Downtown El Cajon Business Partners – DI&P Committee
Tuesday, November 17, 2026 at 10:00 am
The Olaf Weighorst Museum (131 Rea Ave)

AGENDA

1. **Introductions & Call to Order / Paris Landen, Chair**
2. **Minutes from the October 20, 2026 Committee Meeting** ***Action Item*** **P. 2-6**
3. **Confirmed Downtown El Cajon & Partner/Sponsored Events**
   a. Holiday Lights in Downtown El Cajon *Sun., 12/6*
      i. Event Activations & Details P. 7
      ii. Event Budget
4. **New Events, Promotions, Fundraising & Councils**
   a. Olive Public Relations / Sydney Costales P. 8-11
5. **Other**
6. **Old Business**
   It is the practice of the DECBP to formally request that an item under Old Business be pulled from the agenda and placed on a future Agenda for Discussion and/or Action.
7. **Non-Agenda Public Comment & Announcements (3-Min. Max Per Person)**
   Please keep comments directed to non-agenda items.
8. **Next Meeting:** **TBD**
9. **Adjournment** ***Action Item***

MEETING MATERIALS (GOVERNMENT CODE §54957.5 AND AB 2647). Documents provided to members of a Brown Act body in the 72-hours before a meeting (i.e., after the agenda is typically posted) are available to the public at the same time they are provided to the board members. The agenda and supporting documents are available online at DTElCajonMeetings.com. **COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (US CODE TITLE 42).** If you need accommodation to participate in the meeting, please call or email and Gabby Manocchio will coordinate arrangements: 619-334-3000 or info@DowntownElCajon.com. **PUBLIC COMMENT.** Members of the public may attend meetings in person or virtually, when available, and may provide comments during agendized items and the general non-agenda public comment period. To ensure an orderly and efficient meeting, speaker requests must be submitted in writing via approved Speaker Slip. Each speaker will be allotted up to one (1) minute to address the item under consideration or to provide non-agenda public comment. Comments must remain relevant to the topic being discussed. If a speaker strays from the agendized item or discusses agendized matters during the non-agenda public comment period, the meeting facilitator will request that the comments remain on topic. Continued off-topic remarks may result in the forfeiture of the speaker's remaining time. The Board/Committee will not engage in dialogue with speakers during public comment. No action may be taken on items raised during the non-agenda public comment period. If deemed appropriate, a matter may be placed on a future Board/Committee agenda with the approval of the Board or Committee Chair.

Downtown El Cajon Business Partners – DI&P Committee
Tuesday, October 20th, 2026 at 10:00 am
The Olaf Weighorst Museum (131 Rea Ave)

Present: Cathy Zeman, Paris Landen, Nate Prescott

Staff: Chris Gomez, Gabby Manocchio, Noralyn Arroyo, Sydney Costales, Dominic Li Mandri

Public: Steve Lordigyan, Carla Castillo (SD American Indian Health Center)

MINUTES:

Item	Discussion	*Action Taken?*
1. Introductions & Call to Order/ Paris Landen, Chair	1. The meeting was called to order by Chris Gomez at 10:02 am.	*1. No action taken.*
2. Review of August 18th, 2026 Meeting Minutes	2. The minutes from the August 18, 2026 DI&P Committee were reviewed.	*2. Cathy Zeman moved to accept the August 18, 2026 minutes. Paris Landen seconded the motion. Unanimously passed.*
3. 2027 Event Schedule a. Cajon Cruise	a. Steve Lordigyan reviewed the 2026 Cajon Cruise series, noting issues involving unhoused individuals in Prescott Promenade, damage to show cars, and sponsor withdrawals. Steve suggested moving the 2027 series to April through July to avoid the summer heat. Chris Gomez suggested surveying affected businesses to determine whether moving show car parking to an earlier time, potentially 2:00 PM,	*a. No action taken*

	would be appropriate. Nate Prescott will follow up with the City. The DIP Committee will reconvene under the new corporation to make the final decision.	
b. Music on Main	b. The DIP Committee will reconvene under the new corporation to make the final decision.	*b. No action taken*
Confirmed Downtown El Cajon & Partner/Sponsored Events		
a. Cajon Cruise / Chris		
i. Draft P&L	i. Chris reviewed the draft P&L for the Cajon Cruise series, highlighting Steve Lordigyan's profit from the event.	*i. No action taken*
b. Music on Main / Chris		
i. Draft P&L	i. Chris reviewed the draft P&L, including raffle income. Paris Landen requested to be listed as a sponsor in recognition of her ticket donations. Staff will identify potential cost-saving opportunities and present them to the committee.	*i. No action taken*
c. Holiday Lights in Downtown El Cajon / Chris & Noralyn Arroyo		
i. Partner Vendor Price Adjustment	i. Cathleen from Premier Picks provides sponsored event photos at no cost to attendees. For Holiday Lights, she requested a $50 reduction in the vendor fee in exchange for including DECBP on the photos.	*i. Cathy Zeman moved to approve a $50 reduction in the vendor fee for Premier Picks. Paris Landen seconded. Motion passed unanimously.*

