



Downtown Chula Vista 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

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 September 30, 2022, Minutes *Action Item* P. 3 - 6
5. Approval of October 25, 2022, Minutes *Action Item* P. 7 - 9
6. Committee Updates:
 - a. YTD Financials / Dominic LiMandri *Action Item* P. 10 - 12
 - b. Starlight Nights Event Update / Dominic & Chris Gomez
 - c. First Meeting of the GTAIA Board: December 7th, 2022 at 7:30 AM P. 13
7. Other
8. Next Meeting: Tuesday, December 27, 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

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

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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
Friday, September 30, at 9:00 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

EXCUSED: Ron Richie

STAFF: Marco Li Mandri, Dominic Li Mandri, Chris Gomez, Monica Montes, Dianne T. Serna De León

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 accept the vote. Kendell Manion seconded the motion. Unanimously approved.
3. Approval of August 23, 2022, Minutes Executive Committee Minutes	3. Minutes from August 23, 2022, minutes were reviewed.	3. Kevin Lewis moved to accept the minutes. Dr. Quintero seconded the motion. Unanimously approved.
4. Public Comment (3 Minutes Max Per Person)	4. Nothing to report.	4. No action taken

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<p>5. Staff Updates / Dominic Committee Updates:</p>		
<p>5.a. YTD Financial/ Dominic Li Mandri</p>	<p>5.a. Dominic shared the YTD Financials on pages 6-10 of the packet.</p>	<p>5.a. Kevin Lewis moved to accept the YTD Financial report. Dr. Quintero seconded the motion. Unanimously approved.</p>
<p>5.b. FY 2023 County CE Grant Strategic Properties/ Dominic Li Mandri</p>	<p>5.b. Dominic presented a letter addressed to, Supervisor Nora Vargas. The letter, dated on September 23, 2022, is requesting, support for the Downtown Chula Vista Association (DCVA).</p> <p>Dominic added that this is a request for funds for DCVA, personnel payroll, benefits, etc.</p>	<p>5.b. No action taken</p>
<p>5.c. Timeline of Transfer of City Contract to New GTAIA / Dominic</p>	<p>5.c. Dominic shared a timeline and the estimated transition period for the transfer of the City contract to GTAIA.</p> <p>Dominic shared that the final TAVA meeting will take place in November. The first GTAIA meeting will take place in December.</p> <p>A new Board and the implementation of the new bylaws will begin in January 2023.</p>	<p>5.c. No action taken</p>

<p>5.d. Dia De Los Muertos 2022 Celebration & Festivities / Chris Gomez</p>	<p>5.d. Chris shared that staff has secured event sponsorship in the amount of \$2,500 from GTM.</p> <p>Chris added that Dominic is in the process of obtaining further sponsorship, projected at \$10,000.</p> <p>Chris shared that the Día De Los Muertos event will take place on Saturday, October 29, 2022, from 4pm to 8pm.</p> <p>Chris shared that this year’s event will feature an “ofrenda” activation in Memorial Park.</p>	<p>5.d No action taken</p>
<p>5.e. Creation of Nomination Committee for Annual Board Elections / Dominic</p>	<p>5.e. Dominic announced that we will need to create a Nomination Committee for the upcoming term elections.</p> <p>Dominic recommended that Kendell Manion, and two other Board members to join the Nominations Committee.</p> <p>Kendell accepts the appointment.</p>	<p>5.e. Kendell Manion moved to accept the appointment of heading the Nomination Committee. Kevin Lewis seconded the motion. Unanimously approved.</p>
<p>5.f. Amps & Ales Event Recap & Event Revenue Neutral Policy / Chris</p>	<p>5.f. Dominic gave a recap of the Amps & Ales event that was held on September 17, 2022.</p> <p>Dominic asked the Committee for their feedback and guidance for how staff should proceed when an event is not generating the ticket quota or the revenue to be considered a successful event.</p> <p>Kendell shared that historically, TAVA events would not be cancelled, rather they may not be considered for the following year if unsuccessful.</p>	<p>5.f. No action taken</p>
<p>6. Other:</p>	<p>6. Nothing to report.</p>	<p>6. No action taken</p>

7. Next Meeting:	7. Next Meeting: Tuesday, October 25, 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: M. Thomas de Mercado, Staff.



