

## AGENDA

THIRD AVENUE VILLAGE ASSOCIATION  
EXECUTIVE COMMITTEE

Tuesday, July 27, 2021 | 9:00 a.m.

<https://zoom.us/j/97209310972>



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

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“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

- ( ) Kendell Manion, President
- ( ) Kevin Lewis, Vice President
- ( ) Benjamin Green, Treasurer

### PUBLIC COMMENTS

Persons speaking during Public Comments may address the TAVA Executive 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

Consent items can be approved with one motion, or an individual item can be removed for in-depth discussion.

1. Approve excused committee members
2. Approve June 22, 2021, Executive Committee minutes

### DISCUSSION ITEMS

1. Discuss and provide authorization to the County of San Diego regarding the annual adjustment consideration for the 2021 PBID assessment – Each year the TAVA Board of Directors determines if it will authorize an increase to the current assessment fee paid by the property owners within the district. In accordance with the “Management District Plan” from 2016, the TAVA Board may authorize an increase no more than 5% per year, consistent with the increase in consumer price index(CPI) and/or other increases in program costs. The determination of annual adjustments in assessment rates will be subject to the review and approval of the Board of Directors. Below is a chart

demonstrating the total increase in funds that TAVA would receive if a 3% or a 5% increase is approved.

Fund: 601471 DOWNTOWN PROP BID

APN	Property Address	<b>NO INCREASE FOR 3 YRS</b>				
		2022 5% Assessment	2022 3% Assessment	2021 Assessment	2020 Assessment	2019 Assessment
Parcels:	261	\$485,592.35	\$476,342.97	\$462,468.90	\$462,468.90	\$455,483.30
Total Parcels:	261	\$485,592.35	\$476,342.97	\$462,468.90	\$462,468.90	\$455,483.30

2. Review, discuss, and provide an update on Management Consultant Nu City America.
  
3. Review and discuss the recent dangerous/criminal incidents that has occurred in the district. Include information on a reporting system proposed by business owner Tim Parker of Chula Vista Brewery.

**BOARD MEETING CONSENT ITEMS**

1. Approve excused board members
2. Review and approve May 2021 financial reports
3. Approve July 7, 2021, TAVA Board Meeting minutes and June 21, 2021 Special Board Meeting minutes.

**BOARD MEETING ACTION ITEMS**

- 1.
- 2.
- 3.

Motion made by \_\_\_\_\_ to accept the identified action items.  
 Second by \_\_\_\_\_.

**EXECUTIVE COMMITTEE INFORMATIONAL ITEMS**

- Kendall Manion, Board President
- Kelly Lannom, Interim TAVA Executive Director, Director of Events
- Committee Members

**ADJOURNMENT**

Next Executive Committee Meeting is Tuesday, August 24, 2021, at 9:00 a.m. via Zoom.

Materials provided to the Executive 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](mailto:info@thirdavenuevillage.com) at least three (3) business days before the meeting.

TAVA Board & standing Committee agendas are posted at [www.thirdavenuevillage.com](http://www.thirdavenuevillage.com) at least 72 hours prior to the meeting.