ii.	New Holiday & District Décor	ii. The committee discussed adding lighting infrastructure and district décor for the Holiday Lights event. Cathy Zeman suggested investing in lighting along Main Street and Magnolia Avenue this year. Chris Gomez presented pole mount options for purchase, and the committee selected the Lyre Pole Mount shown on page 14 of the packet.	*ii. No action taken*
iii.	Event Activations & Details	iii. Chris Gomez presented the event map, modeled after the Alley Cat Art Walk layout. The committee discussed a Letters to Santa activation and photo opportunities. Staff plans to install the event tree approximately two weeks before Thanksgiving and remove it based on weather conditions.	*iii. No action taken*
iv.	Event Budget	iv. The committee reviewed the $15,000 event budget, stating additional revenue may be generated through sponsorships.	*iv. No action taken*
4. New Events, Promotions, Fundraising & Councils			
a. Olive Public Relations – Update / Sydney Costales or Ana Ybarra		a. Sydney Costales reviewed pages 17-20 of the packet, highlighting Alley Cat Art Walk coverage.	*a. No action taken*
b. Entravision Live Broadcast		b. Staff presented the planned broadcast scheduled for November 7th from 1:00-7:00 PM, with a proposed 20-by-30-foot booth. Parks and Rec suggested exploring a private patio, like Downtown Café or Rob's Brewpoint, as a potential location.	*b. No action taken*
c. RFP for PR & Social Media Under New		c. The committee discussed the need to issue an RFP for PR and	*c. No action taken*

Contract	social media services under the new GDECIA corporation.	
d. Downtown El Cajon Farmers Market	d. Nate Prescott shared that the owner of Back Roads Farmers Market had contacted him about bringing the market to downtown El Cajon. The Saturday morning market typically features approximately 30 vendors and attracts 200–400 visitors per week. Vendors pay a $35 fee, and the market is self-sufficient. Restroom access would be needed for vendors, potentially through City or County facilities or local businesses. Chris suggested holding the market on Thursday evenings to create a consistent schedule of downtown activities from Wednesday through Friday.	*d. No action taken*
5. Streetscape Improvements & Public Spaces		
a. Seasonal Umbrella Schedule	a. Staff recommended following the seasonal schedule used in other districts by removing umbrellas from December through February. Staff requested flexibility to remove them earlier if November weather conditions warrant. The committee will revisit the schedule in February to determine whether an extension is needed.	*a. Paris Landen moved to approve the December-February umbrella schedule, with flexibility for staff to remove the umbrellas earlier. Cathy Zeman seconded. Motion passed unanimously.*
b. Establish an Arts Alley Task Force	b. Staff recommended establishing an Arts Alley Task Force, with St. Madeleine Sophie's, ECAA, and Olaf. Paris Landen and Cathy Zeman will also participate.	*b. Cathy Zeman moved to establish an Arts Alley Task Force. Paris Landen seconded. Motion passed unanimously.*
6. Other	6. Nothing to report.	*6. No action taken*
7. Old Business	7. Nothing to report.	*7. No action taken*

8. Non-Agenda Public Comment & Announcements (1-Min. Max Per Person)	8. Carla Castillo provided information about services offered by the San Diego American Indian Health Center and suggested hosting a cultural community booth at Holiday Lights. She also shared information about an upcoming Narcan event.	*8. No action taken*
9. Next Committee Meeting	Tuesday, November 17th, 2026 10:00 am. The Olaf Wieghorst Museum (131 Rea Avenue).	*9. No action taken*
10. Adjournment	Meeting adjourned.	*10. Paris Landen moved to adjourn the meeting. Nate Prescott seconded the motion. Meeting adjourned.*

Minutes taken by Gabby Manocchio, New City America

HOLIDAY LIGHTS IN DOWNTOWN EL CAJON
Sunday, December 6, 2026
Closure: Noon
Event: 3:00pm to 7:00pm
Reopen: 10:00pm

Updated 10.2.2026

- Vendor & Exhibitor Booths
- Food Vendors
- Food Trucks
- Misc. Canopy
- Kids Activities Booth
- Snow Zone
- Santa Pictures
- Stage & Music Vignettes
- 9.5' Star Displays
- Trackless Train
- Belly Bar Table
- Directional Signs
- 20' Box Truck Blockade
- Barricades
- Std. & ADA Porto & HW Stations
- Waste & Recycle Bins
- 3-Compartment Sink
- G Generator
- Moon Balloon Light

