



Downtown Chula Vista Association – Special District Identity & Placemaking Committee

Wednesday, October 28th, 2026, at 9:00am

In Person: DCVA Office (353 Third Avenue, Chula Vista, 91910)

Virtual Meeting: <https://us06web.zoom.us/j/88117581170>

or call 1-669-444-9171 / Meeting ID: 881 1758 1170 / Passcode: 1982

- 1) Roll Call & Meeting Etiquette / Ron Richie, Chair & Kevin Lewis, Co-Chair
- 2) Non-Agenda Public Comment & Announcements (3-Minute Max Per Person)
Please keep comments directed to the downtown-related items.
- 3) Review of Minutes from September 16th, 2026 Meeting *Action Item* P. 2 - 5
- 4) Public Relations & Promotions:
 - a. Olive Public Relations Status Report P. 6 - 8
- 5) Events – Confirmed & Proposed:
 - a. Chula Vista Animal Service Pup Crawl
 - b. Dia de los Muertos Celebration *Sun., Nov 1st* P. 9
 - c. OMBAC on Third Pickleball Tournament *Sat., Nov 7th*
 - d. City of Chula Vista Starlight Parade *Sat., Dec 5th*
- 6) Placemaking & Improvements:
 - a. Downtown Heritage Chair: Ribbon-Cutting Ceremony
- 7) Next Meeting: Wednesday, November 18th, 2026 at the DCVA Office
- 8) 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 Downtown Chula Vista 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.



Downtown Chula Vista Association District Identity & Placemaking Committee

Wednesday, September 16th, 2026, at 9:00am

In Person: DCVA Office (353 Third Avenue, Chula Vista, 91910)

Virtual Meeting: <https://us06web.zoom.us/j/88117581170>

or call 1-669-444-9171 / Meeting ID: 881 1758 1170 / Passcode: 1982

PRESENT: Kevin Lewis, Kevin Rhodes, Daisy Romero, Loree Shirazi, Andrew Mc Donald

EXCUSED: Ron Richie, Mariana Cardenas, Abe Teran

GUESTS: Ana Ybarra (Olive PR)

STAFF: Dominic LiMandri (NCA), Gabby Manocchio (NCA), Noralyn Arroyo (NCA), Michelle Mercado (NCA)

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Roll Call & Zoom Etiquette / Ron Richie, Chair & Kevin Lewis, Co-Chair	The meeting was called to order at 9:03 am, by DCVA District Manager, Dominic Li Mandri.	No action taken.
2. Non-Agenda Public Comment & Announcements (3-Minute Max Per Person). Please keep comments directed to the downtown-related items	Dominic opened the floor for public comment but there was nothing to report. Kevin Rhodes mentioned pests are becoming a problem throughout Third Avenue. Kevin Rhodes shared his perspective on Chula Vista Mayor John McCann's proposed outdoor dining ordinance, which is intended to reinstate and streamline the approval process while reducing costs for local restaurants. Dominic then	No action taken.

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

619.422.1982 • DOWNTOWNCHULAVISTA.COM

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	shared his findings from the Planning Commission to provide additional context. Dominic announced that the petition threshold was at 52% in support and that ballots are being sent out to property owners.	
3. Review of Minutes from August 19th, 2026, Meeting	The minutes from the August 19, 2026, were reviewed on pages 2-5 of the agenda.	<i>Kevin Lewis approved of the minutes as presented. Kevin Rhodes seconded. Unanimously approved.</i>
5. Public Relations & Promotions:		
5.a. Olive Public Relations Status Report	5.a. Ana Ybarra of Olive PR provided a PR and social media recap, mentioning PR efforts on Hispanic Heritage Month and public art and planter box art.	<i>5.a. No action taken.</i>
6. Events – Confirmed & Proposed:		
6.a. Lemon Festival: Program Feedback	6.a. Dominic invited committee members to share their impressions of this year’s event so their feedback could inform improvements for the 2027 event.	<i>6.a. No action taken.</i>
i. Footprint	i. Dominic noted that businesses south of Parkway have received not as much attention and recommended a more prominent activation in that area and possibly reorienting the entrance event to improve visibility and visitor flow. Considered activations south of Park Way: • A car show • A performance stage • A fire truck display Considered enhancement in Memorial Park: • Enhance the Little Lemons activity area • Generate more sponsorship to offset costs of the inflatables	<i>6.a.i. No action taken.</i>

