



Downtown Chula Vista Association - Executive Committee Meeting
Friday, September 30, 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

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 August 23, 2022, Minutes Action Item P. 3 - 5
5. Committee Updates:
 - a. YTD Financials / Dominic LiMandri Action Item P. 6 - 10
 - b. FY2023 County CE Grant Strategic Priorities / Dominic P. 11
 - c. Timeline of Transfer of City Contract to New GTAIA / Dominic
 - d. Dia De Los Muertos 2022 Celebration & Festivities / Chris Gomez
 - e. Creation of Nomination Committee for Annual Board Elections / Dominic Action Item P. 12 - 13
 - f. Amps & Ales Event Recap & Event Revenue Neutral Policy / Chris Action Item
6. Other
7. Next Meeting: Tuesday, October 25, 2022, at 8:30 a.m. via Zoom
Visit: <https://us06web.zoom.us/j/83979920573>
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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

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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AB 361 Overview
9/30/2021

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
Tuesday, August 23, 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

PRESENT: Kendell Manion, Kevin Lewis, Dr. Gonzalo Quintero, Ron Richie

STAFF: Marco Li Mandri, Dominic Li Mandri, Chris Gomez, Monica Montes, Dianne Serna De Leon, Michelle Thomas de Mercado

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 Executive Director, Marco Li Mandri and 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. Ron Richie moved to accept the vote. Dr. Quintero seconded the motion. Unanimously approved.
3. Approval of July 26, 2022, Minutes Executive Committee Minutes	3. Minutes from July 26, 2022, minutes were reviewed.	3. Kendell Manion moved to accept the minutes. Ron Richie 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/ Shirley Zawadzki</p>	<p>5.a. Shirley shared a breakdown of the current and the year-to-date budget report for the committee’s clarification and understanding.</p>	<p>5.a. Kevin Lewis moved to accept the YTD Financial report. Ron Richie seconded the motion. Unanimously approved.</p>
<p>5.b. FY 2023 County NRP Grant Strategic Properties/ Dominic Li Mandri</p>	<p>5.b. Dominic presented a letter to the committee addressed to Supervisor Nora Vargas. The letter, dated on September 7, 2022, is requesting support for new district amenities and operational equipment under the NRP grant program. Dominic added that this new priority list included purchased postponed from last grant cycle.</p>	<p>5.b. No action taken</p>
<p>5.c. Consideration for New Board/Committee Meeting Times / Dominic LiMandri</p>	<p>5.c. Dominic prefaced this item by saying there has been interest shared with staff on the possibility of changing the Committee and Board meeting times to accommodate more schedules and boost attendance. Staff will send out a survey to gauge.</p> <p>Kendell finished on that she is eager for the consideration of a fresh start time and for in-person meetings.</p>	<p>5.c. No action taken</p>
<p>5.d. Status of District Rebranding Campaign / Dominic LiMandri</p>	<p>5.d. Dominic shared that staff is currently transitioning the district to a new dba with the new rebranded DCVA emblem.</p> <p>Dominic added that the website is currently in the process of being upgraded and will feature the new branding and messaging. New amenities placed on Third will also show the new branding.</p>	<p>5.d. Ron Richie moved to approve the amended policy language. Kevin Lewis seconded the motion. Unanimously approved.</p>

<p>5.e. Third Avenue Light Projector Project / Dominic LiMandri</p>	<p>5.e. Dominic shared that he had met with, Councilmember Jill Galvez, accompanied by a contractor that she had invited for the meeting.</p> <p>Dominic shared that the purpose of the meeting was to update DCVA on a projector project that she had originally proposed to the TAVA Board in 2019.</p> <p>Dominic informed the committee that after his discussion with the councilmember, he believes that she would want the Association to have a more active roll and to assume more responsibility for the project.</p> <p>Dominic is currently working with the Councilmember to explore the logistics of the proposal without any financial commitments.</p>	<p>5.e. No action taken.</p>
<p>5.f. Lemon Fest Recap & Discussion on Future Programming Partnerships at DCVA Events</p>	<p>5.f. Dominic shared with the committee a discussion of event partnership and the new procedure staff will adhere to when accepting new proposals. Discussion followed.</p> <p>Dominic concluded that any new proposals for event partnerships would run through a Special Events Task Force that could review and deliberate over the implications of such a proposed partnership.</p>	<p>5.f. No action taken</p>
<p>6. Other:</p>	<p>6. Nothing to report.</p>	<p>6. No action taken</p>
<p>7. Next Meeting:</p>	<p>7. Next Meeting: Tuesday, September 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</p>	<p>7. No action taken</p>
<p>8. Adjournment</p>	<p>8. Meeting adjourned at 9:25 am.</p>	<p>8. The Executive Committee unanimously approved.</p>