Centennial Plaza

REA AVENUE

ARTS ALLEY

MAGNOLIA AVENUE

SULZFELD WAY

E. MAIN STREET

E. MAIN STREET

Prescott Promenade

SNOW ZONE

CLAYDELLE AVENUE

7

DECA DI&P Meeting
PR & Social Media Report

Tuesday, November 17, 2026

PITCHING

<u>Current/Upcoming Focus</u>

- Holiday Lights in DEC (short lead)
- Holiday Shows in DEC

WRITING

<u>Current/Upcoming</u>

- Contributed article December

<u>Holiday Lights in DEC (short leads)</u>

SECURED COVERAGE

- **11/4 secured broadcast coverage on KUSI**
    - Segment spotlights information on Holiday Lights in Downtown El Cajon
        - KUSI (News at 8am)
        - KUSI (News at 9am)
- **11/3 secured broadcast coverage on KUSI**
    - Segment spotlights information on Holiday Lights in Downtown El Cajon
        - KUSI (News at 6pm)

SECURED INTEREST

- **11/12 secured interest with CBS 8**
    - Segment scheduled for 12/2
- **11/14 secured interest with There San Diego**
    - Will include in upcoming article
- **11/3 secured interest with KYXY**
    - Will highlight Holiday Lights in DEC in on-air shoutout

<u>Holiday Shows in DEC</u>

SECURED COVERAGE

- **11/4 secured online coverage on There San Diego**
    - Article highlights details on holiday happenings at The Magnolia
- **10/31 secured print coverage on East County Community Times**
    - Article highlights information on Holiday Shows at The Magnolia
- **10/29 secured online coverage on Stay Classy**
    - Included holiday shows at The Magnolia on website

SECURED INTEREST

- **11/6 secured interest with FOX 5**
  - Would like to schedule Zoom segment with Derek Hough
- **11/6 secured interest with SDUT**
  - Will include events in upcoming holiday events preview
- **11/6 secured interest with Channel 93.3**
  - Will highlight all holiday shows on her radio show
- **11/6 secured interest with FOX 5**
  - Would like to schedule segment on 11/12
- **11/6 secured interest with KUSI**
  - Would like to schedule segment on 11/12
- **11/3 secured interest with San Diego Magazine**
  - Including Jodeci concert in January issue

Diversity in DEC

SECURED INTEREST

- **10/19 secured interest with East County Magazine**
  - Would like to include in an upcoming article, circling back in November

Other

SECURED COVERAGE

- **11/6 secured online coverage on East County Californian**
  - Article highlights details on November in Downtown El Cajon
- **10/2 secured online coverage on East County Californian**
  - Article highlights information on October in Downtown El Cajon

THERE SANDIEGO

Celebrate the Holidays With Dance, Comedy & Classics at The Magnolia



From dazzling dance to festive comedy and a ballet classic, the holiday season is taking center stage in Downtown El Cajon. The Magnolia has four holiday performances lined up through November and December.

Each one brings its own kind of cheer, from high-energy choreography to clean, family-friendly laughs and a timeless Christmas tradition. Pick your favorite, or catch them all.

Derek Hough: Dance for the Holidays

Four-time Emmy Award-winning dancer and "Dancing with the Stars" judge Derek Hough returns to The Magnolia with a team of phenomenal dancers.

They bring beloved Christmas songs to life with professional choreography and elaborate stage designs. Expect a high-energy celebration of the season, told entirely through movement.

Friday, November 13, 2026 | 7 PM – 8 PM
Grab your tickets here

Demetri Martin: Standup Comedy for Christmas

Award-winning comedian Demetri Martin is bringing holiday laughs to San Diego on his first Christmas-themed comedy tour. Expect clever humor, festive storytelling, and live music.

The night also puts a spotlight on his newly released album on limited-edition live vinyl. His comedy is clean and family-friendly, so it's a laugh-out-loud night for all ages.

Saturday, November 28, 2026 | 6 PM – 8 PM
Grab your tickets here

San Diego Gay Men's Chorus: "Jingle Travelog"

The San Diego Gay Men's Chorus takes a holiday concert series around the world with "Jingle Travelog." The program celebrates the season through choral performances, community spirit, and cultural traditions.

