



Downtown Chula Vista Association – Executive Committee Meeting

Wednesday, October 7th 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 August 5th Meeting Minutes *Action Item* P. 2 - 4
4. FY26 Year-to-Date Draft Budget Report *Action Item* P. 5 - 7
5. Review of Updated Contract from Las Jefas to Organize Event Vendors *Action Item* P. 8 - 11
6. FY27 County NRP Grant Request for Add. Pedestrian Amenities: Update
7. FY27 County CE Grant Request for Organizational Support: Summary
8. Downtown Heritage Chair: Relocation Discussion & Status of Plaque Installation
9. Downtown Chula Vista District Renewal Task Force: Update
10. Status Report on Pending City Issues:
 - a. DCVA Outdoor Dining Ordinance Task Force: Update
 - b. Status of Code Enforcement Related to Unregulated Vending in Downtown
11. Next Meeting: Wednesday, November 4th, 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. **VIRTUAL 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 agendaized and do not count towards Committee/Board quorum or are allowed to vote.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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**Downtown Chula Vista Association – Executive Committee Meeting
Wednesday, August 5th, 2026, at 9:00 am**

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PRESENT: Joe Warren, Ron Richie, Debra Krick

EXCUSED: Kevin Lewis

GUESTS: n/a

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions – Joe Warren, President/Chair	The meeting was called to order at 9:02 am, by DCVA District Manager, Dominic Li Mandri.	<i>No action taken.</i>
2. Public Comment & Announcements (3-Minutes Max Per Person)	Dominic opened the floor for public comment, but no public comments or announcements were made.	<i>No action taken.</i>
3. Review of the Review of the July 1st Meeting Minutes	The minutes from the July 1, 2026, meeting were reviewed on pages 2-4 of the agenda.	<i>Ron Richie moved to accept the minutes as presented. Debra Krick seconded. Unanimously approved.</i>
4. FY26 Year-to-Date Draft Budget Report (Hand-Out)	Dominic provided an extensive financial report.	<i>Debra Krick accepted the report as presented. Joe</i>

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	The floor was opened for discussion, to which Dominic provided any context. Dominic noted that, in accordance with the Brown Act, the committee could either table the item for future consideration or accept the report as presented.	<i>Warren seconded. Unanimously approved.</i>
5. FY26 County NRP Grant Request for Add. Pedestrian Amenities: Update	Dominic reported that staff is finalizing the application submission, which is contingent upon completion of the Association's 2025 taxes, currently in progress, confirming that completion and submission will be in mid-August.	<i>No action taken.</i>
6. FY27 County NRP Grant Request: Update	Dominic stated that this will be discussed more extensively at next week's Board meeting but opened the floor to discuss whether the officers had any additional funding requests. No additional requests were provided.	<i>No action taken.</i>
7. Downtown Chula Vista District Renewal Task Force: Update	Dominic updated the committee that NCA staff has currently received 29% of the votes needed to reach the 30% threshold, to which this item is to be agendized for the upcoming August 25th city council meeting. Marco provided additional context on future developments slated that will bring an increased residents to the district. Staff is actively continuing all outreach efforts to obtain petitions from the smaller percentage property owners but are also continuing to meet with larger district stakeholders.	<i>No action taken.</i>
8. Downtown Heritage Chair: Update & Timeline for Installation	Dominic shared that contact has been established with a contractor, knowledgeable with the city's expectations, to install a concrete slab for the chair's placement. The quote provided was \$30,000.00. The floor was opened for discussion. Staff is currently seeking out additional quotes for the installation by another contractor.	<i>No action taken.</i>

	A timeline has not been verified but with hopes for the chair's installation by the upcoming Dia de los Muertos, a full year after the chair's original construction.	
10. Status Report on Pending City Issues:		
10.a. DCVA Outdoor Dining Ordinance Task Force: Update	10.a. Dominic reported that staff is working diligently to finalize the letter by working with the DCVA Outdoor Dining Task Force. Dominic anticipates brining these suggested policy amendments to the Planning Commission for review and deliberation	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, September 2nd, 2026, at 9am, in the DCVA Office.	No action taken.
12. Adjournment	The meeting was adjourned at 9:23 am.	Ron Richie moved to adjourn the meeting. Debra Krick seconded. Unanimously approved.

