



AGENDA

THIRD AVENUE VILLAGE ASSOCIATION | PROMOTIONAL COMMITTEE

Tuesday, September 15, 2020 | 8:30 a.m.

<https://zoom.us/j/94264548345>

Due to California COVID-19 Mandates, the meeting location is virtual on Zoom.

"The mission of the Third Avenue Village Association is to create, promote, and champion a vibrant pedestrian-friendly destination, leading to increased sales, property values, and community pride."

CALL TO ORDER – Meeting has been cancelled due to Special Board Meeting at 7:30 am on the same day.

(LOA) Ron Richie, Chair
() Kendell Manion

() Benjamin Green
() Kathy Sparks

() Kevin Lewis, Vice Chair

PUBLIC COMMENTS

Persons speaking during Public Comments may address the TAVA Promotional Committee on any subject matter within the organization's jurisdiction that is not listed as an item on the agenda. State law generally prohibits the association from discussing or acting on any issue not included on the agenda, however, if appropriate the Committee may schedule the topic for future discussion or refer the matter to staff. Comments are limited to 3 minutes.

CONSENT ITEMS

1. Approve excused committee members
2. Approve July 21, 2020 Promotional Committee minutes (no meeting was held in August due to a special TAVA Board Meeting)

DISCUSSION ITEMS

1. Review and discuss the current marketing and PR resources through Alternative Strategies and if the committee wants to continue this means of community outreach strategy for 2021 and to then request that the Board of Directors provide direction to TAVA staff to consider adding the expense to the 2021 TAVA Budget.
2. Review and discuss if the committee would like to propose the 2020 event calendar to the TAVA Board of Directors since all events except for the Taste of Third were not allowed to move forward due to the COVID-19 California State Mandates.

INFORMATIONAL ITEMS

1. Promotional Committee Co-Chair – Kevin Lewis
2. TAVA Staff- Luanne Hulsizer, Executive Director

ADJOURNMENT – Meeting adjourned at:

Next Regular Promotional Committee Meeting – Tuesday, October 20, 2020 at 8:30 a.m. via Zoom.

Materials provided to the Promotional Committee related to any open-session item on this agenda are available for public review at the TAVA office, located at 353 Third Avenue, Chula Vista, CA, 91910, during normal business hours.

In compliance with the AMERICANS WITH DISABILITIES ACT, the Third Avenue Village Association requests individuals who require special accommodations to access, attend, and/or participate in a TAVA meeting, activity, or service, contact the TAVA office at 619-422-1982 or email info@thirdavenuevillage.com at least 3 business days before the meeting.

TAVA board & standing committee agendas are posted at www.thirdavenuevillage.com at least 72 hours prior to the meeting.