



Downtown Chula Vista Association – Special Board of Directors’ Meeting  
Wednesday, October 21, 2026, at 8:30 AM  
In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)  
Virtual Link: <https://us06web.zoom.us/j/82639703921>  
or call 1-669-900-6833 / Meeting ID: 826 3970 3921 / Passcode: 1982

1. Introductions / Joe Warren, Board President
2. Public Comment & Announcements (3-Minutes Max Per Person)  
*Please keep comments directed to non-agenda topics*
3. Community Reports:  
*Senator Padilla’s Office, Supervisor Aguirre’s Office, Mayor McCann’s Office, Councilmember Preciado’s Office, Economic Development Department, City Manager’s Office, CVPD*
4. Review of the Minutes from the September 9<sup>th</sup>, 2026 Meeting *Action Item* P. 3 - 8
5. Committee Reports:  
Executive Committee / Joe Warren, Board President
  - a. Review of FY26 Year-to-Date Draft Budget Report *Action Item* P. 9 - 11
  - b. FY27 County NRP Grant Request for Add. Pedestrian Amenities: Update
  - c. FY27 County CE Grant Request for Organizational Support: Summary *Action Item* P. 12
  - d. Downtown Chula Vista District Renewal Task Force: Update
  - e. City of Chula Vista Outdoor Dining Ordinance: Update
  - f. Next Meeting: Wednesday, November 4<sup>th</sup>, 2026 at 9:00 AM at the DCVA Office
- District Identity & Placemaking Committee / Ron Richie, Committee Chair
  - a. Olive Public Relations Status Report P. 13 - 15
  - b. Día de los Muertos Celebration *Sun., Nov. 1<sup>st</sup>* P. 16
  - c. Ombac on Third Pickleball Tournament *Sat., Nov. 7<sup>th</sup>*
  - d. Downtown Heritage Chair: Relocation & Status of Plaque Installation
  - e. Next Meeting: Wednesday, October 21<sup>st</sup>, 2026 at 9:00 AM at the DCVA Office
- Civil Sidewalks Committee / Marianna Cardenas, Committee Chair
  - a. Downtown Maintenance Operations: Staffing Update
  - b. EL Nino Storm Preparations: Summary
  - c. Next Quarterly Pressure Washing Service: Week of November 2<sup>nd</sup>
  - d. Next Meeting: Wednesday, October 28<sup>th</sup>, 2026 at 9:00 AM at the DCVA Office
- Land Use & Project Review / Joseph Raso, Committee Chair
  - a. Downtown Development Update
  - b. Next Meeting: TBD

6. Next Meeting: Thursday, November 12<sup>th</sup>, 2026 at 8:30 AM

7. 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/GTAIA 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](mailto: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.



**Downtown Chula Vista Association Board of Directors' Meeting**  
**Wednesday, September 9th, 2026, at 8:30 AM**  
**In-Person: DCVA Office (353 Third Avenue, Chula Vista, CA. 91910)**  
**Virtual Link: <https://us06web.zoom.us/j/82639703921>**  
**or call 1-669-900-6833 / Meeting ID: 826 3970 3921 / Passcode: 1982**

**PRESENT:** Mariana Cardenas, Sylvia Chairez, Debra Krick, Kevin Lewis, Andrew Mc Donald, Daisy Romero, Kevin Rhodes, Joe Warren

**EXCUSED:** Kevin Pointer, Dana Davis, Joe Raso, Ron Richie, Loren Sanchez (Finest City), Abe Téran

**GUESTS:** Sydney Costales (Olive PR, Inc.)

**STAFF:** Marco Li Mandri (NCA), Dominic Li Mandri (NCA), Gabby Manocchio (NCA, Zoom), Noralyn Arroyo (NCA), Michelle Thomas de Mercado (NCA)

