



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, April 2, 2024 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

AGENDA

1) Introductions / Marco Li Mandri, CEA

2) Non-Agenda: Public Comment & Announcements

3) Minutes of the March 6, 2024 Meeting / Marco *Action Item* P. 3-9

4) Committee Reports

Organization Committee / Steve Galasso

- a. H Barracks Shelter Plan Support / Marco *Action Item* P. 10
- b. Nomination of Danny Mocerri as Legacy Member / Marco *Action Item* P. 11
- c. FY24 Get-or-Give Recap, Self-Reporting & Board Attendance P. 12, 13 & 40
- d. Next Meeting: **Friday, April 5, 2024 at 9:00am**
Little Italy Association Office (Conference Room) & Zoom

Finance Committee / Bryan Thompson

- a. YTD Draft Financials / Jeri & Bryan *Action Item* P. 14
- b. Fidelity Investment – Update / Jeri & Bryan P. 15
- c. FY25 Amended CPD Budget Options / Marco *Action Item* P. 16-19
- d. Amend Council Policy 100-18 / Marco *Action Item* P. 20-22
- e. 2020 & 2021 ERTC Application & Funding – Update / Dianne Serna P. 23-24
- f. Insurance Financing Prepayment / Jeri
- g. Next Meeting: **TBA**

District Identity & Placemaking (DI&P) Committee / Perry Meyer

- a. Olive Public Relations Report / Sydney Costales P. 25-26
- b. San Diego Museum of Art Petal Pop-Up / Sydney P. 28
- c. Little Italy Mercato / Catt White
- d. The Bulls of St. Agata Charge Little Italy (April 14th) / Nick Angulo
- e. Mission Federal ArtWalk (April 27th-28th) / Curt Brooker P. 29
- f. Taste of Little Italy (June 18th-19th) / Curt
- g. Little Italy Venues / Curt P. 30
- h. Next Meeting: **DATE CHANGE – Friday, April 12, 2024 at 9:00am**
Little Italy Association Office (Conference Room) & Zoom

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. No Business to Discuss
- b. Next Meeting: **TBA**

Parking & Mobility Committee / Luke Vinci

- a. Keep San Diego Rescue Mission Enhanced Security Petition / Marco *Action Item* P. 31-35
- b. Next Meeting: **TBA**

LITTLE ITALY ASSOCIATION OF SAN DIEGO



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, March 5, 2024, at 8:30 am
Our Lady of the Rosary Church Hall-Downstairs (1654 State Street)

<u>PRESENT</u>	Bryan Thompson, Rich Gustafson, Jeri Keiller, Pasquali Ioele, Paulina Tejada, Mary Elizabeth Novell, Jon Zimmerly, Domenic Brunetto, Ryan Blum, Lisa Gerson, David Rodger, Jacob Rocha, Audrey Hermes, Lou Palestini, Dino Cresci,
<u>EXCUSED</u>	Juan Nuñez, Steve Galasso, Luke Vinci, Annette Casemero, Catt Fields White, Jim DeSpenza
<u>UNEXCUSED</u>	Diana Strauss Casey
<u>NON-VOTING</u>	Jack Pecoraro, Joey Busalacchi
<u>GUESTS</u>	Adam Sharki, Ryan Hallahan, Susan Keating, Gary Mansour, Marsha Lyon, Emily Bonner, Rob Friedman, Stopher Vallejo, Xaijah Noel, Clarissa Estevez.
<u>STAFF</u>	Marco Li Mandri, Chris Gomez, Dianne T. Serna, Sydney Costales, Jenn von Stauffenberg

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 a.m. by the Chief Executive Administrator, Marco Li Mandri.	<i>No action taken</i>
2. Non-Agenda: Public Comment Introductions and Announcements	2. Paulina Tejada announced that Postino Wine Café will be opening soon at 2100 Kettner Blvd. Jeri Keiller announced that Bon Jour Patisserie opened on Cedar Street in the Jonathon Segal Building. They are open Tuesday through Sunday from 8:00am -2:00pm	<i>No action taken</i>
3. Review of February 6, 2024,	Minutes from February 6, 2024, were reviewed.	<i>Paulina Tejada moved to approve the</i>

