



AGENDA

THIRD AVENUE VILLAGE ASSOCIATION | ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, January 12, 2021 | 8:00 a.m.

<https://zoom.us/j/97058144094>

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 @

- () Joe Raso, Chair () Randy Bellamy () Slade Fischer () Greg La Marca
() Jake Reynolds () Adam Sparks

SPECIAL ORDER OF THE DAY

TIFFANY ALLEN, DIRECTOR OF DEVELOPMENT SERVICES, CITY OF CHULA VISTA

Ms. Allen will introduce herself and Ms. Laura Black, Assistant Director of Development Services for the City of Chula Vista. She will briefly share with the committee the role of Development Services and how the department and the Third Avenue Village Association can collectively provide support for the property and business members within the district.

PUBLIC COMMENTS

*Persons speaking during Public Comments may address the TAVA Economic Development 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 December 8, 2020 meeting minutes.
3. Approve the request of new TAVA Board Members Greg La Marca and Jake Reynolds to serve as members of the Economic Development Committee and for the approval to be move forward to the TAVA Board of Directors for ratification.

DISCUSSION ITEMS

1. **Review and appoint an EDC Chair and Co-Chair for 2021.** – Each year the committee chooses a Chair and Co-Chair to lead the committee meetings and to set the agenda.
2. **Review and build upon the Economic Development Committee's four motions formulated from discussion on December 8, 2020 regarding the committee's 2021 goals**– This item is on the agenda from the committee's actions taken at the December 8, 2020 meeting.

- a. **Motion # 1** was made by S. Fischer, second made by R. Bellamy, for EDC or Ad Hoc to review opportunities in Urban Core Specific Plans to incorporate 2021 goals. Motion carried unanimously.
 - b. **Motion #2** was made by A. Sparks, second by J. Raso to move forward, and to pursue an Ad Hoc Committee for the simplified permitting process to encourage Third Avenue investment and growth. Motion carried unanimously.
 - c. **Motion #3** was made by A. Sparks, second by J. Raso, as Covid has redefined TAVA and what it can do, our goal, is to discuss current Covid conditions on how TAVA can help current businesses in 2021. Motion carried unanimously.
 - d. **Motion #4** was made by S. Fischer, second by J. Raso to create a workshop for TAVA and its members, and to identify what the 2021 goals should be. Motion carried unanimously.
3. **Review and discuss ad hoc member scheduling, expectations, and proposed time frame of committee.** This item is on the agenda at the request of Committee Chair, Joe Raso.
 4. **Review and discuss standing and ad hoc committees of Neighborhood Councils reviewed by the Office of the City Attorney Council Advice Division.** This item is put on the agenda at the request of Committee Chair, Joe Raso.

INFORMATIONAL ITEMS

1. Committee Chair –
2. TAVA Staff – Luanne Hulsizer, Executive Director
3. City of Chula Vista – Kevin Pointer, Senior Economic Development Specialist

ADJOURNMENT @

The next Economic Development Committee Meeting is on Tuesday, February 9, 2021 at 8:00 am.

Materials provided to the Economic Development 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.