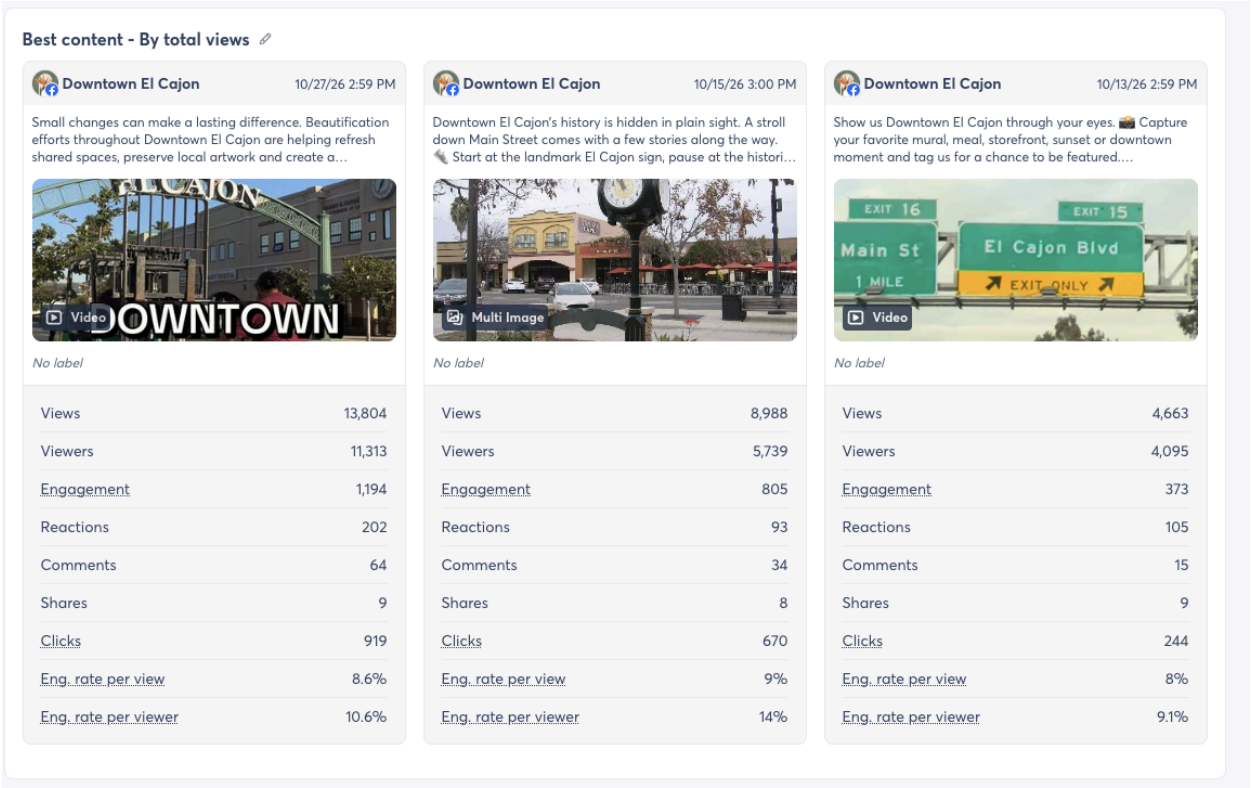
SOCIAL MEDIA

Recap & Highlights (last 30 days)

- New followers: 188 across all platforms
- Total views: 105K
- Total engagements: 10.2K
- Engagement rates: 2.5% FB 3.6 %IG
- Highlighted: October in Downtown El Cajon, fall comfort food, October performances at The Magnolia, spooky season at downtown businesses, art around every corner, small business owner spotlights, historic details and landmark (identity)
- Upcoming: Fall Flavors and Cozy Coffee Stops, Veterans Day (November 11), World Kindness Day Community Spotlights (November 13), Thanksgiving Gratitude for Our Community (November 26), Small Business Saturday Shopping Guide (November 28), Shop Small for Holiday Gifts, Dinner and a Show Downtown, Public Art and Historic Hidden Gems, Welcoming the Holiday Season:Nutcracker Shows at Magnolia, Holiday Lights, Days of Giveaways
    - Giveaway Participating Businesses

BEST PERFORMING POSTS

Facebook



Instagram

Best content - By total views

Downtown El Cajon 10/13/26 3:01 PM

Show us Downtown El Cajon through your eyes. 📸 Capture your favorite mural, meal, storefront, sunset or downtown moment and tag us for a chance to be featured....



No label

Views	17,850
Viewers	931
Engagement	104
Likes	70
Comments	4
Shares	22
Eng. rate per view	0.6%
Eng. rate per viewer	11.2%

Downtown El Cajon 10/24/26 3:00 PM

Downtown El Cajon, circa 1887. 📷 This early view offers a glimpse of the streets that would become the downtown we know today. Nearly 140 years later, the neighborhood's sto…



No label

Views	11,561
Viewers	1,116
Engagement	211
Likes	198
Comments	1
Shares	5
Eng. rate per view	1.8%
Eng. rate per viewer	18.9%

Downtown El Cajon 10/18/26 3:00 PM

A fresh scent has arrived in Downtown El Cajon. ✨ Welcome Perfume Wonders to the neighborhood! Stop by the new shop to explore fragrances, discover a new favorite or find …



No label

Views	4,011
Viewers	2,896
Engagement	182
Likes	102
Comments	3
Shares	37
Eng. rate per view	4.5%
Eng. rate per viewer	6.3%