via Zoom
Visit: <https://us06web.zoom.us/j/83979920573>
or call 1-669-900-6833 / Meeting ID: 839 7992 0573 / Passcode: 1982

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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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, November 29, 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

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

STAFF: Marco Li Mandri, Dominic Li Mandri, Chris Gomez, Shirley Zawadzki, Monica Montes, Dianne Serna De León, Michelle T. de Mercado, Ethan Olsen

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 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. Kevin Lewis moved to approve the vote. Ron Richie seconded the motion. Unanimously approved.
3. Public Comment (3 minutes max per person)	3. Nothing to report.	3. No action taken.
4. Approval of September 30, 2022, Minutes	4. The minutes from September 30, 2022, were reviewed.	4. Kendell Manion moved to approve the minutes. Kevin Lewis seconded the motion. Unanimously approved.
5. Approval of October 25, 2022, Minutes	4. The minutes from the October 25, 2022, were reviewed.	4. Kevin Lewis moved to approve the minutes. Ron Richie

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		seconded the motion. Unanimously approved.
6. Staff Updates / Dominic Committee Updates:		
6.a. YTD Financial/ Dominic Li Mandri	<p>6.a. Dominic shared the YTD Financials on pages 10-11 of the packet.</p> <p>Dominic noted that he expects the funds from the County Community Enhancement Grant to arrive by the end of the calendar year and should provide the Association a strategic buffer going into FY23.</p>	6.a. Kendell Manion moved to approve the YTD Financial report. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.
6.b. Starlite Nights Tree Lighting Ceremony Update / Dominic	<p>6.b. Dominic presented a Starlight Nights spreadsheet, highlighting the sponsorship income and the total expenses of the event.</p>	6.b. No action taken
6.c. First Meeting of the GTAIA Board: December 7th, 2022, at 7:30 AM / Marco Li Mandri	<p>6.c. Marco shared that the December 7, 2022, meeting will be the first meeting of the GTAIA Board.</p> <p>Marco added that to adhere to the organization's bylaws, 2/3 of the Board's seats must be property owners.</p> <p>Marco shared that the Nomination's Committee will meet later this week to review and approve the applications.</p> <p>Marco shared that the contract TAVA has with the City will be transitioned to the new GTAIA and that TAVA will be phased out in 2023.</p>	6.c. No action taken
7. Other:	7. Nothing to report.	7. No action taken
8. Next Meeting:	7. Next Meeting: Tuesday, December 27, at 8:30 a.m. via Zoom Visit: https://us06web.zoom.us/j/83979920573 or call 1-	8. No action taken

	669-900-6833 / Meeting ID: 839 7992 0573 / Passcode: 1982	
9. Adjournment	8. Meeting adjourned at 8:51am.	9. The Executive Committee unanimously approved.

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

1:04 PM

12/30/22

Cash Basis

Third Avenue Village Association
Profit & Loss Budget Performance
December 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business License	0.00	0.00	34,171.00	20,000.00	20,000.00
Total BID Revenue	0.00	0.00	34,171.00	20,000.00	20,000.00
PBID Revenue					
Prop. Owner Assessment 2023	14,484.71		16,757.55		
Property Owner Assessments	9,794.30	38,333.00	574,852.00	460,000.00	460,000.00
Carry Forward	0.00	0.00	0.00	61,019.18	61,019.18
Total PBID Revenue	24,279.01	38,333.00	591,609.55	521,019.18	521,019.18
Programs Revenue					
Farmers Market					
F.M.-Vendor Income	5,795.00		63,933.00		
Total Farmers Market	5,795.00		63,933.00		
Events	0.00	4,166.00	25,537.39	50,000.00	50,000.00
Grants	50,000.00	2,500.00	165,700.00	30,000.00	30,000.00
Misc Revenue	0.00		85.35		
Total Programs Revenue	55,795.00	6,666.00	255,255.74	80,000.00	80,000.00
Uncategorized Income	0.00		10.00		
Total Income	80,074.01	44,999.00	881,046.29	621,019.18	621,019.18
Gross Profit	80,074.01	44,999.00	881,046.29	621,019.18	621,019.18
Expense					
County Grant Expenses	2,270.89		116,168.92		
ADMINISTRATION					
Accounting Fees	0.00	666.00	4,800.00	8,000.00	8,000.00
Bank Charges	0.00		200.06		
Business Registration Fees	0.00		5.00		
Dues & Subscriptions	0.00		314.04		
Insurance					
Auto Insurance	0.00		2,280.00		
General Liability, Prop, Excess	500.00		7,224.00		
Insurance - Other	0.00	1,500.00	0.00	18,000.00	18,000.00
Total Insurance	500.00	1,500.00	9,504.00	18,000.00	18,000.00
Legal Fees	0.00	416.00	2,375.00	5,000.00	5,000.00
Meals & Entertainment	0.00		88.24		
Office Expense	224.09		224.09		
Office Supplies	254.74	100.00	5,593.52	1,200.00	1,200.00
Outside Contract Services	0.00	16,000.00	176,000.00	192,000.00	192,000.00
Postage, Mailing Service	0.00		64.06		
Rent	3,862.56	3,862.00	35,833.16	46,350.00	46,350.00
Telephone, Telecommunications	197.44	313.00	2,567.32	3,756.00	3,756.00
Utilities	246.15	285.00	4,319.56	3,420.00	3,420.00
Operations					
Postage, Mailing Service	0.00		36.00		