Board Minutes		<i>minutes. Rich Gustofson seconded the motion. Unanimously approved.</i>
<p>4. Committee Reports <i>Org Committee / Steve Galasso:</i></p> <p>a. Consortium Holdings Appeal re: Project on Kettner Boulevard/ Marco</p> <p>b. FY24 Little Italy Additional Bylaw Amendment/ Chris Gomez</p> <p>c. Quiet Zone Reinstated/ Marco</p> <p>d. Pedicab Ordinance Press Conference/ Marco</p> <p>e. Sidewalk Vending & Busker Ordinance (Passed)/ Marco</p> <p>f. Scooter Municode Updates (Failed) / Chris</p>	<p>4.a. Marco spoke on page 9-10 of the Board Packet, regarding the Consortium Holdings appeal on their proposed project at Kettner and Juniper. They are requesting a variance from the Airport Authority's ruling on their project. Marco asked the Board to endorse staff to support this new development on Kettner Boulevard.</p> <p>4.b. Chris Gomez referred to page 11 of a separate handout provided to the Board and reviewed the proposed Bylaw amendment.</p> <p>4.c. Marco reported that after 10 days of it being lifted, the Federal Railroad Association reinstated the Quiet Zone. The Quiet Zone was lifted due to the City complied with with mandatory and required repairs.</p> <p>4.d. Marco reported that Councilmember Whitburn is working on a Pedicab Ordinance to ban amplified music.</p> <p>4.e. Marco reported that the Sidewalk Vending and Busker Ordinance passed. Buskers are permitted only if they are expressing their views as it relates to their first amendment rights.</p> <p>4.f. Chris reported that the Scooter Municode failed.</p>	<p><i>4.a. Dino Cresci moved to approve endorsing staff to support the Consortium Holdings Appeal. Bryan Thompson seconded the motion. Unanimously approved.</i></p> <p><i>4.b. Lou Palestini moved to accept amendments as presented. Jeri Keiller seconded the motion. Unanimously approved.</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p> <p><i>4.e. No action taken</i></p> <p><i>4.f. No action taken</i></p>

<p>g. Amici Park Renovations- Update/ Marco</p> <p>h. FY24 Get-or Give Recap, Self-Reporting & Board Attendance/ Chris</p> <p>i. Next Meeting:</p>	<p>4g. Marco reported that he will request \$1 million in DIF to install a fence around Amici Park.</p> <p>4.h. Chris referenced the Get-or-Give fundraising summary on page 10 of the Board packet. It is the responsibility of each Board member to keep Chris Gomez informed of monies raised or given to the Association. The self-reporting form can be found on Page 52 of the packet.</p> <p>4.i. The next Organization Committee Meeting will take place on Friday, March 8, 2024, at 9:00am in the Little Italy Association office (Conference Room), as well as by Zoom.</p>	<p>4.g. <i>No action taken</i></p> <p>4.h. <i>No action taken</i></p> <p>4.i. <i>No action taken</i></p>
<p><i>Finance Committee / Bryan Thompson:</i></p> <p>a. YTD Draft Financials / Jeri Keiller & Bryan</p> <p>b. Fidelity Investment- Update-/ Jeri & Bryan</p> <p>c. Increase in MAD Assessments by 5% for FY25/ Marco</p> <p>d. Insurance Financing Prepayment/ Jeri</p> <p>e. Moving Banking Services to US Bank/</p>	<p>4.a. Jeri Keiller gave an update on the YTD Financials provided on page 14 of the Board packet.</p> <p>4.b. Jeri Keiller gave an update on the Fidelity Investments accounts, which were provided on page 15 of the Board packet.</p> <p>4.c. Marco reported on the proposed 5% increase in MAD assessments for FY25. The Finance Committee was recommending the changes due to ongoing insurance issues, minimum wage increase, water increases, lighting increases and gasoline increases.</p> <p>4.d. Jeri reported on Insurance financing prepayment on page 16 of the Board packet.</p> <p>4.e. Chris reported that it would be financially beneficial for the Association to</p>	<p>4.a. <i>Bryan Thompson moved to accept YTD Financials. Lisa Gerson seconded the motion. Abstention: Jeri Keiller due to financial interest as a paid LIA staff member. Motion passes.</i></p> <p>4.b. <i>No action taken</i></p> <p>4.c. <i>Jeri Keiller moved to approve the 5% increase. Bryan Thompson seconded the motion. Unanimously approved.</i></p> <p>4.d. <i>No action taken</i></p> <p>4.e. <i>No action taken</i></p>