**Third Avenue Village Association - Executive Committee Meeting
Tuesday, October 25, 2022, at 9:00 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

GUESTS: Curt Brooker, Jacob Rocha

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 accept the vote. Kendell Manion seconded the motion. Unanimously approved.
3. Approval of September 30, 2022, Minutes Executive Committee Minutes	3. The minutes from September 30, 2022, were not reviewed as they were posted late. They will be reviewed at the next Executive meeting.	3. This item was tabled as the minutes were not provided for review 72 hours in advance.
4. Public Comment (3 Minutes Max Per Person)	4. Nothing to report.	4. No action taken

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<p>5. Staff Updates / Dominic Committee Updates:</p>		
<p>5.a. YTD Financial/ Dominic Li Mandri</p>	<p>5.a. Dominic shared the YTD Financials on pages 3-6 of the packet.</p>	<p>5.a. Kevin Lewis moved to accept the YTD Financial report. Kendell Manion seconded the motion. Unanimously approved.</p>
<p>5.b. FY 2023 County CE Grant Strategic Properties/ Dominic Li Mandri</p>	<p>5.b. Dominic presented a letter addressed to, Supervisor Nora Vargas. The letter, dated on October 5, 2022, requested, support for the Downtown Chula Vista Association (DCVA). Dominic added that this is a request for funds to sustain the DCVA.</p>	<p>5.b. No action taken</p>
<p>5.c. Amps & Ales Final Financial Report / Curt Brooker</p>	<p>5.c. Curt shared that Fuse has received the invoices from the City of Chula Vista. Curt reported that the total cost for the event was \$58,672.33 Dominic and Curt will meet with the City to discuss a course of action to reduce the excessive costs for permitting and street closures.</p>	<p>5.c. No action taken</p>
<p>5.d. Día de los Muertos 2022 Celebration & Festivities / Chris Gomez</p>	<p>5.d. Chris presented a spreadsheet that outlined the financial breakdown of the Día de los Muertos event on page 10 of the packet. Chris reported that the total expenses for the event was \$14,533.</p>	<p>5.d. No action taken</p>
<p>5.e. Starlite Nights Tree Lighting Ceremony Update / Dominic</p>	<p>5.e. Dominic reported that the custom-made holiday tree will not be purchased this year due to supply chain shortages of materials coming from China. A 20 ft. artificial tree will instead be purchased with the intended county grant funds to ensure a tree is secured for the Starlight Nights celebration.</p>	<p>5.e. No action taken</p>

5.f. GTAIA Nominations 2022 Form & Letter / Marco Li Mandri	5.f. Dominic presented a copy of the DTCVA Board Nomination form and the cover letter on pages 11-13 of the packet.	5.f. No action taken
6. Other:	6. Nothing to report.	6. No action taken
7. Next Meeting:	7. Next Meeting: Tuesday, November 22, 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 8:55am.	8. The Executive Committee unanimously approved.