**MINUTES:**

| <i>Item</i>                                                                                             | <i>Discussion</i>                                                                                                                                                | <i>Action Taken?</i>           |
|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 1. Introductions / Joe Warren, Board President                                                          | The meeting was called to order with a quorum met at 8:54 am.                                                                                                    | <b><i>No action taken.</i></b> |
| 2. Public Comment (3-Minutes Max Per Person) <i>Please keep comments directed to non-agenda topics.</i> | Dominic opened the floor for public comments.<br><br>Inquiries were made regarding the results of last week's City Council meeting, to which Dominic briefed on. | <b><i>No action taken.</i></b> |
| 3. CVPD, Senator Padilla's Office, District 1 Supervisor Office, Mayor McCann's Office, Councilmember   | Nobody was present from these entities at the time, therefore there was nothing to report.                                                                       | <b><i>No action taken.</i></b> |

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**  
 353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910  
 619.422.1982 • [DOWNTOWNCHULAVISTA.COM](https://downtownchulavista.com)  
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|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                             |
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| Preciado's Office                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                             |
| 4. Review of the Minutes from the August 12th, 2026, Special Meeting          | The minutes of the August 12, 2026, Special Meeting were reviewed on pages 3-4 of the agenda.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Kevin Lewis moved to approve the minutes as presented. Joe Warren seconded. Unanimously approved.</b>                                                                                                    |
| 5. Review of the Minutes from the August 12th, 2026, Regular Meeting          | The minutes of the August 12, 2026, meeting were reviewed on pages 5-9 of the agenda.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Mariana Cardenas moved to approve of the minutes as presented. Kevin Rhodes seconded. Unanimously approved.</b>                                                                                          |
| 6. Committee Reports:<br>Executive Committee /<br>Joe Warren, Board President |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                             |
| 6.a. Set Annual Meeting Date, Establishment of Nominations Task Force         | <p>6.a. Dominic reviewed the bylaws excerpt on pages 10–11. After considering the November Board meeting schedule and the holiday calendar, the Board scheduled the annual meeting for Thursday, November 12, 2026.</p> <p>At this time, a task force was created to include:<br/>         -Joe Warren<br/>         -Mariana Cardenas (contingent)<br/>         -Debra Krick<br/>         -Joe Raso (appointed)</p> <p>Marco recommended the discussion, consideration, and action for the removal of the Business Improvement District (BID), maintaining only one district assessment (CBD) during the upcoming annual meeting.</p> | <b>6.a. Kevin Lewis moved to approve the selected November 12<sup>th</sup> date for the annual meeting and for the established nominations task force. Andrew Mc Donald seconded. Unanimously approved.</b> |
| 6.b. Downtown Chula Vista District Renewal: Update                            | <p>6.b. Marco outlined the next steps in the district renewal process following the City Council's adoption of a resolution of support at the previous week's meeting.</p> <p>Marco reported that responsibilities under a Disbursement Agreement should be reviewed and renegotiated.</p>                                                                                                                                                                                                                                                                                                                                            | <b>6.b. No action taken.</b>                                                                                                                                                                                |

|                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                 |
|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| 6.c. Review of FY26 Year-to-Date Draft Budget Report                             | <p>Dominic finalized and announced a 52% threshold had been reached in the petition drive.</p> <p>6.c. Dominic provided an extensive YTD Draft Financial report for review on pages 12-13 of the agenda.</p> <p>It was noted that the market continues to thrive despite the intense heat wave.</p> <p>Dominic opened the floor for questions but there were none.</p>                                                                            | <p><b><i>6.c. Kevin Lewis moved to accept the financials as presented. Kevin Rhodes seconded. Unanimously approved.</i></b></p> |
| 6.d. FY27 County NRP Grant Request: Update                                       | <p>6.d. Dominic noted that submittal of the grant request remains contingent upon the completion of the organization's taxes.</p> <p>Dominic opened the floor to any other "asks" that the members may want to include on the grant request, but nothing was mentioned.</p>                                                                                                                                                                       | <p><b><i>6.d. No action taken.</i></b></p>                                                                                      |
| 6.e. City Wide Outdoor Dining Ordinance: Update from Planning Commission Meeting | <p>6.e. Dominic summarized the DCVA Outdoor Dining Task Force's recent findings on the City of Chula Vista's proposed city-wide outdoor dining regulations. Staff also drafted a letter that was presented at the City's Planning Commission meeting.</p> <p>The letter's recommendations led to the adjustment of the proposed fees, reducing projected costs and making it more feasible for businesses to apply for construction approval.</p> | <p><b><i>6.e. No action taken.</i></b></p>                                                                                      |
| Next Meeting                                                                     | The next Executive Committee meeting will take place on Wednesday, October 7th, 2026, at 9:00 AM at the DCVA Office, at 9:00am at the DCVA Office.                                                                                                                                                                                                                                                                                                | <b><i>No action taken.</i></b>                                                                                                  |
| District Identity & Placemaking Committee / Ron Richie, Committee Chair          |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                 |
| 6.a. Olive Public Relations Status Report                                        | 6.a. Sydney Costales of Olive PR provided a PR and social media update on pages 14-16 of the agenda.                                                                                                                                                                                                                                                                                                                                              | <b><i>6.a. No action taken.</i></b>                                                                                             |
| 6.b. Lemon Festival                                                              | 6.b. Dominic provided an overview of the event, an overall success, but noted that there was issue with a district business that made accusations of favoritism due to vendor placement. Staff met with                                                                                                                                                                                                                                           | <b><i>6.b. No action taken.</i></b>                                                                                             |