<p>Chris</p> <p>f. FY24 County of San Diego CE Grant (\$25K)/ Chris</p> <p>g. State Grant for Costanza (\$55K)- Clarification/ Chris</p> <p>h. Punches in Piazza Donation/ Marco</p> <p>i. Stella Artois Big Red Chair Sponsorship (\$40K) Curt Brooker</p> <p>j. Next Meeting:</p>	<p>move banking services over from Torrey Pines Bank to US Bank. Chris acknowledged the great service that we have received over the years with Torrey Pines Bank.</p> <p>4.f. Chris reported that the Association applied for the FY24 County of San Diego CE Grant to offset rent.</p> <p>4.g. Chris clarified that the State of California grant that Marco reported on at the last Board meeting was regarding a State grant from Tony Atkins' office which would allocate \$50,000 per BID in San Diego to be used on Special Events. The governor subsequently pulled funding for that particular grant, not the \$55,000 grant that was received from the State of California Library grant (used towards the Piazza Costanza).</p> <p>4.h. Marco shared page 17 of the Board Packet regarding the DePhillipis donation to the Association from the Punches in the Piazza event. Marco stated that the Association is trying to sort things out with the DePhillipis Foundation. Jack and David commented on their feelings on what occurred.</p> <p>4.i. Chris reported that Stella Artois would like to sponsor the Big Red Chair on India Street for one year in the amount of \$40,000.</p> <p>4.j. The next Finance Committee meeting will take place on Thursday, March 26, 2024, at 2:00 pm in the Little Italy Association office (Conference Room) & Zoom.</p>	<p><i>4.f. No action taken</i></p> <p><i>4.g. No action taken</i></p> <p><i>4.h. No action taken</i></p> <p><i>4.i. No action taken</i></p> <p><i>4.j. No action taken</i></p>
<p>Committee Reports <i>DI&P Committee / Perry Meyer:</i></p> <p>a. Olive Creative Strategies Report/Sydney Costales</p>	<p>4.a. Sydney Costales gave an update on Little Italy's public relations and social media activities.</p>	<p><i>4.a. No action taken</i></p>

b. Little Italy Mercato (Saturdays & Wednesdays) / Brijet Myers	4.b. Brijet Myers gave an update on the Little Italy Mercato's Saturday and Wednesday Markets.	4.b. <i>No action taken</i>
c. The Bulls of St. Agata Charge Little Italy (1 st /2 nd Week of April)/ Chris	4.c. Chris reported that the Bulls of St. Agata event is set to take place on Sunday, April 14, 2024. India Street will be closed from Fir to Grape Streets to highlight 20-30 luxury vehicles.	4.c. <i>No action taken</i>
d. Mission Federal ArtWalk (April 27 th -28 th) / Curt Brooker	4.d. Jacob Rocha gave an update on this year's Mission Federal ArtWalk, which will take place on April 27 th & 28 th , 2024.	4.d. <i>No action taken</i>
e. Little Italy Sponsor Guide/ Chris	4.e. Chris reported the Sponsor Guide which could be found on pages 25-36 of the Board packet.	4.e. <i>No action taken</i>
f. So Diego & Little Italy Tours	4.f. Chris reported that he and Marco met with So Diego regarding tours in Little Italy. The Finance committee's recommendation is to move forward with SO Diego as Little Italy's Exclusive Tour Company. This could potentially be a great revenue stream for the Association.	4.f. <i>No action taken</i>
g. Capital Outdoor Kiosk Program / Chris	4.g. Chris gave an update on the Outdoor Kiosk Program.	4.g. <i>No action taken</i>
h. Little Italy Venues / Curt	4.h. Jacob gave an update on Little Italy Venues. Jacob reported that the Female Makers Market and the Dreamers Market will take place on select Sundays in the Piazza della Famiglia. None of the dates will conflict with the Little Italy Mercato. Jacob announced that there will be an invite only, "Keep it Downtown" event on Thursday, March 7, 2024, from 4:30-7:30pm.	4.h. <i>No action taken</i>
i. Next Meeting:	4.i. The next District Identity and Placemaking Committee Meeting will take place on Friday, March 15, 2024, at 9:00am in the Little Italy Association office	4.i. <i>No action taken</i>