1:04 PM

12/30/22

Cash Basis

Third Avenue Village Association
Profit & Loss Budget Performance
December 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
Total Operations	0.00		36.00		
Waste Services	304.47	330.00	3,653.64	3,960.00	3,960.00
Total ADMINISTRATION	5,589.45	23,472.00	245,577.69	281,686.00	281,686.00
DI&P					
Advertising and Promotions	0.00	200.00	5,061.26	2,400.00	2,400.00
Event Expenses					
Farmers Market					
F.M.- Advertising	0.00		530.37		
F.M.- Consultant	0.00		19,381.99		
F.M.- Equipment Rentals	0.00		13,157.81		
F.M.-Permits & Fees	0.00		649.00		
F.M.-Supplies	0.00		2,593.13		
F.M.- Security Expense	0.00		971.93		
F.M.- Payroll Taxes	140.18		2,229.27		
F.M.- Staffing-Other	1,507.00		21,918.38		
Total Farmers Market	1,647.18		61,431.88		
Event Expenses - Other	23,423.45	833.00	86,431.60	10,000.00	10,000.00
Total Event Expenses	25,070.63	833.00	147,863.48	10,000.00	10,000.00
PBID Event Expenses	0.00		112.06		
Public Relations	0.00	4,500.00	55,500.00	54,000.00	54,000.00
Rebrand & Photo Budget	103.31	333.00	3,888.31	4,000.00	4,000.00
Website & Hosting	0.00	1,083.00	11,153.02	13,000.00	13,000.00
Total DI&P	25,173.94	6,949.00	223,578.13	83,400.00	83,400.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Health Insurance	319.89	1,750.00	2,368.33	21,000.00	21,000.00
Payroll Taxes	448.21		9,394.10		
Payroll Processing Fee's	15.00	50.00	1,474.43	600.00	600.00
Salaries & Wages	6,372.61	8,920.00	96,842.91	107,040.00	107,040.00
Workers Comp	0.00	700.00	9,123.00	8,400.00	8,400.00
Cell Phone Allowance	90.00	100.00	1,091.96	1,200.00	1,200.00
Total Compensation & Benefits	7,245.71	11,520.00	120,294.73	138,240.00	138,240.00
District Utilities	2,254.61	1,250.00	17,916.99	15,000.00	15,000.00
Equip Rental & Maintenance	360.18		6,450.21		
Landscaping Contracted Services	0.00	900.00	5,736.50	10,800.00	10,800.00
Maintenance Services					
Auto					
Auto Registration	0.00	0.00	0.00	270.00	270.00
Fuel	0.00	100.00	3,494.65	1,200.00	1,200.00
Maintenance & Service	0.00	100.00	302.47	1,200.00	1,200.00
Total Auto	0.00	200.00	3,797.12	2,670.00	2,670.00
Total Maintenance Services	0.00	200.00	3,797.12	2,670.00	2,670.00
Maintenance Supplies	3,406.17	833.00	18,587.92	10,000.00	10,000.00
Nursery Supplies & Equipment	0.00	500.00	1,539.33	6,000.00	6,000.00

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12/30/22

Cash Basis

Third Avenue Village Association
Profit & Loss Budget Performance
 December 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
Sidewalk Pressure Washing	0.00	3,236.00	25,748.98	38,832.00	38,832.00
Uniforms	0.00	100.00	1,199.34	1,200.00	1,200.00
Total CIVIL SIDEWALKS	13,266.67	18,539.00	201,271.12	222,742.00	222,742.00
Unallocated	0.00	0.00	2,202.03	33,191.18	33,191.18
Uncategorized Expenses	0.00		7.91		
Total Expense	46,300.95	48,960.00	788,805.80	621,019.18	621,019.18
Net Ordinary Income	33,773.06	-3,961.00	92,240.49	0.00	0.00
Net Income	33,773.06	-3,961.00	92,240.49	0.00	0.00

1:05 PM
12/30/22
Cash Basis

Third Avenue Village Association
Balance Sheet
As of December 30, 2022

	Dec 30, 22
ASSETS	
Current Assets	
Checking/Savings	
Banner Bank - 6203 PBID	140,326.63
Banner Bank - 6204 PBID	2,812.25
Programs - 9104	14,187.08
	157,325.96
Total Checking/Savings	157,325.96
Other Current Assets	
Prepaid Expenses	11,882.25
	11,882.25
Total Other Current Assets	11,882.25
Total Current Assets	169,208.21
Fixed Assets	
Lease Holder Improvements (Desi	98,301.53
Furniture and Equipment	16,604.27
Vehicles	17,527.00
Accum Depreciation	-63,838.81
	68,593.99
Total Fixed Assets	68,593.99
Other Assets	
Other Assets	2,885.00
	2,885.00
Total Other Assets	2,885.00
TOTAL ASSETS	240,687.20
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable -Gen Acct	-2,567.09
	-2,567.09
Total Accounts Payable	-2,567.09
Other Current Liabilities	
Prepaid Assessments	1,784.30
Accrued Payroll	1,395.43
Payroll Liabilities	
Federal Payroll Tax Liability	-82.17
State Payroll Tax Liability	82.02
	-0.15
Total Payroll Liabilities	-0.15
Total Other Current Liabilities	3,179.58