|                                                                          |                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                          | <p>the disgruntled party in hopes of an alignment.</p> <p>The floor was opened for discussion, but a more in-depth discussion will follow at the upcoming DI&amp;P meeting.</p>                                                                                                           |                                                                                                                                                                                                                   |
| 6.c. City of Chula Vista: El Grito                                       | 6.c. Dominic provided any known details of the event that will occur on Sunday, September 13 <sup>th</sup> , in Memorial Park, with staff reaching out to the City of Chula Vista with hopes to see how the program can lead beyond Memorial Park to Third Avenue.                        | <b>6.c. No action taken.</b>                                                                                                                                                                                      |
| 6.d. Dia de los Muertos Celebration Sun., Nov. 1 <sup>st</sup>           | 6.d. Dominic confirmed that the event on Sunday November 1 <sup>st</sup> , as this is the actual date of the holiday.                                                                                                                                                                     | <b>6.d. No action taken.</b>                                                                                                                                                                                      |
| i. Street Closure                                                        | i. Dominic briefed on the consideration to incorporate this year's footprint and said that it is to include a partial street closure, F Street to Park Way, for booth placement.                                                                                                          | <b>6.d.i. No action taken.</b>                                                                                                                                                                                    |
| ii. Decorating Contest                                                   | <p>ii. Dominic announced the Catrín and Catrína contest will again take place this year..</p> <p>Mariana Cardenas indicated interest to have a scavenger hunt and was willing to canvas the neighborhood to get volunteers.</p>                                                           | <b>6.d.ii. No action taken.</b>                                                                                                                                                                                   |
| iii. Review & Consider Proposal from Las Jefas to Organize Event Vendors | <p>iii. Dominic reported that the Executive Committee directed staff to initiate into a contract with Las Jefas, emulating last year's contract that includes a 50/50 split.</p> <p>Dominic noted should there be any contract changes it will be brought to the board for review.</p>    | <b>6.d.iii. Mariana Cardenas moved to allow staff to review and possibly approve a contract with Las Jefas that emulates the terms of the previous 2025 contract. Kevin Lewis seconded. Unanimously approved.</b> |
| 6.e. Downtown Heritage Chair & Planter Plaques: Installation Update      | <p>6.e. Dominic provided an update, recommending for the creation of the plaque installation and ribbon cutting ceremony independently to the Heritage Chair ceremony.</p> <p>Dominic noted that, as required by the City of Chula Vista, staff must hire a general contractor at the</p> | <b>6.e. No action taken.</b>                                                                                                                                                                                      |

