Downtown Chula Vista Association – Executive Committee Meeting
Wednesday, November 4th 2026, at 9:00 am
In-Person: DCVA Office, 353 Third Avenue, Chula Vista, CA. 91910
Zoom (For Non-Voting Members): https://us06web.zoom.us/j/85807397517
or call 1-669-900-6833 / Meeting ID: 858 0739 7517 / Passcode: 1982

1. Introductions – Joe Warren, President/Chair
2. Public Comment & Announcements (3-Minutes Max Per Person)
3. Review of the October 7th Meeting Minutes *Action Item* P. 2 - 4
4. FY26 Year-to-Date Draft Budget Report (Hand-Out) *Action Item*
5. DCVA FY27 Nominations Task Force: Update
6. FY26 County NRP Grant Request for Add. Pedestrian Amenities: Update
7. FY27 County CE Grant Request for Organizational Support: Update
8. Downtown Heritage Chair Installation Ceremony: Update
9. Downtown Chula Vista District Renewal Task Force: Update
   a. November 10th Ballot Count
   b. Operating Agreement Dialogue with City
   c. City Manual Billing & FY27 Budget Organization
10. City of Chula Vista Outdoor Dining Ordinance: Letter from DCVA Task Force P. 5 - 6
11. Next Meeting: Wednesday, December 2nd, 2026, 9:00 AM at DCVA Office
12. 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 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. VITURAL MEETING PARTICIPATION. Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee/Board quorum or are allowed to vote.

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PRESENT: Joe Warren, Kevin Lewis, Debra Krick

EXCUSED: Ron Richie

GUESTS: n/a

STAFF: Dominic LiMandri (NCA via Zoom), Marco LiMandri (NCA), Gabby Manocchio (NCA), Michelle Mercado (NCA)

MINUTES:

Item	*Discussion*	*Action Taken?*
1. Introductions – Joe Warren, President/Chair	The meeting was called to order at 9:06 am, by DCVA District Manager, Dominic Li Mandri.	***No action taken.***
2. Public Comment & Announcements (3-Minutes Max Per Person)	Dominic opened the floor for public comment. Kevin Lewis shared the notice on the upcoming OMBAC on Third Pickleball and Cornhole Tournament in Chula Vista, slated for 11/07/26.	***No action taken.***
3. Review of the August 5th Meeting Minutes	The minutes from the August 5, 2026, meeting were reviewed on pages 2-4 of the agenda.	***Kevin Lewis moved to accept the minutes as presented. Joe Warren seconded. Unanimously approved.***

4. FY26 Year-to-Date Draft Budget Report	Dominic provided an extensive financial report that was provided on pages 5-7 of the agenda. Dominic did note that as the DCVA approaches the end of FY26, spending would be more conservative to ensure budget security. The floor was opened for discussion, but there was none.	***Joe Warren accepted the report as presented. Kevin Lewis seconded. Unanimously approved.***
5. Review of Updated Contract from Las Jefas to Organize Event Vendors	Dominic presented a copy of LAS JEFAS PROPOSAL FOR SERVICES on page 8 for the committee's review. Dominic noted that the contract was similar to last year's with amendments only to the date and the inclusion of Exhibit A site map, as shown on page 11.	***Kevin Lewis motioned to accept the updated contract as presented. Joe Warren seconded. Unanimously approved.***
6. FY26 County NRP Grant Request for Add. Pedestrian Amenities: Update	Dominic reported that the grant request has been submitted for $100,000. He noted that, if awarded, the Board may prioritize the requested items and allocate the funds according to their relative project.	***No action taken.***
7. FY27 County CE Grant Request for Organizational Support: Summary	Dominic reported that staff plans to apply for Community Enhancement funding for organizational sustainability, particularly toward the end of the year.	***No action taken.***
8. Downtown Heritage Chair: Update & Timeline for Installation	Dominic shared that the relocation of the chair from Memorial Park to the southwest corner of Park Way and Third Avenue has been proposed and initially approved by the City of Chula Vista. Once placed, the ribbon cutting ceremony can proceed.	***No action taken.***
9. Downtown Chula Vista District Renewal Task Force: Update	Dominic confirmed that ballots have been sent out. Dominic outlined the next steps, noting that the new district will commence operations in January 2027. In the interim, the Association and the City	***No action taken.***