	(Conference Room) & Zoom	
<p>Neighborhood Advisory Committee (NAC) / Jeri Keiller:</p> <p>a. Recap of San Diego Neighborhood Coalition's Community Meeting/ Jeri & Chris</p> <p>b. Next Meeting:</p>	<p>4.a. Jeri gave a recap of the Neighborhood Coalition's Community Meeting. Jeri shared that the plus side to this particular meeting is that now approximately 200 individuals have a better idea of what the Little Italy Association does for the neighborhood.</p> <p>4.b. The Next NAC meeting is TBD.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>Parking & Mobility Committee: Luke Vinci</p> <p>a. FY24 San Diego Rescue Mission Program/ Chris</p> <p>b. FY25 Community Parking District Budgets</p> <p>c. Next Meeting:</p>	<p>4.a. Chris gave an update on the FY24 Rescue Mission Program. Chris referred to page 48 of the Board packet.</p> <p>4.b. Chris gave an update on the FY25 Community Parking District Budgets on page 49 of the Board packet.</p> <p>4.c. The next meeting is TBD</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>5. Community Reports</p>	<p>5. Captain Adam Sharki and Lt. Ryan Hallahan from Central Division introduced themselves to the Board.</p> <p>Captain Sharki reported that the Central Division is trying to provide the best possible service despite being 200 officers short He stated that he would like to try to get a bike team out to Little Italy in the near future.</p> <p>Marco announced that Alicia Barone of Little Italy just graduated from the academy.</p> <p>Marco thanked Captain Sharki and Lt. Hallahan for their report and for their support in the neighborhood.</p> <p>Emily Bonner from Councilmember Whitburn's office thanked Our Lady of the</p>	<p>5. No action taken</p>

	<p>Rosary Church for hosting the Neighborhood Coalition's Community Meeting. Emily thanked the Association for Hosting the Pedicab announcement in the Piazza della Famiglia.</p> <p>District Representative Stopher Vallejo from Senator Atkins' office introduced himself. Stopher will be attending the meetings in place of Jason Weisz.</p>	
6. Other	6. Nothing to Report.	<i>6. No action taken</i>
7. Next Meeting	7. The next Board of Directors meeting will take place on Tuesday, April 2, 2024, at 8:30am at Our Lady of the Rosary Church Hall.	<i>7. No action taken</i>
8. Adjournment	8. Meeting Adjourned	<i>8. Joe Vecchio moved to adjourn the meeting. Bryan Thompson seconded the motion. Unanimously approved.</i>

Minutes taken by Dianne T. Serna, Staff



Downtown Community Planning Council San Diego

Planning a Vibrant Downtown for All

DOWNTOWN RESIDENTS & BUSINESSES SUPPORT THE MAYOR'S H BARRACKS SAFE SLEEPING SITE

Honorable Mayor Gloria,

On behalf of the Downtown Community Planning Council, the City's elected advisory board for planning and development in Downtown San Diego, I write to inform you that we voted unanimously to support the City's H Barracks Shelter Plan at our February 21st meeting.

The Downtown Community Planning Council is composed of local businesses, residents, and community organizations. On a daily basis we witness firsthand the hardships of homelessness on the streets and we are acutely aware of the need to shelter individuals in dignified spaces.

20th & B and O Lot have been incredibly helpful in providing a safe and dignified space for unsheltered people to stay. We know H Barracks would provide more of that. Furthermore, the fact that these safe sleeping sites are always near max-capacity demonstrates that people want to stay in them. Personal conversations I have had with unsheltered individuals support that fact. We must build more.

As for the concerned residents of Point Loma, they need to recognize that H Barracks will allow the City to relocate unsheltered people from their streets into a safe sleeping site. Choosing to oppose H Barracks is choosing to preserve unsafe camping in your community.

We appreciate the hard work your office is doing to ensure people do not sleep on our streets. We look forward to H Barracks becoming a reality.

Thank you,

Manny Rodriguez

Executive Chairperson

[Downtown Community Planning Council](#)

- C) Board Members can nominate a non-Board Member to serve as their alternate at Board and committee meetings when he/she is unable to attend. Alternates absences, in place of primary Board Member, count for or against the primary’s Board and committee attendance obligation.

