



Downtown Chula Vista Association - Executive Committee Meeting

Wednesday, June 7, 2023, at 8:00 am

In-Person: DCVA Office, 353 Third Avenue, Chula Vista CA. 91910

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

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

1. Introductions – Kendell Manion, President/Chair
2. Public Comment (3-Minutes Max Per Person)
3. Approval of May 3, 2023, Minutes *Action Item* P. 2 - 4
4. YTD Rough Draft Financials (Hand-outs) *Action Item*
5. TAVA – GTAIA Assignability Agreement Completed P. 5
6. Amps & Ales 2023: Headliner Discussion *Action Item*
7. Status of Permit from Public Works to Place Street Furniture on Third Avenue
8. Status of Create Chula Vista Memorial Plaza Grant Application
9. Other
10. Next Meeting: Wednesday, July 5, 2023 at the DCVA Office

**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](mailto:info@downtownchulavista.com) at least 48-hours prior to the meeting.

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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Downtown Chula Vista Association - Executive Committee Meeting  
 Wednesday, May 3, 2023, at 8:00 am  
 DCVA Office, 353 Third Avenue, Chula Vista CA. 91910

PRESENT: Kendell Manion, Kevin Lewis, Ron Richie

EXCUSED: Dr. Gonzalo Quintero

STAFF: Dominic Li Mandri, Monica Montes, Dianne T. Serna, Michelle T. de Mercado

MINUTES:

<i>Item</i>	<i>Discussion</i>	Action Taken?
1. Introductions and Kendell Manion, President/Chair	The meeting was called to order at 8:29 am by District Manager, Dominic Li Mandri.  Dominic reviewed meeting etiquette.	<b>No action taken.</b>
2. Public Comment (3 minutes max per person)	Nothing to report.	<b>No action taken.</b>
3. Approval of January 4, 2023, Minutes	The minutes from March 1, 2023, were reviewed.	<b>Kevin Lewis moved to approve the minutes. Kendell Manion seconded the motion. Unanimously approved.</b>

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<p>4. YTD Rough Draft Financial/ Dominic Li Mandri</p>	<p>Dominic shared the YTD Financials on pages 4-6 of the agenda packet.</p>	<p><b>Kevin Lewis moved to approve the YTD Financial report. Kendell Manion seconded the motion. Unanimously approved.</b></p>
<p>5. Third Avenue Code Enforcement Update/ Dominic</p>	<p>Dominic reported that he and Marco recently met with members of City staff to discuss Third Avenue sidewalk vending and general code enforcement. Vendors are often observed obstructing sidewalk accessibility and creating public safety hazards around open flames. Dominic added that the City Code Enforcement division believes this is a County of San Diego health issue and not a City issue.</p> <p>Dominic confirmed that in the City of San Diego, during the day, the Department of Development services manages the code enforcement, and in the evening it's overseen by the SDPD.</p>	<p><b>No action taken.</b></p>
<p>6. TAVA/GTAIA Contract Transition: Update</p>	<p>Dominic reported that the contract transition is not complete, and that the delay from the City is now impacting DCVA's ability to secure an annual insurance policy.</p>	<p><b>No action taken.</b></p>
<p>7. Letter to City Manager Requesting Extension of Street Closure Action Item for Downtown Chula Vista Farmer's Market</p>	<p>Dominic reported that existing approval for the street closure for the Farmers' Market expired at the end of April.</p> <p>Dominic added that an April 12, 2023, email correspondence from Principal Economic Development Specialist, Kevin Pointer, stated that when the City Council approved for the street closure, it had also included a condition of approval, extending for up to three one-year increments.</p> <p>A letter will be submitted to Maria Kachadoorian, City Manager, in support of an extension of one-year for street closure for Downtown Chula Vista Farmers' Market.</p>	<p><b>Kevin Lewis moved to endorse staff to draft a letter to the city manager in support of the extension of street closures for the farmers' market. Ron Richie seconded the motion. Unanimously approved.</b></p>

<p>8. Letter to City Manager Supporting the Extension Action Item of Curb Cafés in Downtown</p>	<p>Dominic shared the April 12, 2023, email from Principal Economic Development Specialist, Kevin Pointer, which stated the curb café program is set to expire on July 31, 2023.</p> <p>The email adds that before the city extends the program they want to confirm if the Association supports the program.</p> <p>Dominic reported that a letter will be submitted to Maria Kachadoorian, City Manager, in support of an extension of one year for a continued curb café program.</p>	<p><b>Kendell Manion moved to endorse staff to draft a letter to the City Manager in support of a one-year extension to keep curb cafes. Kevin Lewis seconded the motion. Unanimously approved.</b></p>
<p>9. Other:</p>	<p>9. Nothing to report.</p>	<p><b>No action taken.</b></p>
<p>10. Next Meeting:</p>	<p>10. The next Executive Committee meeting will take place on Wednesday, June 7, 2023, at the DCVA Office, 8:00 am.</p>	<p><b>No action taken.</b></p>
<p>11. Adjournment:</p>	<p>11. Meeting adjourned at 8:48 am.</p>	<p><b>The Executive Committee unanimously approved.</b></p>

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



### Agreement of Assignability of Third Avenue Village Maintenance Agreement

Dear Maria,

This letter is intended to formally request the City of Chula Vista consent to assigning all current rights and obligations encompassed under the "Third Avenue Village Agreement and Encroachment Permit for Maintenance Services Between the City of Chula Vista and the Third Avenue Village Association" to the new entity created to succeed TAVA: the Greater Third Avenue Improvement Association.

Whereas the Third Avenue Village Association is a registered 501c6 private non-profit organization under contract with the City of Chula Vista to administer the Downtown Chula Vista Property & Business Improvement District (PBID), the Greater Third Avenue Improvement Association is a newly created 501c3 non-profit organization set up by the Third Avenue Village Association for the express purpose of assuming all rights and obligations enumerated under the current *Third Avenue Village Agreement & Encroachment Permit* (fully referenced above).

IN WITNESS WHEREOF, City and TAVA have executed this Agreement indicating that they have read and understood same, and indicate their full and complete consent to its terms:

For Third Avenue Village Association (TAVA):

Signature:  Date: 5/15/2023  
KENDELL MANION,  
Board President, Third Avenue Village Association

For the City of Chula Vista:

Signature:  Date: 5/14/2023  
Maria Kachadoorian,  
City Manager, City of Chula Vista