1:05 PM
12/30/22
Cash Basis

Third Avenue Village Association
Balance Sheet
As of December 30, 2022

	<u>Dec 30, 22</u>
Total Current Liabilities	612.49
Total Liabilities	612.49
Equity	
Unrestricted Net Assets	147,834.22
Net Income	92,240.49
Total Equity	240,074.71
TOTAL LIABILITIES & EQUITY	<u>240,687.20</u>

Starlight Nights in Downtown Chula Vista
 Sunday, Dec. 4, 2022 from 3:30pm to 7:30pm

12/31/2022
 CONFIRMED

INCOME

Sponsorships	Donor/Company	Level	Amount
	Grasshopper	Diamond Sponsor (Presenting)	\$10,000
	City of Chula Vista	Create Chula Vista Grant	\$10,000
	City of Chula Vista	Stand Light Underwrite	\$15,000
	Seven Mile Casino	Platinum Sponsor	\$5,000
	SDG&E		\$3,500
	Republic Services		\$3,000
	California Community Power	Exhibitor Booth	\$1,500
	Farmer's Table	Bronze Sponsor	\$500
TOTAL INCOME			\$48,500

EXPENSE

Service	Vendor	Purpose	DCVA Cost	City Cost
Permit	City of Chula Vista	Street Closure Permit		\$600
	City of Chula Vista	Traffic Control & Police Services		\$7,788
Printing/Graphics	T's & Signs	75 Posters, 2,000 Flyers, Decal for Sleigh	\$564	
Rentals	Hudson Safe-T Lite	Street Closure Equipment	\$3,100	
	Raphael's Party Rentals	Tree Stage Rental	\$5,344	
	Sunbelt	Boom Lift	\$1,195	
	Little Italy Association	Stage for Santa	\$500	
	Flashback Stage Lighting	Santa & Stage Lighting	\$188	
	Safiros	5 RR, 5 ADAR, 5 ADAHW & 3-Comp. Sink	\$2,000	
	CYT San Diego	Sleigh & Stanchions	\$50	
	BID Alliance	200 Chairs & Belly Bars		
Services	DCVA/Russell	Install & Remove 21 Snowflakes & 25 Stand Lights	\$5,415	
	Olive Creative Strategies	PR Support	\$500	
	City of Chula Vista	EMT Services (4 Hours)		\$627
	City of Chula Vista	Public Works		\$5,319
	City of Chula Vista	Park & Rec		\$217
	San Diego Santas	Santa (4 Hours)	\$600	
	Trackless Trains of San Diego	Trackless Train	\$1,500	
	Paul Nestor	Event Photographer	\$500	
Entertainment	Ramiro Navarro	Set-Up & Tear Down Crew	\$2,100	
	Create Chula Vista Main Stage	3:30pm-4:15pm / Kaleidoscope Carolers	\$400	
		4:15pm-5:15pm / Full Measure	\$400	
		5:15pm-6:15pm / CVHS - New Renaissance	\$400	
		6:15pm-6:30pm / Tree Lighting Ceremony	-	
		6:30pm-7:30pm / Mariachi Estrella de CV	\$600	
	Seven Mile Casino Music Vignette	3:30pm-4:30pm / DJ A-Boogie	\$150	
		4:30pm-5:30pm / Kaleidoscope Carolers	-	
	5:30pm-7:30pm / Koki Oga	\$300		
Acquisition	GoDaddy.com	StarlightNightsCV.Com & StarlightCV.Com	\$36	
	Walter Anderson	Poinsettias	\$431	
	Amazon	Letter To Santa Items	\$37	
	Amazon	Candy Canes	\$20	
	Amazon	Decor		
	Amazon	Ornaments for Switch	\$43	
	Micheals	Decor	\$102	
	Office Depot	Podium	\$205	
	T's & Signs	Tree Base, Light Box	\$2,064	
	Amazon	Ornaments for Switch, Lights & Glue Gun	\$274	
On Loan	San Diego Lighting Guys	Ornaments	\$6,548	
	DCVA	Artificial Tree		\$14,551
	DCVA	Stage		
	DCVA	PA System		
	City of Chula Vista	3 Flood Lights		
City of Chula Vista	2 City Speakers & Tree Switch			

SUB-TOTAL EXPENSES	\$35,567
TOTAL CITY-RELATED EXPENSES	\$14,551
TOTAL EVENT EXPENSES	\$50,117
VARIANCE	(\$1,617)