ii. Booth Placement	• Improve upon the Kalavera parking lot for an activation as long as it does not negatively impact customer parking	
iii. Event Features	ii. The committee supported the current booth placement away from the medians, noting that it complemented the overall event layout. Dominic explained that spacing between vendor booth groups was necessary to preserve emergency vehicle access and maintain the required 20-foot fire lane. Consideration for expanded seating and to fill in the “dead zones” in the intersections with activations. iii. Consideration to explore a creative installation to be activated in the crosswalk area, crossing between Burdick’s Sewing & Vacuum Center and Mc Clendon Jewelry.	6.a. ii. No action taken. 6.a.iii. No action taken.
6.b. El Grito: Recap of City Event	6.b. Dominic opened the discussion with a recap of the El Grito event held on Sunday, September 13, 2026. The committee agreed that attendance was lower than in previous years and that limited activity at the event had little impact on sales.	6.b. No action taken.
6.c. Chula Vista Animal Service Pup Crawl	6.c. Following a presentation by Jerry Thomas Smith of the California Humane Society, Dominic announced plans for a quarterly Pup Crawl involving Third Avenue businesses.	6.c. No action taken.
6.d. Dia de los Muertos Celebration	6.d. Dominic provided an update on the event footprint. Plans include a partial street closure from F Street to G Street for vendor booths, a car show located south of Park Way, various performances, children’s activation area, and with additional activations extending north to encourage visitor engagement.	6.d. No action taken.

7) Placemaking & Improvements: 7.a. Downtown Heritage Chair: Relocation Discussion & Status of Plaque Installation	7.a. Dominic reported that staff continues to seek a general contractor to construct the specified concrete slab required for proper placement of the chair in Memorial Park. Currently, staff is considering storing the chair in the Conex located on-site. Dominic reported on the consideration for a stand-alone ribbon cutting event for the planter plaque art.	7.a. No action taken.
8. Next Meeting	The next District Identity and Placemaking meeting will take place on Wednesday, October 21st, 2026, at the DCVA Office.	No action taken.
9. Adjournment	The meeting adjourned at 10:12 am.	Kevin Rhodes moved to adjourn the meeting. Andrew Mc Donald seconded. Unanimously approved.

Minutes taken by: Michelle L. Thomas de Mercado, NCA Staff



DCVA DI&P Meeting PR & Social Media Report

Wednesday, October 21, 2026



PITCHING

Current/Upcoming Focus

- Hispanic Heritage Month
- Dia de los Muertos (short leads)

WRITING

Current/Upcoming

- Chula Vista Star News November
- Dia de los Muertos Short Leads

Public Art and Planter Boxes

SECURED COVERAGE

- **9/9 secured broadcast coverage on ABC 10**
 - Segment highlights the new planters painted by the High Tech Middle Chula Vista students
 - ABC 10 (News at 5 pm)

SECURED INTEREST

- **9/29 secured interest with The Star News**
 - Would like to include collaboration in upcoming article

Dia de los Muertos

SECURED INTEREST

- **10/14 secured interest with There San Diego**
 - Will include in upcoming article
- **10/13 secured interest with The Star News**
 - Will include in upcoming article
- **10/13 secured interest with KUSI**
 - Scheduled segment on 10/27
- **9/28 secured interest with CBS 8**
 - Would like to schedule segment on 10/26

Hispanic Heritage Month

SECURED COVERAGE

- **10/9 secured broadcast coverage on CBS 8**
 - Segments highlights Le Fleur Florals with interviews with Paul Lopez for Hispanic Heritage Month
 - CBS 8 (News at 11 pm)
 - CBS 8 (News at 9 pm)
 - Shared online and on YouTube
- **9/23 secured radio segment on 600 KOGO San Diego Morning News**