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

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

	Sep 22	Budget	Jan - Sep 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BID Revenue					
Business License	0.00	0.00	34,171.00	0.00	20,000.00
Total BID Revenue	0.00	0.00	34,171.00	0.00	20,000.00
PBID Revenue					
Property Owner Assessments	0.00	38,333.00	496,801.14	345,001.00	460,000.00
Carry Forward	0.00	0.00	0.00	61,019.18	61,019.18
Total PBID Revenue	0.00	38,333.00	496,801.14	406,020.18	521,019.18
Programs Revenue					
Farmers Market					
F.M.-Vendor Income	0.00		35,638.00		
Total Farmers Market	0.00		35,638.00		
Events	0.00	4,166.00	8,555.55	37,502.00	50,000.00
Grants	0.00	2,500.00	115,700.00	22,500.00	30,000.00
Misc Revenue	0.00		85.35		
Total Programs Revenue	0.00	6,666.00	159,978.90	60,002.00	80,000.00
Total Income	0.00	44,999.00	690,951.04	466,022.18	621,019.18
Gross Profit	0.00	44,999.00	690,951.04	466,022.18	621,019.18
Expense					
County Grant Expenses	639.45		74,024.76		
ADMINISTRATION					
Accounting Fees	0.00	666.00	4,800.00	6,002.00	8,000.00
Bank Charges	0.00		126.06		
Insurance					
Auto Insurance	760.00		2,280.00		
General Liability, Prop, Excess	1,622.00		6,724.00		
Insurance - Other	0.00	1,500.00	0.00	13,500.00	18,000.00
Total Insurance	2,382.00	1,500.00	9,004.00	13,500.00	18,000.00
Legal Fees	0.00	416.00	600.00	3,752.00	5,000.00
Meals & Entertainment	37.08		37.08		
Office Supplies	87.50	100.00	4,289.44	900.00	1,200.00
Outside Contract Services	16,000.00	16,000.00	128,000.00	144,000.00	192,000.00
Postage, Mailing Service	12.00		12.00		
Rent	3,862.56	3,862.00	24,245.48	34,764.00	46,350.00
Telephone, Telecommunications	-58.25	313.00	1,880.07	2,817.00	3,756.00
Utilities	247.61	285.00	2,717.83	2,565.00	3,420.00
Operations					
Postage, Mailing Service	36.00		36.00		
Total Operations	36.00		36.00		
Waste Services	304.47	330.00	2,740.23	2,970.00	3,960.00
Total ADMINISTRATION	22,910.97	23,472.00	178,488.19	211,270.00	281,686.00
DI&P					

10:37 AM

09/26/22

Cash Basis

Third Avenue Village Association
Profit & Loss Budget Performance
September 2022

	Sep 22	Budget	Jan - Sep 22	YTD Budget	Annual Budget
Advertising and Promotions	763.67	200.00	3,981.90	1,800.00	2,400.00
Event Expenses					
Farmers Market					
F.M.- Advertising	0.00		530.37		
F.M.- Consultant	2,162.80		14,434.95		
F.M.- Equipment Rentals	0.00		6,695.67		
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	202.39		1,502.57		
F.M.- Staffing-Other	2,316.00		13,873.88		
Total Farmers Market	4,681.19		41,251.50		
Event Expenses - Other	465.00	833.00	31,761.58	7,501.00	10,000.00
Total Event Expenses	5,146.19	833.00	73,013.08	7,501.00	10,000.00
Public Relations	4,500.00	4,500.00	42,000.00	40,500.00	54,000.00
Rebrand & Photo Budget	0.00	333.00	3,785.00	3,001.00	4,000.00
Website & Hosting	230.00	1,083.00	10,754.90	9,751.00	13,000.00
Total DI&P	10,639.86	6,949.00	133,534.88	62,553.00	83,400.00
CIVIL SIDEWALKS					
Compensation & Benefits					
Health Insurance	-33.44	1,750.00	1,498.48	15,750.00	21,000.00
Payroll Taxes	891.19		6,967.79		
Payroll Processing Fee's	0.00	50.00	700.92	450.00	600.00
Salaries & Wages	9,457.02	8,920.00	66,352.02	80,280.00	107,040.00
Workers Comp	0.00	700.00	5,628.00	6,300.00	8,400.00
Cell Phone Allowance	90.00	100.00	780.00	900.00	1,200.00
Total Compensation & Benefits	10,404.77	11,520.00	81,927.21	103,680.00	138,240.00
District Utilities	1,675.59	1,250.00	11,317.13	11,250.00	15,000.00
Equip Rental & Maintenance	841.68		5,067.70		
Landscaping Contracted Services	702.50	900.00	5,736.50	8,100.00	10,800.00
Maintenance Services					
Auto					
Auto Registration	0.00	0.00	0.00	270.00	270.00
Fuel	381.79	100.00	2,334.70	900.00	1,200.00
Maintenance & Service	0.00	100.00	302.47	900.00	1,200.00
Total Auto	381.79	200.00	2,637.17	2,070.00	2,670.00
Total Maintenance Services	381.79	200.00	2,637.17	2,070.00	2,670.00
Maintenance Supplies	1,611.00	833.00	11,511.71	7,501.00	10,000.00
Nursery Supplies & Equipment	1,084.18	500.00	1,539.33	4,500.00	6,000.00
Sidewalk Pressure Washing	575.00	3,236.00	16,995.00	29,124.00	38,832.00
Uniforms	0.00	100.00	1,199.34	900.00	1,200.00
Total CIVIL SIDEWALKS	17,276.51	18,539.00	137,931.09	167,125.00	222,742.00
Unallocated	600.00	0.00	3,696.52	33,191.18	33,191.18
Uncategorized Expenses	0.00		0.00		

