



## AGENDA

### BOARD OF DIRECTORS

Wednesday October 6, 2010 7:30 a.m.

#### ***Mangia Italiano on Third, 248 Third Ave Chula Vista***

Adam Sparks, President   Glen Googins, Past President   Lisa Moctezuma, Vice President  
Mike Green, Treasurer   Greg Smyth, Secretary

“The Third Avenue Village Association’s mission is to focus its energy and resources on realizing its vision as the business, entertainment and social center for the community; we accomplish the mission by being the unified voice for the Village, representing our members and promoting economic prosperity”.

#### **CALL TO ORDER:**

Adam Sparks _____	Betsy Keller _____
Eric Crockett _____	Sherry Mestler _____
Lisa Moctezuma _____	Tom Money _____
Greg Smyth _____	Glen Googins _____
Michael Green _____	Ian Trotter _____
Carl Harry _____	James Pieri, Jr. _____
Anna Marie Rico _____	

Meeting called to order at:                      Meeting adjourned at:                      Minutes by:

#### **ACTION ITEMS:**

1. Approve and excuse absent board members
2. Approve minutes from September 1, 2010 Board meeting
3. Consider and approve the Promotional Committee’s recommendation to authorize up to \$2,300 for the purchase and development of TAVA 2011/2012 magnet calendar
4. Consider and approve TAVA’s Capitol Improvement Program for 2011/2012 (staff)
5. Consider and approve the Design Committee’s recommendation to authorize up to \$4,500 for the Hanging Basket program
6. Consider and approve the Board selection for the TAVA’s City of Chula Vista - Chamber Board position (one year term, non voting)
7. Discuss and recommend nominee for open Board of Directors seat for the remainder of Glen Googins’ term

#### **INFORMATIONAL ITEMS:**

1. Update on the Taste of Third Avenue & Artwalk
2. Update on the Starlight Parade
3. Treasurer Report – status

#### **GENERAL REPORTS:**

8. Executive Director Report (Greg Mattson)
9. Committee Reports

- a. **Economic Restructuring Committee** - Tom Money
  - b. **Organization Committee** - Mike Green
  - c. **Promotion Committee** – Karen Witherspoon
  - d. **Design Committee** – Georgie Stillman
10. Chamber of Commerce (Greg Mattson/Lisa Cohen)
11. President’s Report (Adam Sparks)
- a. Update on the Cal. Downtown Assoc. Conf.

**SPECIAL ORDERS OF THE DAY:**

- 1. Presentation from Jim Sandoval, City Manager regarding health of the City (8:15 a.m.)

**OTHER BUSINESS AND COMMUNICATIONS:**

- 1. Member Comments
- 2. Public Comments
- 3. Staff Comments

**UPCOMING TAVA DATES:**

- 1. Real Estate Open House, October 7
- 2. Starlight Parade – December 4, 2010 @ 6:00pm
- 3. TAVA Board Meeting – November 3, 2010 - 7:30 am

**CLOSED SESSION**

*Announcements of actions taken in Closed Session shall be made available by noon on Thursday following the Board Meeting at the TAVA office in accordance With the Ralph M. Brown Act (Government Code 54957.1).*