



Downtown Chula Vista Association –Executive Committee Meeting
 Friday, September 8, 2023, at 10:00 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, Current President/Chair
2. Public Comment & Announcements (3-Minutes Max Per Person)
3. Review of the August 2nd, 2023 Meeting Minutes *Action Item* P. 2 - 4
4. Review of the FY23 Mid-Year Draft Budget Report *Action Item* P. 5 - 8
5. Amps & Ales - Current Status & Next Steps *Action Item*
6. Starlight Parade & Festival: Current Status, City Partnership & Next Steps *Action Item*
7. DCVA Executive Officer Vacancy & Upcoming Board Process
8. Summary of Upcoming County Grant Applications
9. Status Report on Pending City Issues:
 - a. Status of New Enabling Ordinance for the City of Chula Vista
 - b. Status of Third Avenue Phase 3 Landscaping Rehabilitation & Request from the City
 - c. Status of Amenity Placement in Downtown Acquired Through County Grants
 - d. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista
10. Other Business
11. Next Meeting: Wednesday, October 4, 2023 at the DCVA Office

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

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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Downtown Chula Vista Association - Executive Committee Meeting
Wednesday, August 2, 2023, at 8:00 am
DCVA Office, 353 Third Avenue, Chula Vista CA. 91910
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

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

ABSENT: N/A

STAFF: Marco Li Mandri, Dominic Li Mandri, Monica Montes, Dianne Serna, Michelle T. de Mercado

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Introductions and Kendell Manion, President/Chair	The meeting was called to order at 8:04 am by District Manager, Dominic Li Mandri. Dominic reviewed meeting etiquette.	No action taken.
2. Public Comment (3 minutes max per person)	Dominic reported that the Organization missed out on potential revenue of \$13,000.00 to hang banners and other activations on Third Avenue to promote the new Marvel Comic movie, The Blue Beetle. Dominic shared that the City Manager's office had issues with other sidewalk amenities on Third Avenue, which put a dampener on the Association's initiative to roll-out more pedestrian amenities.	No action taken.
3. Approval of June 7, 2023, Minutes	The minutes from June 7, 2023, were reviewed.	Ron Richie moved to approve the minutes. Dr. Gonzalo Quintero

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		seconded the motion. Unanimously approved.
4. YTD Rough Draft Financial/	<p>Dominic reported that all TAVA assets are currently being transferred to the GTAIA account.</p> <p>Dominic shared that the delay in transition was due to staff having to wait on a new Employee Identification Number from the Employment Development Department (EDD), to be able to process July payroll.</p> <p>Dominic finalized that a DCVA financial report will be provided at next week's Board meeting.</p>	This item has been tabled until the August 9th Board of Directors' meeting.
5. DCVA Executive Officer Vacancy & Upcoming Board Process	<p>Dominic reported that Kevin Lewis is the acting Interim Board President due to Kendell Manion's resignation. Dominic added that because of Kendell stepping down, the officer position for Board President is now open.</p> <p>Dominic informed the Committee that the nominees Dr. Gonzalo Quintero and Joe Warren will each have a five-minute platform to speak, followed by a silent ballot election at the upcoming Board meeting.</p>	No action taken.
6. Discussion on a Possible Site in Downtown for an Urban Soccer Pitch	<p>Dominic shared that Dr. Quintero introduced him to Tony Martinez, Brand Manager of Westside Love.</p> <p>Dominic informed the Committee that during his meeting Tony expressed interest in pursuing the idea of an urban soccer pitch within Third Avenue.</p> <p>Dominic added that he met with Rodrigo to discuss the potential of using the Algo Bueno food truck lot for the site.</p> <p>Dominic concluded that there has been further discussion between Tony Martinez and Rodrigo on the matter and that there is no contractual obligation at this time.</p>	No action taken.