10:37 AM
 09/26/22
 Cash Basis

Third Avenue Village Association
Profit & Loss Budget Performance
 September 2022

	Sep 22	Budget	Jan - Sep 22	YTD Budget	Annual Budget
Total Expense	52,066.79	48,960.00	527,675.44	474,139.18	621,019.18
Net Ordinary Income	-52,066.79	-3,961.00	163,275.60	-8,117.00	0.00
Net Income	-52,066.79	-3,961.00	163,275.60	-8,117.00	0.00

10:46 AM

Third Avenue Village Association
Balance Sheet
 As of September 26, 2022

09/26/22

Cash Basis

	Sep 26, 22
ASSETS	
Current Assets	
Checking/Savings	
Banner Bank - 6203 PBID	195,604.48
Banner Bank - 6204 PBID	1,547.61
Programs - 9104	29,424.68
	226,576.77
Total Checking/Savings	226,576.77
Other Current Assets	
Prepaid Expenses	11,882.25
	11,882.25
Total Other Current Assets	11,882.25
Total Current Assets	238,459.02
Fixed Assets	
Lease Holder Improvements (Desi	98,301.53
Furniture and Equipment	16,604.27
Vehicles	17,527.00
Accum Depreciation	-63,838.81
	68,593.99
Total Fixed Assets	68,593.99
Other Assets	
Other Assets	2,885.00
	2,885.00
Total Other Assets	2,885.00
TOTAL ASSETS	309,938.01
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable -Gen Acct	-2,567.09
	-2,567.09
Total Accounts Payable	-2,567.09
Other Current Liabilities	
Accrued Payroll	1,395.43
Payroll Liabilities	
Federal Payroll Tax Liability	-82.17
State Payroll Tax Liability	82.02
	-0.15
Total Payroll Liabilities	-0.15
Total Other Current Liabilities	1,395.28

Third Avenue Village Association
Balance Sheet
As of September 26, 2022

	<u>Sep 26, 22</u>
Total Current Liabilities	-1,171.81
Total Liabilities	-1,171.81
Equity	
Unrestricted Net Assets	147,834.22
Net Income	163,275.60
Total Equity	311,109.82
TOTAL LIABILITIES & EQUITY	<u>309,938.01</u>



September 23, 2022

To: Honorable Supervisor Nora Vargas
County of San Diego Board of Supervisors

SUBJECT: Request for Support for the Downtown Chula Vista Association (DCVA)

Dear Supervisor Vargas:

As part of our ongoing efforts to distinguish Downtown Chula Vista as the premier destination of the South Bay, the Downtown Chula Vista Association humbly presents the below list of strategic priorities for funding consideration. The Downtown Chula Vista Association requests these funds to assist in our efforts to restore and rehabilitate certain sidewalk landscaping tracts and gardens in downtown that were diminished by a recent irrigation failure. This mishap falls under the maintenance responsibilities of our Association, and as such, we anticipate requiring additional personnel to correct this mishap.

Item	Location of Project	Estimated cost
DCVA Labor/ Personnel Payroll, Wages, Salaries, Benefits, etc.	Downtown Chula Vista Association Office and Historic Downtown area	\$50,000
Total Request:		\$ 50,000

Each item on this list has been added with the intent of maximizing the quality of service and experience our Association strives to provide to the downtown Chula Vista community. We would like to request these funds be considered for allocation from the Community Enhancement Grant fund that is allocated to each Supervisor. We appreciate you reviewing this request and will expend the grant funds accordingly.