	will negotiate their respective responsibilities within the district. Dominic exampled that the City is unwilling to assume full responsibility for district utilities but is open to negotiating the scope of its role.	
10. Status Report on Pending City Issues:		
10.a. DCVA Outdoor Dining Ordinance Task Force: Update	10.a. Dominic reported that staff is to meet with David Graham and this item is docketed for October 27th, going before city council at the end of the month. Dominic expressed hope that the City would consider developing a microgrant program to help finance future dining decks, particularly because construction may be delayed by the anticipated El Niño weather.	***10.a. No action taken.***
10.b. Status of Code Enforcement Related to Unregulated Vending in Downtown	10.b. Dominic shared that no updates or any plan of action has been provided by the City of Chula Vista to implement an ordinance.	***10.b. No action taken.***
11. Next Meeting	The next Executive Committee meeting is scheduled for Wednesday, November 4th, 2026, at 9:00 am, in the DCVA Office.	***No action taken.***
12. Adjournment	The meeting was adjourned at 9:46 am.	***Debra Krick moved to adjourn the meeting. Joe Warren seconded. Unanimously approved.***

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

October 22nd, 2026

Dear Roy,

I am writing to you today on behalf of the Downtown Chula Vista Outdoor Dining Task Force, a task force of the Downtown Chula Vista Association (DCVA) Board of Directors set up to evaluate the proposed outdoor dining regulations currently being drafted by City staff. The DCVA Outdoor Dining Task Force consists of several long-standing business owners on Third Avenue and greatly appreciates all efforts made thus far by City staff to collaborate with our downtown stakeholders on crafting this ordinance. We look forward to finalizing an outdoor dining regulation that not only works for downtown businesses, but proves practical for all interested businesses in the City of Chula Vista.

On October 21st, 2026, the DCVA Outdoor Dining Task Force convened for a second time to review the proposed outdoor dining regulations and associated fee structure. After a thorough evaluation, the Task Force has outlined the following recommendations for consideration by City staff to realize a more approachable and affordable outdoor dining policy for businesses throughout the City. Those recommendations are as follows:

1. *City Should Maintain Current Policy Framework Established by the Development Services Memo Issued on October 8th, 2024, which allows for downtown businesses to implement simple sidewalk dining without the current fee structure being proposed.* For the last two years, downtown businesses have been operating sidewalk dining spaces *without* the current framework being proposed under this new ordinance. We believe this paradigm should continue, and in practice, businesses should be able to temporarily place movable furniture on the sidewalk directly in front of their business during hours of operations. As long as the sidewalk dining area is clearly delineated, no sidewalk obstructions remain at close of business, and a ADA path of travel is maintained at all times, no sidewalk dining permit should be required. Maintaining this policy would allow our small businesses to activate their sidewalks and contribute to the vibrancY of Third Avenue.

2. *The City's Parking Revenue Recovery Fee Structure Should Be Re-Examined, and Consideration Should be Given to the Additional Barrier it Presents Exclusively to Potential Downtown Participants.* There is no other parking district in the City of Chula Vista, which means only downtown businesses will be assessed this fee. The fee structure also should be a simple calculation of loss of parking revenue per day ($0.75 *

8 hrs. = $6), multiplied by 26 days ($156/month), and then multiplied again by 12 months ($1,872/annually). The City's recommendation of $527 per month per pocket patio, paid annually, would calculate to $6,324 per year, an amount nearly four times the simple alternate equation presented above.

3. *Completely Overhaul the Right-of-Way Occupancy Fees*. This fee structure should emulate the current fee structure approved to monetize the existing parking spaces on Third Avenue, which is set at $.75 per hour per 8-hour daily program. The occupancy fees for pocket patios should be based off the balance of hours on days in which meters are active, but not enforced (Monday – Saturday). An example fee structure would be a simple calculation of balance of hours not assessed under parking recovery fee ($0.75 * 16 hrs. = $12), multiplied by 26 days ($312/month), and then multiplied again by 12 months ($3,744/annually). The City's recommendation of $741 per month per pocket patio, paid annually, would calculate to $8,892 per year, which when combined with the parking revenue recovery fee, amounts to a total fee/permit cost of $15,216 annually, before construction even begins on these structures. This is cost-prohibitive to our downtown small businesses.

It is our understanding this is Outdoor Dining Ordinance is intended to be docketed at an upcoming City Council meeting, with a likely date of October 27th, 2026. After nearly two years of close collaboration with City staff on developing a formal Outdoor Dining solution, the DCVA would respectfully request a meeting with City staff to discuss these final concerns prior to this ordinance being docketed for City Council consideration. In doing so, it is our hope that a compromise could be devised that would not only galvanize our membership to support this vital program at City Council, but would also inspire them to invest in new outdoor dining structures on Third Avenue for the benefit of both the City and citizenry. I will make myself available as early as this week to meet with City staff as we work together towards forging a vibrant and prosperous Downtown Chula Vista.

Thank you for your attention to this important issue.

Sincerely,

Dominic LiMandri
District Manager
Downtown Chula Vista Association (DCVA)