



Downtown Chula Vista Association – District Identity & Placemaking Committee
Tuesday, October 18, 2022, at 8:30am

Zoom Virtual Meeting: <https://us06web.zoom.us/j/84239541269>
or call 1-669-900-6833 / Meeting ID: 842 3954 1269 / Passcode: 1982

- 1) Roll Call & Zoom Etiquette / Ron Richie, Chair & Kevin Lewis, Co-Chair
All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.
 - 2) Continuing Virtual Meetings Pursuant to AB 361 Action Item P. 3
Find and determine that a state of emergency remains in effect at the state level, and that because of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
 - 3) Public Comment (3-Minute Max Per Person)
 - 4) Approval of September 22, 2022, Minutes Action Item P. 4 - 7
 - 5) Events – Confirmed & Proposed
 - a. Third Avenue Village Farmers' Market / Catt White Every Sun.
 - b. Día de los Muertos Event Preparations / Chris Gomez Sat / Oct. 29
 - c. Starlight Nights / Dominic Li Mandri & Chris Sun / Dec. 4
 - d. Custom LED Holiday Tree Project: Update Action Item
 - 6) Public Relations, Promotions, Fundraising & Councils
 - a. Olive Creative Strategies / Larisa Medina & Cree Jones
 - b. Website Launch Update / Chris
 - 7) Placemaking & Improvements
 - a. New Tables/Chairs/Umbrella Sidewalk Amenities
- Old Business – Add or Remove Items
It is the practice of DCVA 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.
- 8) Next Meeting: Tuesday, October 18, 2022, at 8:30am
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 - 9) 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

WHERE CULTURE & COMMUNITY MEET

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@thirdavenuevillage.com at least 48-hours prior to the meeting. VIRTUAL MEETING / COVID-19. Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all DCVA Board and committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
 - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
 - (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Downtown Chula Vista Association – District Identity & Placemaking Committee

Thursday, September 22, 2022, at 8:30am

Zoom Virtual Meeting: <https://us06web.zoom.us/j/84239541269>

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- PRESENT Kendell Manion, Ron Richie, Dr. Gonzalo Quintero
- EXCUSED Kevin Lewis, Mariana Cardenas, Tim Parker
- GUESTS Curt Brooker, Alicia Douglas, Cree Jones, Aaliyah Jordan, Jacob Rocha, Catt Fields White
- STAFF Dominic Li Mandri, Monica Montes, Dianne Serna De León

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 8:34 a.m. by Dominic Li Mandri.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. The Board and Committee will need to ratify a vote during the beginning of each meeting to state that they will continue to meet via Zoom until the comfortable resuming in-person.	2. Ron Richie moved to accept the vote. Kendell Manion seconded the motion. Unanimously approved.
3. Public Comment (3-Minute Max Per Person)	3. No public comment	3. No action taken
4. Approval of August 19, 2022, Minutes	4. Minutes from August 19, 2022, were reviewed.	4. Dr. Quintero moved to accept the minutes as presented. Ron Richie

WHERE CULTURE & COMMUNITY MEET

DOWNTOWN CHULA VISTA ASSOCIATION

353 THIRD AVENUE • CHULA VISTA, CALIFORNIA 91910

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		seconded the motion. Unanimously approved.
5. Events – Confirmed & Proposed		
5.a. Third Avenue Village Farmers’ Market / Catt White	<p>5.a. Alicia Douglas shared that the market continues to thrive and enjoys the activity in the park on Sundays.</p> <p>Alicia added that the dip in market revenue from August is due to a month of fires and extreme heat.</p> <p>Furthermore, the recent increase in gasoline prices impacts farmers ability to travel to markets from afar, further stressing vendor commitments.</p>	5.a. No action taken
5.b. Amps & Ales / Curt Brooker	<p>5.b. Curt recapped that the event went smoothly despite challenging ticket sales.</p> <p>Curt shared that that the event will only grow in coming years, with this year serving as promotion.</p> <p>Curt shared that over 700 tickets were sold for the event.</p> <p>Kendell suggested that next year should have a prominent emphasis on the music component of the festival.</p>	5.b. No action taken
5.c. City of Chula Vista GRITO Celebration Recap /Curt Brooker	<p>5.c. Curt shared that the City of Chula Vista was extremely pleased with the outcome of the Grito celebration.</p> <p>Chris added that there was a great reception from the residents as this was the first year this has taken place as a public event.</p> <p>Dominic thanked the DCVA maintenance crew for cleaning up after both events.</p>	5.c. No action taken
5.d. Día de Los		

<p>Muertos Celebration / Chris Gomez</p> <p>5.e. Starlight Nights / Anne, Dominic Li Mandri & Chris</p>	<p>5.d. Dominic and Chris Gomez have been working on the concept for the Día De Los Muertos Celebration. The event will take place on Saturday, October 29, 2022. They will have more details to share at the next meeting.</p> <p>5.e. Dominic shared that he, Chris, and Marketing and the Communications Manager, Anne Steinberger, are working on a new winter holiday experience that will take place on Sunday, December 4, 2022.</p>	<p>5.d. No action taken</p> <p>5.e. No action taken</p>
<p>6. Public Relations, Promotions, Fundraising & Councils</p> <p>a. Olive Creative Strategies/Larisa Medina & Cree Jones</p> <p>6.b. Website Launch/Chris Gomez</p>	<p>6.a. Cree gave a social media recap. She reported that the Downtown CV Rebrand is being very well received.</p> <p>Cree gave an extensive 17-page report that covered DCVA rebranding, Amps & Ales, and El Grito.</p> <p>Cree closed with that DCVA has 533 new follows through all platforms.</p> <p>Chris shared the website launch project will wrap up by the end of next week.</p>	<p>6.a. No action taken</p> <p>6.b. No action taken</p>
<p>7. Placemaking & Improvements</p> <p>a. New Street Amenities – Launch Date / Dominic</p>	<p>7.a. Dominic gave an update on the new street amenities. The trashcans have arrived and will be places on Third Avenue next week.</p> <p>Dominic added that the old concrete trash cans have been picked up and removed by the City of Chula Vista.</p>	<p>7.a. No action taken</p>

8. Next Meeting	8. Tuesday, October 18, 2022, at 8:30am Visit: https://us06web.zoom.us/j/84239541269 or call 1-669-900-6833 / Meeting ID: 842 3954 1269 / Passcode: 1982	8. No action taken
9. Adjournment	9. Meeting Adjourned at 9:20 a.m.	9. Ron Richie moved to adjourn the meeting. Kendell Manion seconded the motion. Unanimously approved.

Minutes taken by: Michelle Lee Thomas de Mercado, Staff