|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                             |                              |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| 6.f. Chula Vista Animal Service Pup Crawl                          | <p>prevailing wage rate for the chair's installation. Staff was recently quoted at approximately \$30,000.</p> <p>A scope of work is available for members to review and to share should they have a general contractor they could recommend.</p> <p>6.f. Dominic briefed on the presentation by Jerry Thomas Smith from the San Diego Humane Society, with the potential collaboration on Third Avenue in mid-October.</p> | <b>6.f. No action taken.</b> |
| Next Meeting                                                       | The next District Identity & Placemaking Committee meeting will take place on Wednesday, September 16th, 2026, at 9:00 am, at the DCVA Office.                                                                                                                                                                                                                                                                              | <b>No action taken.</b>      |
| Civil Sidewalks Committee /Mariana Cardenas, Committee Chair       |                                                                                                                                                                                                                                                                                                                                                                                                                             |                              |
| 6.a. Downtown Maintenance Operations: Staffing Update              | 6.a. Dominic reported on recent maintenance department updates, with the hiring of an additional part-time staff member.                                                                                                                                                                                                                                                                                                    | <b>6.a. No action taken.</b> |
| 6.b. Third Avenue Landscaping Program: Update                      | 6.b. Dominic reported on landscaping efforts will be more focused on the overall maintenance through the end of the year, with concentration of the southern medians.                                                                                                                                                                                                                                                       | <b>6.b. No action taken.</b> |
| 6.c. Next Quarterly Pressure Washing Service: Week of November 2nd | 6.c. Dominic reported that the final quarterly district-wide service will occur in the week of November 2nd, after Dia de los Muertos.                                                                                                                                                                                                                                                                                      | <b>6.c. No action taken.</b> |
| Next Meeting                                                       | The next Civil Sidewalks Committee meeting will take place on Wednesday, August 19, 2026, at 9:00 am, at the DCVA Office.                                                                                                                                                                                                                                                                                                   | <b>No action taken.</b>      |
| Land Use & Project Review / Joseph Raso, Committee Chair           |                                                                                                                                                                                                                                                                                                                                                                                                                             |                              |
| 6.a. Downtown Development Update                                   | 6.a. Dominic noted that there are no new updates on current development projects and related activity occurring within the district but mentioned that there are several large-scale mixed-use developments anticipated over the next three years                                                                                                                                                                           | <b>6.a. No action taken.</b> |

|                 |                                                                                                                         |                                                                                                             |
|-----------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|                 | and the ongoing transformation of the district.                                                                         |                                                                                                             |
| Next Meeting    | The date of the next Land Use Committee meeting is yet to be determined.                                                | <b><i>No action taken.</i></b>                                                                              |
| 7. Next Meeting | The DCVA Board of Directors' Meeting will be on Wednesday, Wednesday, October 14, 2026, at 8:30 am, at the DCVA Office. | <b><i>No action taken.</i></b>                                                                              |
| 8. Adjournment  | The meeting was adjourned at 10:00 am.                                                                                  | <b><i>Mariana Cardenas moved to adjourn the meeting. Sylvia Chairez seconded. Unanimously approved.</i></b> |

Minutes taken by: Michelle 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         |
|---------------------------------------|-------------------|
| <b>ASSETS</b>                         |                   |
| 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        |
| <b>TOTAL ASSETS</b>                   | <b>336,224.19</b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                   |
| 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        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>336,224.19</b> |

