

Central Vista Business Improvement District (CVBID)

Advisory Board Meeting

July 14, 2025

Vista Community Markets Grant Reporting: Lauren Garces of Social Artistry LLC provided an overview of the four contracted community market events held in Downtown Vista. Beginning with outreach in June, Lauren collaborated with local businesses and nonprofits to ensure the markets complemented existing events. Originally planned for September, the first market launched in October due to a scheduling conflict. Subsequent events were held in November (in partnership with Moonry Collective for Small Business Saturday), March, and June, drawing a total of over 1,700 attendees. Vendor participation grew from 13 at the first event to 25 confirmed and 7 waitlisted at the final market. Markets were held in the Vista Village gazebo lot and emphasized retail vendors to avoid competition with local restaurants. Programming included live performances by 29 local artists and a scavenger hunt that drove over 548 visits to nearby businesses. Feedback from vendors and attendees indicated strong interest in more frequent and consistent markets, citing the accessible vendor fees, community engagement, and intimate atmosphere as key strengths.

Dark Xmas Market and Wild Hunt of Vista Grant: Sara Spinks, Aleta Dirido, and Jaydon Sterling-Randall of the Vista Art Foundation presented their grant request and announced the upcoming merger of the Vista Art Foundation and Backfence Society into a single nonprofit organization. They confirmed the return of the popular Dark Xmas event, which drew over 5,000 attendees last year, and emphasized their commitment to nurturing its creative vision and community impact. For this year's event, they also intend to engage local businesses by implementing a scavenger hunt. They plan to enhance the event by including increased access to restrooms, additional entertainment, and improved security. The increased grant funding request reflects these expanded needs and the significant growth in attendance.

Consensus to table the item for discussion at the next scheduled meeting.

Budget Report FY24/25 and FY25/26: Larry Vaupel presented the final figures for the FY24/25 budget, including a summary of payments made prior to the fiscal year's close. He reviewed the proposed FY25/26 budget, highlighting allocations for marketing and limited grant funds and discussed budgeting considerations for upcoming events, including downtown special events coordinated by HPC Media.