- Radio segment includes an interview with Dominic on the development of the neighborhood
- **9/22 secured broadcast coverage on CBS 8**
 - Segment includes interviews with El Cholo's Kid and La Nacional for Hispanic Heritage Month
 - CBS 8 (News at 4 pm)
 - Shared on online, YouTube and syndicated onto Yahoo
- **9/21 secured broadcast coverage on KUSI**
 - Segments includes interviews with Daisy on El Cholo's Kid and Amor Eterno for Hispanic Heritage Month
 - CBS 8 (News at 6 am)
 - CBS 8 (News at 7 am)
- **9/10 secured broadcast coverage on CBS 8**
 - Segments highlights Le Fleur Florals with interviews with Paul Lopez for Hispanic Heritage Month
 - CBS 8 (News at 8 am)
 - CBS 8 (News at 5 am)
 - CBS 8(News at 5 am) - teaser
 - CBS 8 (News at 4 am)

Other

SECURED COVERAGE

- **9/28 secured online coverage on San Diego Business Journal**
 - Article highlights New City America and the development of Downtown Chula Vista with interviews with Marco and Dominic
 - Shared in print
- **9/16 secured broadcast coverage on FOX 5**
 - Segment includes an interview with Marianna from Balboa South for National Cheeseburger Day
 - FOX 5 (News at 9 am)
- **9/11 secured contributed article in Star News**
 - Article highlights how to best spend fall in the neighborhood
- **8/16 secured online coverage on Star News**
 - Contributed article features August happenings in Downtown Chula Vista

SOCIAL MEDIA

Recap & Highlights (Last 30 Days)

- Gained total new followers - 572
- Earned total views - 430K Views
- Garnered total engagements - 7.4K unique interactions
- 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 - Concha Bakery, 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	09/23/26 12:43 PM
A new chapter is developing on Third Avenue. 🏡 In celebration of Hispanic Heritage Month, we're welcoming @ImStill.Developing and owners Andrew Galvan and...	
	
No label	
Views	20,533
Reach	14,218
Engagement	1,074
Likes	890
Comments	22
Shares	124
Eng. rate per view	5.2%
Eng. rate per reach	7.6%

 Downtown Chula Vista	10/03/26 2:14 PM
Calling all Catrines & Catrinas! 🌸🌻 It's your time to take the stage. The Catrin & Catrina Ensemble Competition is coming to Downtown Chula Vista's 6th Annual Día de los...	
	
No label	
Views	17,603
Reach	8,613
Engagement	1,015
Likes	801
Comments	3
Shares	158
Eng. rate per view	5.8%
Eng. rate per reach	11.8%

 Downtown Chula Vista	10/12/26 2:01 PM
A photograph. A favorite flower. A small reminder of a life that continues to be remembered. Our Community Ofrenda is a space for Downtown Chula Vista to honor the loved on...	
	
No label	
Views	11,502
Reach	3,263
Engagement	290
Likes	205
Comments	5
Shares	60
Eng. rate per view	2.5%
Eng. rate per reach	8.9%

Facebook:

Best content - By total views

 Downtown Chula Vista [FB]	10/03/26 2:14 PM
Calling all Catrines & Catrinas! 🌸🌻 It's your time to take the stage. The Catrin & Catrina Ensemble Competition is coming to Downtown Chula Vista's 6th Annual Día de los...	
	
No label	
Views	158,036
Reach	113,396
Engagement	5,430
Reactions	722
Comments	20
Shares	54
Clicks	4,634
Eng. rate per view	3.4%
Eng. rate per reach	4.8%

 Downtown Chula Vista [FB]	10/01/26 1:24 PM
An altar filled with memories. A tradition filled with love. 🌸🌻 Honor someone you love through Downtown Chula Vista's Ofrenda Competition, part of our...	
	
No label	
Views	21,712
Reach	14,657
Engagement	1,181
Reactions	145
Comments	4
Shares	10
Clicks	1,022
Eng. rate per view	5.4%
Eng. rate per reach	8.1%

 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 @ImStill.Developing and owners Andrew Galvan and...	
	
No label	
Views	13,996
Reach	10,808
Engagement	437
Reactions	151
Comments	7
Shares	11
Clicks	268
Eng. rate per view	3.1%
Eng. rate per reach	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

