



Downtown Chula Vista Association – Executive Committee Meeting
 Wednesday, November 1, 2023, 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

1. Introductions – Dr. Gonzalo Quintero, Board President/Chair
2. Public Comment & Announcements (3-Minutes Max Per Person)
3. Review of the October 4th, 2023 Meeting Minutes *Action Item P. 2 - 5*
4. Special Board Meeting in Mid-November to Review Budget & Operations
5. DCVA Third Avenue Landscaping Rehabilitation: Timeline for Each Phase
6. Nominations Committee Meeting & Process
7. Dia De Los Muertos Celebration: Recap
8. Starlight Parade & Festival: Update
9. Staff Report on Recent Meeting with the City Manager to Follow Up on Third Avenue Items
10. District Management Performance Evaluation Process
11. Next Meeting: Wednesday, December 6, 2023, 8:00 am
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.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

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PRESENT: Dr. Gonzalo Quintero, Kevin Lewis, Ron Richie, Joe Warren (virtually)

ABSENT: N/A

GUESTS: Tiffany Hecklinski (Exalt Research)

STAFF: Marco Li Mandri, Dominic Li Mandri, Chris Gomez, Monica Montes, Nick Angulo,
Michelle T 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 7:59am by District Manager, Dominic Li Mandri. Dominic reviewed meeting etiquette.	No action taken.
2. Public Comment (3 minutes max per person)	Joe Warren announced that Smiser Property, located at 340 Third Avenue, will be a Cantina Urbana Kalaveras chain restaurant.	No action taken.
3. Review of the September 1 2023, Special Meeting Minutes	The minutes from the September 1, 2023, Special Executive meeting was reviewed on pages 2-5 of the agenda.	Dr. Gonzalo Quintero moved to approve the minutes. Kevin Lewis seconded the motion. Unanimously approved.
4. Review of the September 8th, 2023, Meeting Minutes	The minutes from the September 8, 2023, Executive meeting was reviewed on pages 6-10 of the agenda.	Kevin Lewis moved to approve the budget as presented. Dr. Gonzalo Quintero seconded the

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		motion. Unanimously approved.
5. Review of the FY23 Draft Financial Report (Handout)	Dominic presented the FY23 Draft Financial Report.	5. Kevin Lewis moved to accept the budget as presented. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.
6. Dia De Los Muertos Celebration: Update	<p>Dominic reported that \$8,500.00 will be the approximate cost of the Dia de los Muertos event. Funds will need to be raised to cover the increased cost of entertainment.</p> <p>Dominic announced that the 2014 movie, The Book of Life, will be shown from 7pm to 8:30pm, in Memorial Park.</p> <p>Dominic reported that this year's event will have a projected 10,000 visitors, with 7,000 already showing interest on social media.</p> <p>Dominic stated that Las Jefas Market will be curating a vendor market this year.</p>	Nothing to report.
7. Starlight Parade & Festival: Update	<p>Dominic reported that staff secured grant funding in the amount of \$10,000.00 from the City of Chula Vista to underwrite the DCVA's portion of the event.</p> <p>Dominic reported that DCVA will be handling the activations before the parade.</p> <p>Dominic stated that the tree lighting will take place at 6pm.</p>	No action taken.
8. Staff Report on Recent Walkthrough of Third Avenue with the City Manager	<p>Dominic reported that he, Marco Li Mandri, Chris Gomez, Elijah Serna De León, and Michelle Thomas de Mercado had a walkthrough of Third Avenue with City of Chula Vista City Manager, Maria Kachadoorian, and Assistant City Manager, Tiffany Allen.</p> <p>Dominic reported that staff pointed out the projected locations for the branded tables, chairs, lemon crate planters, and Memorial Park Plaza.</p> <p>Dominic stated that staff discussed the possible</p>	No action taken.

	<p>relocation of the benches that are currently on Third Avenue to Memorial Park.</p> <p>Dominic reported that the response was positive from both Maria and Tiffany.</p> <p>Marco reported that staff received authorization from City staff to remove the abandoned newspaper racks located in front of 293 Third Avenue.</p> <p>Dominic reported that he met with a landscape architect on Monday, October 2, 2023, and that there was discussion of a six-to-eight-inch soil drop in the phase III planters on the north end of Third Avenue.</p> <p>Dominic stated that it will be the responsibility of DCVA to back fill the lost soil.</p> <p>Kevin Lewis asked if City staff disclosed any information about NAMI San Diego, located at 269 Third Avenue.</p> <p>Marco stated that Tiffany shared that after speaking with the City attorneys, there can be no restriction to the kind of use at that location, and then gave the recommendation for Marco to contact the landlord.</p>	
9. District Management Performance Evaluation Process	<p>Dominic reported that the District Management Performance Evaluation Process will be the topic discussed at the upcoming Ad Hoc Review Committee meeting on Friday, October 6, 2023. Dominic reported that he and Marco are working on a two-year overview of New City America accomplishments according to the contract with Downtown Chula Vista.</p> <p>Dominic added that the evaluation, drafted by Dr. Gonzalo Quintero, will be submitted to the Ad Hoc Review Committee before the upcoming meeting.</p>	No action taken.
10. Other Business	<p>Marco asked about the upcoming Board nominations.</p>	No action taken.

	Dominic confirmed that a Nomination Committee will be formed and tasked with any nomination forms received, confirming that the candidate supports the goals of the Association. The Committee will then make their recommendations at the upcoming Board of Directors meeting in November.	
11. Next Meeting:	The next Executive Committee meeting will take place on Wednesday, November 1, 2023, at the DCVA Office, at 8:00 am.	No action taken.
12. Adjournment:	The meeting was adjourned at 8:41am.	Kevin Lewis moved to adjourn the meeting. Dr. Gonzalo Quintero seconded the motion. Unanimously approved.

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