Sincerely,

Marco Li Mandri
Executive Director
Downtown Chula Vista Association

WHERE CULTURE & COMMUNITY MEET

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Section 7.2 Number of Directors. The board of directors shall consist of no more than fifteen directors.

Section 7.3 Term and Qualifications.

- a. One director will be appointed and will serve a term as directed by the City Manager of the City of Chula Vista. One director will be appointed and will serve a term as directed by the Director of General services of the County of San Diego. The remaining directors shall be elected to hold office for a three year period. Any Member, if elected, may be a member of the Board of Directors, however, no more than three Directors may be Associate Members. Directors may serve an unlimited number of successive terms.
- b. Any Director elected or appointed to succeed a Director who leaves or is removed from office for any reason prior to expiration of his or her term shall serve the balance of that term. A Director may request that the President allow him or her a leave of absence from the Board for up to six (6) months. The term of office of a Director on leave of absence will not be extended by the length of such leave.
- c. Rotating Terms. As the original directors served staggered terms, the election of Directors is rotated such that three to five of the Directors are up for election every year. Each Director shall serve for a term of three years or until the occurrence of one of the events specified in Sections 7.4 (Vacancies) or 7.5 (Removal of Directors) of this Article, whichever first occurs.
- d. Conduct of Election of Directors: The annual election of Directors shall be conducted as follows:
 1. The President shall, at the first September meeting of the Board of Directors each year, announce the appointment of a Nominating Committee which shall give consideration to persons suitable to serve as Directors of the Association. This committee shall be comprised of three Members of the Association.
 2. The Nominating Committee shall maintain and report a slate of nominees to the Board of Directors at the next regular meeting of the Board of Directors. Additional nominations may be made in writing or from the floor by any Member, but to be valid, such nominations must be accompanied by a written or verbal statement by the nominees that if elected, they will serve.
 3. Upon the Board of Directors' acceptance of the Nominating Committee's report and other valid nominations, ballots containing the names of the nominees shall be mailed to all Members at least twenty calendar days prior to the date set for the closing of the polls at the next meeting.

4. Voting may be done at a place, date and time specified by the Board of Directors and the location(s) will be provided with the ballot mailed to all Members.
5. Counting of the votes for Directors shall be at the November meeting of the Board of Directors.
6. Cumulative voting shall not be allowed.
7. The Board of Directors shall have the authority to change the dates for nominating and voting so long as the election is carried out with the same time frame as set forth above.

Section 7.4 Vacancies. A vacancy on the Board shall exist on the occurrence of the following: (a) the death, resignation, or removal of any director; (b) the declaration by resolution of the Board of a vacancy in the office of a director who has been declared of unsound mind by a final order of court, convicted of a felony, or found by final order or judgment of any court to have breached a duty under Sections 5230-5239 of the Law dealing with standards of conduct for a director, or has missed (unexcused) three consecutive meetings of the Board of Directors or a total of four (4) meetings of the Board during any one calendar year, (c) an increase in the authorized number of directors; or (d) the failure of the members, at any annual or other meeting of directors at which any director or directors are to be elected, to elect the full authorized number of directors. Vacancies on the Board may be filled by vote of a majority of the directors then in office, whether or not the number of directors then in office is less than a quorum, or by vote of a sole remaining director. No reduction of the authorized number of directors shall have the effect of removing any director before that directors term of office expires.

Section 7.5 Removal. The Board of Directors, by affirmative vote of a majority of the directors then in office, may remove any director without cause at any regular or special meeting; provided that the director to be removed has been notified in writing in the manner set forth herein, that such action would be considered at the meeting.

Section 7.6 Resignation. Except as provided in this paragraph, any director may resign effective upon giving written notice to the chairperson of the Board, the president, the secretary, or the Board of Directors, unless the notice specifies a later time for the effectiveness of the resignation. If the resignation is effective at a future time, a successor may be designated to take office when the resignation becomes effective. Unless the California Attorney General is first notified, no director may resign when the corporation would then be left without a duly elected director in charge of its affairs.

Section 7.7 Meetings.

- a. The Board of Directors shall hold an annual meeting in January of each year subsequent to the election of directors and officers of the corporation and for the transaction of other business. Notice of the annual meeting shall be given in the manner set forth below. Other regular meetings shall be held at such times as are fixed by the Board of Directors. Such regular meetings may be held without notice. Meetings may be held at any place designated by resolution of the