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

10:45 AM

10/01/26

Cash Basis

GTAIA dba Downtown Chula Vista Assoc.

Balance Sheet

As of October 1, 2026

	Oct 1, 26
ASSETS	
Current Assets	
Checking/Savings	
US Bank Gen. Acct - 9935	20,511.94
US Bank Programs - 2188	119,268.47
Total Checking/Savings	139,780.41
Total Current Assets	139,780.41
Fixed Assets	
Vehicles TAVA	17,527.00
Furniture and Equipment TAVA	131,776.25
Lease Holder Improvements TAVA	98,301.53
Accum Depreciation TAVA	-102,555.81
Accum Depreciation	-88,645.19
Vehicles	165.00
Total Fixed Assets	56,568.78
Other Assets	
Right of Use Assets	139,875.00
Total Other Assets	139,875.00
TOTAL ASSETS	336,224.19
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	
State Payroll Tax Liability	20.64
Federal Payroll Tax Liability	156.09
Total Payroll Liabilities	176.73
Total Other Current Liabilities	176.73
Total Current Liabilities	176.73
Long Term Liabilities	
Lease Liability	139,875.00
Total Long Term Liabilities	139,875.00
Total Liabilities	140,051.73
Equity	
Unrestricted Net Assets	155,958.72
Net Income	40,213.74
Total Equity	196,172.46
TOTAL LIABILITIES & EQUITY	336,224.19

10:43 AM

10/01/26

Cash Basis

**GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance**

September 2026

	Sep 26	Budget	Jan - Sep 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business Licences	0.00	0.00	27,359.93	30,000.00	30,000.00
Total BID Revenue	0.00	0.00	27,359.93	30,000.00	30,000.00
Non Assessmentnt Income					
Grants	0.00	0.00	0.00	30,000.00	30,000.00
Sponsorships	0.00	0.00	5,960.00	15,000.00	15,000.00
Total Non Assessmentnt Income	0.00	0.00	5,960.00	45,000.00	45,000.00
PBID Revenue					
Prop Owner Assessment 2026	0.00	0.00	468,917.83	461,849.00	461,849.00
Total PBID Revenue	0.00	0.00	468,917.83	461,849.00	461,849.00
Program Income					
Farmers Market					
F.M. Vendor Income	22,655.00	20,833.33	209,590.00	187,500.01	250,000.00
Total Farmers Market	22,655.00	20,833.33	209,590.00	187,500.01	250,000.00
Total Program Income	22,655.00	20,833.33	209,590.00	187,500.01	250,000.00
Special Event Income					
Dia De Los Muertos	5,506.50	0.00	11,265.65	40,000.00	40,000.00
Lemon Festival	0.00	0.00	0.00	30,000.00	30,000.00
Starlight Event	0.00	0.00	7,193.00	10,000.00	10,000.00
Taste of Third	0.00	0.00	10,016.46	10,000.00	10,000.00
Total Special Event Income	5,506.50	0.00	28,475.11	90,000.00	90,000.00
Prior Year Income Over Expenses	0.00	0.00	0.00	60,699.71	60,699.71
Total Income	28,161.50	20,833.33	740,302.87	875,048.72	937,548.71
Gross Profit	28,161.50	20,833.33	740,302.87	875,048.72	937,548.71
Expense					
County Grant Expense					
County 2025 NRP	0.00		71.58		
County Grant Expense - Other	0.00	2,500.00	0.00	22,500.00	30,000.00
Total County Grant Expense	0.00	2,500.00	71.58	22,500.00	30,000.00
ADMINISTRATION					
Accounting Fees	500.00	540.00	500.00	4,880.00	6,500.00
Bank /CC Fees	0.00	5.00	0.00	35.00	50.00
Business Registration Fees	100.00	15.00	100.00	155.00	200.00
Dues and Subscriptions	222.60	580.00	3,424.83	5,260.00	7,000.00
Insurance					
Auto Insurance	0.00		947.50		
General Liability, D and O	4,789.50		15,342.25		
Insurance - Other	0.00	1,750.00	0.00	15,750.00	21,000.00
Total Insurance	4,789.50	1,750.00	16,289.75	15,750.00	21,000.00
Legal Fees	0.00	166.00	550.00	1,502.00	2,000.00
Meals and Entertainment	0.00	40.00	0.00	380.00	500.00
Office Expense	564.11	375.00	4,173.75	3,375.00	4,500.00
Office Supplies	94.51	125.00	787.66	1,125.00	1,500.00
Outside Contract Services	16,000.00	16,000.00	144,000.00	144,000.00	192,000.00
Postage, Mailing Service	553.10	66.00	730.89	602.00	800.00
Printing and Copying	322.06	541.00	3,261.63	4,877.00	6,500.00
Rent, Parking, Utilities	4,306.00	4,416.00	38,754.00	39,752.00	53,000.00
Telephone, Telecommunications	80.58	500.00	3,712.99	4,500.00	6,000.00
Utilities	170.00		-1,248.64		
Total ADMINISTRATION	27,702.46	25,119.00	215,036.86	226,193.00	301,550.00
DI&P					
Advertising and Promotions	159.21	415.00	1,847.35	3,755.00	5,000.00
Public Relations	5,400.00	5,416.00	47,800.00	48,752.00	65,000.00
Website and Hosting	0.00	415.00	4,800.00	3,755.00	5,000.00
Total DI&P	5,559.21	6,246.00	54,447.35	56,262.00	75,000.00
Event Expenses					
Farmers Market					
F.M.-Net 50/50 Split	9,148.93	8,333.00	86,595.73	75,001.00	100,000.00