<p>7. Status Report on Pending City Issues:</p> <p>7.a. Status of New Enabling Ordinance for the City of Chula Vista</p> <p>7.b. Status of Permit from Public Works to Place Street Furniture on Third Avenue</p> <p>7.c. Status of Code Enforcement Related to Unregulated Vending in Downtown Chula Vista</p> <p>7.d. Status of Create Chula Vista Memorial Plaza Grant Application</p>	<p>7.a. Dominic shared with the Committee that he and Marco are prioritizing the Enabling Ordinance to be presented to Chula Vista City Council.</p> <p>Dominic reported that he and Marco will meet with Deputy City Manager, Eric Crockett, to follow up for a response to the status of the precise ordinance that staff drafted for his review.</p> <p>7.b. Marco reported that there continues to be conflict between staff and the City of Chula Vista on the placement of the grant-funded amenities and planters on Third Avenue.</p> <p>Dominic added that the City is in an opposition of the amenities because they were not original to the City of Chula Vista's Streetscape Master Plan.</p> <p>7.c. Dominic reported that a template for a sidewalk vending ordinance had been submitted back in August of 2022, to the City of Chula Vista.</p> <p>Dominic concluded that there still has been no progress.</p> <p>7.d. Dominic reported that the grant application is still under review with the Grant Review Committee.</p>	<p>7.a. No action taken.</p> <p>7.b. No action taken.</p> <p>7.c. No action taken.</p> <p>7.d. No action taken.</p>
<p>8. Other:</p>	<p>Nothing to report.</p>	<p>No action taken.</p>
<p>9. Next Meeting:</p>	<p>The next Executive Committee meeting will take place on Wednesday, September 6, 2023, at the DCVA Office, 8:00 am.</p>	<p>No action taken.</p>
<p>10. Adjournment:</p>	<p>11. Meeting adjourned at 8:48 am.</p>	<p>The Executive Committee unanimously approved.</p>

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

**GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
August 2023**

	Aug 23	Budget	Jan - Aug 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
Assessment Income-TAVA transfer	80,164.10	0.00	300,164.10	309,000.00	309,000.00
BID Revenue					
Business Licences	0.00	0.00	0.00	0.00	0.00
Total BID Revenue	0.00	0.00	0.00	0.00	0.00
Non Assessment Income					
Sponsorships	0.00		1,500.00		
Total Non Assessment Income	0.00		1,500.00		
PBID Revenue					
Prop. Owner Assessments 2023	2,425.18	0.00	2,425.18	0.00	0.00
Total PBID Revenue	2,425.18	0.00	2,425.18	0.00	0.00
Program Income					
Farmers Market					
F.M. Vendor Income	5,130.00	6,000.00	13,295.00	12,000.00	36,000.00
Farmers Market - Other	0.00	0.00	0.00	0.00	0.00
Total Farmers Market	5,130.00	6,000.00	13,295.00	12,000.00	36,000.00
Grants	0.00	0.00	0.00	0.00	0.00
Program Income - Other	0.00	0.00	0.00	0.00	0.00
Total Program Income	5,130.00	6,000.00	13,295.00	12,000.00	36,000.00
Special Event Income					
Taste of Third	0.00		9,306.51		
Lemon Festival	10,000.00		10,000.00		
Total Special Event Income	10,000.00		19,306.51		
Total Income	97,719.28	6,000.00	336,690.79	321,000.00	345,000.00
Gross Profit	97,719.28	6,000.00	336,690.79	321,000.00	345,000.00
Expense					
County Grant Expense	7,569.03	2,903.79	8,421.34	5,807.58	17,422.74
ADMINISTRATION					
Accounting Fees	0.00	833.00	2,375.00	1,666.00	4,221.00
Bank Charges	4.00	40.00	25.00	80.00	240.00
Business Registration Fees	25.00	0.00	25.00	0.00	0.00
Dues and Subscriptions	105.00	0.00	405.00	300.00	300.00
Insurance					
Auto Insurance	1,484.00	165.00	1,484.00	330.00	990.00
General Liability, D and O	3,378.00	0.00	3,378.00	0.00	0.00
Total Insurance	4,862.00	165.00	4,862.00	330.00	990.00
Meals and Entertainment	0.00	0.00	107.31	0.00	0.00
Office Expense	38.78	166.00	378.47	336.00	1,000.00
Office Supplies	211.34	166.00	830.54	336.00	1,000.00
Outside Contract Services	16,000.00	16,000.00	32,000.00	32,000.00	96,000.00
Postage, Mailing Service	13.20	0.00	21.30	0.00	0.00
Printing and Copying	997.50		1,621.17		
Rent, Parking, Utilities	4,112.56	3,862.56	9,475.12	7,725.12	23,175.36
Telephone, Telecommunications	1,593.64	268.10	1,688.19	268.10	768.10
Utilities	0.00	493.91	129.99	987.82	2,963.46