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 |
|---------------------------------|-----------|-----------|--------------|------------|---------------|
| <b>Ordinary Income/Expense</b>  |           |           |              |            |               |
| 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 Assessment 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 Assessment 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         |
| <b>Total Farmers Market</b>              | <b>13,506.07</b>  | <b>12,166.00</b>  | <b>123,512.42</b> | <b>109,502.00</b> | <b>146,000.00</b> |
| 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            |                   |                   |
| <b>Total Event Expenses</b>              | <b>18,506.07</b>  | <b>16,122.00</b>  | <b>130,130.09</b> | <b>145,134.00</b> | <b>193,500.00</b> |
| <b>CIVIL SIDEWALKS</b>                   |                   |                   |                   |                   |                   |
| 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         |
| <b>Total Compensation &amp; Benefits</b> | <b>17,122.82</b>  | <b>16,664.00</b>  | <b>154,203.92</b> | <b>150,008.00</b> | <b>200,000.00</b> |
| 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          |
| <b>Total Auto</b>                        | <b>3,611.69</b>   | <b>375.00</b>     | <b>7,969.88</b>   | <b>3,375.00</b>   | <b>4,500.00</b>   |
| <b>Total Maintenance Services</b>        | <b>3,611.69</b>   | <b>375.00</b>     | <b>7,969.88</b>   | <b>3,375.00</b>   | <b>4,500.00</b>   |
| 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          |
| <b>Total CIVIL SIDEWALKS</b>             | <b>33,514.82</b>  | <b>27,412.00</b>  | <b>271,728.82</b> | <b>255,262.71</b> | <b>337,498.71</b> |
| <b>Total Expense</b>                     | <b>85,282.56</b>  | <b>77,399.00</b>  | <b>671,414.70</b> | <b>705,351.71</b> | <b>937,548.71</b> |
| <b>Net Ordinary Income</b>               | <b>-57,121.06</b> | <b>-56,565.67</b> | <b>68,888.17</b>  | <b>169,697.01</b> | <b>0.00</b>       |
| <b>Net Income</b>                        | <b>-57,121.06</b> | <b>-56,565.67</b> | <b>68,888.17</b>  | <b>169,697.01</b> | <b>0.00</b>       |



October 14, 2026

To: Honorable Supervisor Paloma Aguirre  
County of San Diego Board of Supervisors

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

Dear Supervisor Aguirre:

As part of our ongoing efforts to distinguish Downtown Chula Vista as the premier destination of the South Bay, the Downtown Chula Vista Association presents the below list of strategic priorities for funding consideration. The Downtown Chula Vista Association requests these funds to assist our organization in covering costs related to renewing our district for another term as well as to afford general operating expenses for sustaining our non-profit organization.

| Item                                                | Location of Project                                                                                            | Estimated cost |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------|
| DCV District Renewal & Expansion Effort             | Downtown Chula Vista Association and Adjacent Blocks from I to E Streets                                       | \$10,000       |
| Operational Costs that Sustain Downtown Chula Vista | Expenses covered would pertain to our physical office in downtown at 353 Third Avenue, Chula Vista, CA. 91910. | \$15,000       |
| Total Request:                                      |                                                                                                                | \$ 25,000      |

The DCVA 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,

*Dominic Li Mandri*  
*District Manager*  
*Downtown Chula Vista Association*

WHERE CULTURE & COMMUNITY MEET

**DOWNTOWN CHULA VISTA ASSOCIATION**

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

Facebook • DOWNTOWNCHULAVISTA • Instagram • DOWNTOWNCHULAVISTACA • Twitter • DOWNTOWNCHULA



## DCVA Board Meeting PR & Social Media Report

Wednesday, October 14, 2026

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### Pitches

#### **Current**

- Hispanic Heritage Month
- Public Art and Planter Boxes

#### **Upcoming**

- Dia De Los Muertos (short leads)

#### **Public Art and Planter Boxes**

- Secured broadcast coverage on ABC 10
- Secured interest with Star News

#### **Dia de los Muertos**

- Secured coverage on San Diego Union Tribune, Stay Classy
- Secured interest with CBS 8

#### **Hispanic Heritage Month**

- Secured broadcast coverage on CBS 8, KUSI and 600 KOGO San Diego Morning News
- Secured interest with The Finest and KPBS

#### **Other**

- Secured broadcast coverage on FOX 5
- Secured online coverage on San Diego Business Journal
- Secured print coverage on San Diego Business Journal
- Secured contributed article in the Star News

### Writing

- Star News Contributed Article - October
- Star News Contributed Article - November
- Dia De Los Muertos (short leads)



# Celebrate Hispanic Heritage Month by discovering Latino-owned businesses in Chula Vista



## SOCIAL MEDIA

### Recap & Highlights

Gained total new followers 386, Net Growth 221

Earned **335K** total views

Garnered total **6.4K** unique accounts engaged

Promoted: Hispanic Heritage Month: Multiple Businesses, Padres Games & Specials, Then & Now, Dia De Los Muertos: Event, Contests, Call to Vendors, Art around DCVA, Cheeseburger Day