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

10:00 AM

11/25/22

Cash Basis

**Third Avenue Village Association
Profit & Loss Budget Performance
November 2022**

	Nov 22	Budget	Jan - Nov 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	0.00		1,172.93		
Property Owner Assessments	2,283.34	38,333.00	497,300.18	421,667.00	460,000.00
Carry Forward	0.00	0.00	0.00	61,019.18	61,019.18
Total PBID Revenue	2,283.34	38,333.00	498,473.11	482,686.18	521,019.18
Programs Revenue					
Farmers Market					
F.M.-Vendor Income	0.00		52,073.00		
Total Farmers Market	0.00		52,073.00		
Events	16,181.84	4,166.00	25,537.39	45,834.00	50,000.00
Grants	0.00	2,500.00	115,700.00	27,500.00	30,000.00
Misc Revenue	0.00		85.35		
Total Programs Revenue	16,181.84	6,666.00	193,395.74	73,334.00	80,000.00
Uncategorized Income	0.00		10.00		
Total Income	18,465.18	44,999.00	726,049.85	576,020.18	621,019.18
Gross Profit	18,465.18	44,999.00	726,049.85	576,020.18	621,019.18
Expense					
County Grant Expenses	0.00		111,815.25		
ADMINISTRATION					
Accounting Fees	0.00	666.00	4,800.00	7,334.00	8,000.00
Bank Charges	0.00		187.06		
Business Registration Fees	0.00		5.00		
Insurance					
Auto Insurance	0.00		2,280.00		
General Liability, Prop, Excess	0.00		6,724.00		
Insurance - Other	0.00	1,500.00	0.00	16,500.00	18,000.00
Total Insurance	0.00	1,500.00	9,004.00	16,500.00	18,000.00
Legal Fees	1,775.00	416.00	2,375.00	4,584.00	5,000.00
Meals & Entertainment	0.00		88.24		
Office Supplies	673.98	100.00	6,307.17	1,100.00	1,200.00
Outside Contract Services	32,000.00	16,000.00	176,000.00	176,000.00	192,000.00
Postage, Mailing Service	0.00		64.06		
Rent	3,862.56	3,862.00	31,970.60	42,488.00	46,350.00
Telephone, Telecommunications	0.00	313.00	2,169.53	3,443.00	3,756.00
Utilities	741.96	285.00	3,952.41	3,135.00	3,420.00
Operations					
Postage, Mailing Service	0.00		36.00		
Total Operations	0.00		36.00		
Waste Services	304.47	330.00	3,349.17	3,630.00	3,960.00
Total ADMINISTRATION	39,357.97	23,472.00	240,308.24	258,214.00	281,686.00
DI&P					
Advertising and Promotions	588.00	200.00	4,859.13	2,200.00	2,400.00
Event Expenses					
Farmers Market					
F.M.- Advertising	0.00		530.37		
F.M.- Consultant	2,130.35		19,381.99		
F.M.- Equipment Rentals	2,485.44		11,169.46		
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	246.07		1,971.51		
F.M.- Staffing-Other	2,636.00		19,133.38		
Total Farmers Market	7,497.86		56,400.77		
Event Expenses - Other	20,062.75	833.00	52,865.12	9,167.00	10,000.00
Total Event Expenses	27,560.61	833.00	109,265.89	9,167.00	10,000.00
PBID Event Expenses	0.00		212.06		
Public Relations	9,000.00	4,500.00	55,500.00	49,500.00	54,000.00
Rebrand & Photo Budget	0.00	333.00	3,785.00	3,667.00	4,000.00
Website & Hosting	152.17	1,083.00	11,060.19	11,917.00	13,000.00
Total DI&P	37,300.78	6,949.00	184,682.27	76,451.00	83,400.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Health Insurance	-53.27	1,750.00	2,084.99	19,250.00	21,000.00
Payroll Taxes	782.86		8,526.05		
Payroll Processing Fee's	15.00	50.00	1,297.34	550.00	600.00
Salaries & Wages	9,609.82	8,920.00	85,465.15	98,120.00	107,040.00
Workers Comp	0.00	700.00	9,114.00	7,700.00	8,400.00
Cell Phone Allowance	90.00	100.00	1,001.96	1,100.00	1,200.00
Total Compensation & Benefits	10,444.41	11,520.00	107,489.49	126,720.00	138,240.00
District Utilities	874.46	1,250.00	15,662.38	13,750.00	15,000.00
Equip Rental & Maintenance	504.18		6,234.03		
Landscaping Contracted Services	0.00	900.00	5,736.50	9,900.00	10,800.00
Maintenance Services					
Auto					
Auto Registration	0.00	0.00	0.00	270.00	270.00
Fuel	213.34	100.00	3,494.65	1,100.00	1,200.00
Maintenance & Service	0.00	100.00	302.47	1,100.00	1,200.00
Total Auto	213.34	200.00	3,797.12	2,470.00	2,670.00
Total Maintenance Services	213.34	200.00	3,797.12	2,470.00	2,670.00
Maintenance Supplies	1,313.47	833.00	14,743.96	9,167.00	10,000.00
Nursery Supplies & Equipment	0.00	500.00	1,539.33	5,500.00	6,000.00
Sidewalk Pressure Washing	0.00	3,236.00	25,748.98	35,596.00	38,832.00