**GTAIA dba Downtown Chula Vista Assoc.
Profit & Loss Budget Performance
August 2023**

	Aug 23	Budget	Jan - Aug 23	YTD Budget	Annual Budget
Waste Services	304.47	366.64	608.94	733.28	2,199.84
Total ADMINISTRATION	28,267.49	22,361.21	54,553.03	44,762.32	132,857.76
DI&P					
Advertising and Promotions	1,214.52	457.80	1,214.52	457.80	2,289.00
Total DI&P	1,214.52	457.80	1,214.52	457.80	2,289.00
Event Expenses					
Farmers Market					
F.M.-Consultant	1,808.22		4,769.14		
F.M.- Payroll & Taxes	1,481.47		1,481.47		
F.M.- Permits & Fees	427.00		427.00		
F.M. - Equipment Rentals	0.00		906.54		
Farmers Market - Other	0.00	8,024.44	0.00	8,024.44	40,122.20
Total Farmers Market	3,716.69	8,024.44	7,584.15	8,024.44	40,122.20
Public Relations	4,800.00	4,800.00	9,600.00	9,600.00	28,800.00
Rebrand & Photo Budget	0.00	0.00	0.00	0.00	0.00
Website and Hosting	0.00	0.00	0.00	0.00	0.00
Event Expenses - Other	0.00		8,000.00		
Total Event Expenses	8,516.69	12,824.44	25,184.15	17,624.44	68,922.20
CIVIL SIDEWALKS					
Compensation & Benefits					
Cell Phone Allowance	120.00	120.00	240.00	120.00	600.00
Workers Comp	805.00		1,610.00		
Salaries & Wages	7,292.10		7,592.10		
Payroll Processing Fees	15.00		15.00		
Health Insurance	431.10		485.74		
Compensation & Benefits - Other	0.00	12,380.00	0.00	12,380.00	61,900.00
Total Compensation & Benefits	8,663.20	12,500.00	9,942.84	12,500.00	62,500.00
District Utilities	1,889.27	3,500.00	4,768.25	3,500.00	17,500.00
Equip Rental & Maintenance	0.00	0.00	406.24	0.00	0.00
Landscape Contracted Services	2,894.00	1,952.00	4,969.25	1,952.00	9,760.00
Maintenance Services					
Auto					
Fuel	0.00	473.66	591.94	473.66	2,368.30
Maintenance & Sevice	0.00	58.00	686.37	58.00	290.00
Total Auto	0.00	531.66	1,278.31	531.66	2,658.30
Maintenance Services - Other	23.14		23.14		
Total Maintenance Services	23.14	531.66	1,301.45	531.66	2,658.30
Maintenance Supplies	1,968.82	1,118.00	3,797.82	1,118.00	5,590.00
Nursery Supplies & Equipment	960.00	213.80	1,987.67	213.80	1,069.00
Sidewalk Pressure Washing	130.00	4,586.20	8,989.00	4,586.20	22,931.00
Uniforms	0.00	300.00	1,174.51	300.00	1,500.00
Total CIVIL SIDEWALKS	16,528.43	24,701.66	37,337.03	24,701.66	123,508.30
Unallocated	0.00	0.00	0.00	0.00	0.00
Total Expense	62,096.16	63,248.90	126,710.07	93,353.80	345,000.00

GTAIA dba Downtown Chula Vista Assoc.

Profit & Loss Budget Performance

August 2023

	<u>Aug 23</u>	<u>Budget</u>	<u>Jan - Aug 23</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Net Ordinary Income	35,623.12	-57,248.90	209,980.72	227,646.20	0.00
Net Income	<u>35,623.12</u>	<u>-57,248.90</u>	<u>209,980.72</u>	<u>227,646.20</u>	<u>0.00</u>

GTAIA dba Downtown Chula Vista Assoc.
Balance Sheet
As of July 31, 2023

	<u>Jul 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
GTAIA Gen Acct- 9112	160,634.95
GTAIA Programs Acct - 9956	20,512.11
GTAIA - Debit -9948	1,000.00
Total Checking/Savings	<u>182,147.06</u>
Total Current Assets	<u>182,147.06</u>
TOTAL ASSETS	<u>182,147.06</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-4,922.44
Total Accounts Payable	<u>-4,922.44</u>
Total Current Liabilities	<u>-4,922.44</u>
Total Liabilities	-4,922.44
Equity	
Unrestricted Net Assets	12,711.90
Net Income	174,357.60
Total Equity	<u>187,069.50</u>
TOTAL LIABILITIES & EQUITY	<u>182,147.06</u>