Upcoming highlights: Dia De Los Muertos, Business Highlights: Legacy Businesses, Spooky Drinks/Bites/Events + Specials, Lean into Cold Weather favorites: Eats (champurrado, pan de muerto, sopita season, pozole or menudo, tamales), My Cup of Tea, Candles at Amor Eterno, Coffee Beans at Dark Horse Coffee Roasters, Farmer's Market Harvest Produce, Starlight Parade: Longer Lead

### **BEST PERFORMING POSTS**

Instagram:

## Best content - By total views

**Downtown Chula Vista** 09/07/26 3:00 PM

Celebrate Hispanic Heritage Month by getting to know Paulina and Alesio Marquez, the husband-and-wife team behind Galú Café & Delicatessen. 🍴 Both owners come...



No label

|                     |        |
|---------------------|--------|
| Views               | 21,477 |
| Reach               | 10,814 |
| Engagement          | 873    |
| Likes               | 771    |
| Comments            | 14     |
| Shares              | 45     |
| Eng. rate per view  | 4.1%   |
| Eng. rate per reach | 8.1%   |

**Downtown Chula Vista** 09/23/26 12:43 PM

A new chapter is developing on Third Avenue. 🍴 In celebration of Hispanic Heritage Month, we're welcoming @ImStillDeveloping and owners Andrew Galvan and...



No label

|                     |        |
|---------------------|--------|
| Views               | 20,419 |
| Reach               | 14,137 |
| Engagement          | 1,068  |
| Likes               | 884    |
| Comments            | 22     |
| Shares              | 124    |
| Eng. rate per view  | 5.2%   |
| Eng. rate per reach | 7.6%   |

**Downtown Chula Vista** 09/18/26 1:12 PM

National Cheeseburger Day calls for a showstopper. 🍔 When the bell rings and you hear "Cheeseburger! Cheeseburger!" coming out of the kitchen, you know The...



No label

|                     |       |
|---------------------|-------|
| Views               | 7,846 |
| Reach               | 5,615 |
| Engagement          | 158   |
| Likes               | 114   |
| Comments            | 8     |
| Shares              | 36    |
| Eng. rate per view  | 2%    |
| Eng. rate per reach | 2.8%  |

Facebook:

## Best content - By total views

**Downtown Chula Vista [FB]** 09/07/26 12:00 PM

Celebrate Hispanic Heritage Month by getting to know Paulina and Alesio Marquez, the husband-and-wife team behind Galú Café & Delicatessen. 🍴 Both owners come...



No label

|                     |        |
|---------------------|--------|
| Views               | 25,237 |
| Reach               | 16,872 |
| Engagement          | 2,063  |
| Reactions           | 233    |
| Comments            | 12     |
| Shares              | 17     |
| Clicks              | 1,801  |
| Eng. rate per view  | 8.2%   |
| Eng. rate per reach | 12.2%  |

**Downtown Chula Vista [FB]** 09/23/26 12:43 PM

A new chapter is developing on Third Avenue. 🍴 In celebration of Hispanic Heritage Month, we're welcoming @ImStillDeveloping and owners Andrew Galvan and...



No label

|                     |        |
|---------------------|--------|
| Views               | 13,889 |
| Reach               | 10,740 |
| Engagement          | 436    |
| Reactions           | 150    |
| Comments            | 7      |
| Shares              | 11     |
| Clicks              | 268    |
| Eng. rate per view  | 3.1%   |
| Eng. rate per reach | 4.1%   |

**Downtown Chula Vista [FB]** 09/18/26 1:12 PM

National Cheeseburger Day calls for a showstopper. 🍔 When the bell rings and you hear "Cheeseburger! Cheeseburger!" coming out of the kitchen, you know The...



No label

|                     |       |
|---------------------|-------|
| Views               | 5,982 |
| Reach               | 4,776 |
| Engagement          | 256   |
| Reactions           | 58    |
| Comments            | 4     |
| Shares              | 1     |
| Clicks              | 193   |
| Eng. rate per view  | 4.3%  |
| Eng. rate per reach | 5.4%  |



# 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

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

Updated 9/30/2026