10:43 AM

10/01/26

Cash Basis

**GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance**

September 2026

	Sep 26	Budget	Jan - Sep 26	YTD Budget	Annual Budget
F.M.- Staffing	3,148.32	2,500.00	24,110.73	22,500.00	30,000.00
F.M.- Payroll & Taxes	320.77	250.00	2,740.48	2,250.00	3,000.00
F.M.- Permits & Fees	0.00	83.00	1,012.00	751.00	1,000.00
F.M. - Equipment Rentals	888.05	1,000.00	9,053.48	9,000.00	12,000.00
Total Farmers Market	13,506.07	12,166.00	123,512.42	109,502.00	146,000.00
Dia De Los Muertos	5,000.00	3,333.00	6,496.77	30,001.00	40,000.00
Movies at the Memorial	0.00	415.00	0.00	3,755.00	5,000.00
Starlight	0.00	208.00	0.00	1,876.00	2,500.00
Tree Lighting	0.00		120.90		
Total Event Expenses	18,506.07	16,122.00	130,130.09	145,134.00	193,500.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Deductions	0.00		-473.07		
Cell Phone Allowance	30.00	66.00	210.00	602.00	800.00
Workers Comp	967.00	708.00	8,328.00	6,376.00	8,500.00
Salaries & Wages	13,685.91	13,808.00	128,597.12	124,276.00	165,700.00
Payroll Processing Fees	277.77	208.00	2,052.57	1,876.00	2,500.00
Payroll Taxes	1,010.46	1,041.00	11,225.00	9,377.00	12,500.00
Health Insurance	1,151.68	833.00	4,264.30	7,501.00	10,000.00
Total Compensation & Benefits	17,122.82	16,664.00	154,203.92	150,008.00	200,000.00
District Utilities	5,859.65	4,833.00	35,766.65	43,501.00	58,000.00
Equip Rental & Maintenance	0.00	166.00	1,892.98	1,502.00	2,000.00
Landscape Contracted Services	480.00	1,083.00	3,947.70	9,751.00	13,000.00
Maintenance Services					
Auto					
Fuel	286.60	250.00	2,083.56	2,250.00	3,000.00
Maintenance & Sevice	3,325.09	125.00	5,886.32	1,125.00	1,500.00
Total Auto	3,611.69	375.00	7,969.88	3,375.00	4,500.00
Total Maintenance Services	3,611.69	375.00	7,969.88	3,375.00	4,500.00
Maintenance Supplies	1,932.68	1,083.00	13,680.65	9,751.00	13,000.00
Nursery Supplies & Equipment	0.00	1,083.00	10,350.00	9,751.00	13,000.00
Sidewalk Pressure Washing	4,480.00	2,000.00	15,718.75	18,000.00	24,000.00
Uniforms	27.98	125.00	27.98	1,125.00	1,500.00
Contingency	0.00	0.00	28,170.31	8,498.71	8,498.71
Total CIVIL SIDEWALKS	33,514.82	27,412.00	271,728.82	255,262.71	337,498.71
Total Expense	85,282.56	77,399.00	671,414.70	705,351.71	937,548.71
Net Ordinary Income	-57,121.06	-56,565.67	68,888.17	169,697.01	0.00
Net Income	-57,121.06	-56,565.67	68,888.17	169,697.01	0.00