10:00 AM

11/25/22

Cash Basis

**Third Avenue Village Association
Profit & Loss Budget Performance
November 2022**

	Nov 22	Budget	Jan - Nov 22	YTD Budget	Annual Budget
Uniforms	0.00	100.00	1,199.34	1,100.00	1,200.00
Total CIVIL SIDEWALKS	13,349.86	18,539.00	182,151.13	204,203.00	222,742.00
Unallocated	0.00	0.00	3,696.52	33,191.18	33,191.18
Uncategorized Expenses	0.00		0.00		
Total Expense	90,008.61	48,960.00	722,653.41	572,059.18	621,019.18
Net Ordinary Income	-71,543.43	-3,961.00	3,396.44	3,961.00	0.00
Net Income	-71,543.43	-3,961.00	3,396.44	3,961.00	0.00

10:01 AM
11/25/22
Cash Basis

Third Avenue Village Association
Balance Sheet
As of November 25, 2022

	Nov 25, 22
ASSETS	
Current Assets	
Checking/Savings	
Banner Bank - 6203 PBID	102,549.93
Banner Bank - 6204 PBID	2,067.75
Programs - 9104	8,934.22
Total Checking/Savings	113,551.90
Other Current Assets	
Prepaid Expenses	11,882.25
Total Other Current Assets	11,882.25
Total Current Assets	125,434.15
Fixed Assets	
Lease Holder Improvements (Desi)	98,301.53
Furniture and Equipment	16,604.27
Vehicles	17,527.00
Accum Depreciation	-63,838.81
Total Fixed Assets	68,593.99
Other Assets	
Other Assets	2,885.00
Total Other Assets	2,885.00
TOTAL ASSETS	196,913.14
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable -Gen Acct	-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
Total Payroll Liabilities	-0.15
Total Other Current Liabilities	3,179.58
Total Current Liabilities	612.49
Total Liabilities	612.49
Equity	
Unrestricted Net Assets	147,834.22
Net Income	48,466.43
Total Equity	196,300.65
TOTAL LIABILITIES & EQUITY	196,913.14

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

11/25/2022

INCOME

Sponsorships	Donor/Company	Level	Amount
	Grasshopper	Presenting Sponsor	\$10,000
	City of Chula Vista	Create Chula Vista Grant	\$10,000
	City of Chula Vista	Stand Light Underwrite	\$15,000
	Republic Services		\$3,000
	California Community Power	Exhibitor Booth	\$1,500
TOTAL INCOME			\$39,500

EXPENSE

Service	Vendor	Purpose	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 Fliers, Decals & Medallion	\$564
Rentals	Hudson Safe-T Lite	Street Closure Equipment	\$3,100
	Raphael's Party Rentals	Tree Stage Rental	\$4,585
	Safiros	Sanitations (RR/HW) & 3-Compartment Sink	\$2,000
	CYT San Diego	Sleigh & Stanchions	\$50
	BID Alliance	200 Chairs & Belly Bars	
Services	DCVA/Russell	Lights	\$5,415
	Olive Creative Strategies	PR Support	\$500
	City of Chula Vista	EMT Services (4 Hours)	\$1,020
	San Diego Santas	Santa (4 Hours)	\$600
	Trackless Trains of San Diego	Trackless Train	\$1,500
	Paul Nestor	Event Photographer	\$500
	BID Alliance	Set-Up & Tear Down Crew	\$1,600
Entertainment	Create Chula Vista Main Stage	3:30pm-4:15pm / Kaleidoscope Carolers	\$400
		4:15pm-5:15pm /	\$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
	Third & F Street Vignette	3:30pm-4:30pm /	\$150
		4:30pm-5:30pm /	\$150
		5:30pm-6:30pm /	\$150
		6:30pm-7:30pm / CVHS	\$150
Acquisition	GoDaddy.com	StarlightNightsCV.Com & StarlightCV.Com	\$36
	Office Depot	Podium	\$205
	Amazon	Ornaments for Switch	\$43
	San Diego Lighting Guys	Ornaments	\$5,546
On Loan	DCVA	Artificial Tree	
	DCVA	Stage	
	DCVA	PA System	
	City of Chula Vista	3 Flood Lights	
	City of Chula Vista	2 City Speakers & Tree Switch	

TOTAL EXPENSES **\$38,053**

VARIANCE **\$1,447**

Equipment Podium