LAS JEFAS PROPOSAL FOR SERVICES

Chula Vista Dia de los Muertos Event

OVERVIEW

Las Jefas is pleased to submit this proposal for services to support the Downtown Chula Vista Dia de los Muertos (DCVDDLm) event, scheduled to occur on Sunday, November 1st, 2026 from 3:00 - 7:30 PM.

The Services

Las Jefas will provide the services as follows:

Manage the pre-planning and onsite coordination of the merchandise and food vendors for the DCVDDLm event, including the following:

- Coordination with Downtown Chula Vista Association (DCVA)
 - Discussions regarding the vendor layout, as referenced in Exhibit A
 - Gathering logistical information in order to properly inform the vendors
 - Act as the POC between the Event coordinators and the vendors
- Vendor solicitation
 - Create a customized vendor submission form for the event that includes 14 different question and answer options
 - Design customized vendor call graphics specific for each of the major social media platforms, including Instagram, Facebook, and TikTok
 - Field various questions and messages from vendor candidates on the various social media platforms, as well as through email
- Vendor vetting
 - Design and maintain a spreadsheet with all of the vendor submissions
 - Thoroughly inspect each of the vendors social media and websites to ensure that their products and quality are in keeping with the high standards of the event
 - Craft an acceptance email to go out to each of the accepted vendors, as well as a declination email for the vendors that are not accepted
 - Utilize various spreadsheets to track information for the vendors
 - Acquire at least 50 total vendors
- Marketing and promotion of vendors
 - Create individual graphics for each of the vendors to share on various social media sites
 - Produce social media posts for all of the major social media platforms for each of the individual vendors, to include their bio. Each social media post has both the vendor's social media handle, as well as the event information
- Planning and coordination of vendor logistics
 - Field all inquiries from the vendors through various mediums regarding event information
 - Ensure all vendors have timelines for set-up and pack-out
 - Work within DCVA's layout to ensure vendors with similar items are not located within close proximity of each other

- Onsite support and staffing
 - Day-of event coordination
 - Coordinate with DCVA onsite support to manage vendor flow of traffic
 - Field all questions from vendors at the event
 - Be the liaison between the event coordinator and the vendors
- Manage post-event follow-up and reporting
 - Meet with DCVA to gather any after-action questions that arise
 - Discuss any issues that vendors may have had

PRICING

Las Jefas propose an Admin fee of \$5000.

- If more than 50 vendors are secured, Las Jefas proposes a 60/40 split. 60% Las Jefas and 40% DCVA.

OPERATION COSTS

Las Jefas will bear the burden of the following:

- Event insurance
- Boosted ads on social media for vendor calls

DCVA will bear the burden of the following:

- TFF permit payment, including any equipment or rentals related to the permit requirements

CONCLUSION

We look forward to working with the Downtown Chula Vista Dia de los Muertos (DCVDDLm) event to bring an amazing event to our beautiful city.

If you have questions on this proposal, feel free to contact Reyna or Rocky at your convenience by email at LasJefasMarket@gmail.com.

Thank you for your consideration,

Reyna & Rocky

This proposal is *accepted* / *declined*

Chula Vista Downtown Association

Name:

Title:

Date:

Las Jefas

Name: Reyna Puente

Title: Co-Owner

Date:



6th Annual Downtown Chula Vista Día de los Muertos Celebration

Sunday, November 1, 2026

Street Closure: Noon

Event Start: 3:00pm

Event End: 7:30pm

Street Reopens: 10:00pm

EXHIBIT A

	Vendors & Exhibitors		Papel Picado Stage
	Ofrendas		Chairs
	Milagro Kids Activity		DJ Vignettes
	Catrina w/ Outfits		Portable Restrooms & HW
	Community Ofrenda		Crowd Rails/Closure
	Photo Op - Alebrijes		20' Fire Lane
	Photo Op - Calaca Wall		
	Innapala SD Car Show		

Updated 10/1/2026