SECTION 2. POWERS

Subject to the provisions of the California Nonprofit Public Benefit Corporation law, and any limitations in the Articles of Incorporation and Bylaws relating to action required or permitted to be taken or approved by the members, if any, of this Corporation, the activities and affairs of this Corporation shall be conducted, and all corporate powers shall be exercised by or under the direction of the Board of Directors.

[Redacted text block containing several lines of obscured content]

SECTION 4. DUTIES

It shall be the duty of the Directors to:

- A) Perform any-and-all duties imposed on them collectively or individually by law, by the Articles of Incorporation of this Corporation, or by these Bylaws.
- B) Appoint and remove, employ, and discharge, and, except as otherwise provided in these Bylaws, prescribe the duties and fix the compensation, if any, of all Officers, agents and employees of the Corporation.
- C) Supervise all Officers, agents, and employees of the Corporation to assure that their duties are performed properly.
- D) Meet at such times and places as required by these Bylaws as outlined in Section 6 of this Article.
- E) Register their addresses and numbers with the Secretary of the Corporation and notices of meetings mailed, emailed, sent via facsimile, or delivered in person to them at such addresses shall be valid notices thereof.
- F) Serve on at least one committee or task force and regularly attend meetings of the same.
- G) Directors are required to attend Board meetings. Missed attendance due to excused or unexcused absences will be governed by Section 16 of this Article.

GOALS MET

*FY24 RMNG does not carry-forward (C/F) into the next fiscal year.

LAST NAME	FIRST NAME	FY23 C/F	JUL'23	AUG. '23	SEP. '23	OCT. '23	NOV. '23	DEC. '23	JAN. '24	FEB. '24	MAR. '24	FY24 + C/F	GoR REQ	FY24 RMNG*	FY24 C/F	
Galasso	Steven	\$0		\$250	\$1,000	\$100		\$350			\$100	\$1,800	\$1,500	\$300	\$300	Aug. Casino Tix / Sep. Ounches Donation / Oct. Bella Vita Tix / Dec. Winter Display / Mar. WESF Donation
Thompson	Bryan	\$2,968		\$600							\$100	\$3,668	\$1,500	\$2,168	\$2,168	Aug. Fall Disp., Casino Tix / Mar. WESF Donation
Palestini	Lou	\$790		\$220				\$1,000			\$50	\$2,060	\$1,500	\$560	\$560	Aug. Casino Tix / Dec. Tree Sponsor / Mar. WESF Donation
Vinci	Luke	\$4,250										\$4,250	\$1,500	\$2,750	\$2,750	
Casemero	Annette	\$118		\$650	\$280	\$36	\$108		\$375		\$100	\$1,667	\$1,500	\$167	\$167	Aug. OLR Linens / Sep. Punches & Casino Linens / Oct. TOTIS Linens / Nov. Costanza & Tree Lighting Linens / Jan. LI Signs / Mar. WESF Donation
Blum	Ryan	\$0										\$0	\$1,500	-\$1,500	-\$1,500	
Brooker	Curt	\$0										\$0	\$1,500	-\$1,500	-\$1,500	
Brunetto	Domenic	\$0										\$0	\$1,500	-\$1,500	-\$1,500	
Busalacchi	Joey	\$0										\$0	\$1,500	-\$1,500	-\$1,500	
Cresci	Dino	\$0		\$685							\$100	\$785	\$1,500	-\$715	-\$715	Aug. Fall Disp. / Mar. WESF Donation
DeSpenza	Jim	\$930		\$700								\$1,630	\$1,500	\$130	\$130	Aug. Fall Disp., OLR Tix
Estevez	Clarissa	\$24,025										\$24,025	\$1,500	\$22,525	\$22,525	
Gerson	Lisa	\$0										\$0	\$1,500	-\$1,500	-\$1,500	
Gustafson	Rich	\$100		\$1,000							\$50	\$1,150	\$1,500	-\$350	-\$350	Aug. Casino Spon. / Mar. WESF Donation
Hermes	Audrey	\$0						\$500				\$500	\$1,125	-\$625	-\$625	Dec. Donation
Ioelle	Pasquale	\$134									\$50	\$184	\$1,500	-\$1,316	-\$1,316	Mar. WESF Donation
Keiller	Jeri	\$245		\$350			\$1,310				\$100	\$2,005	\$1,500	\$505	\$505	Aug. Fall Disp. / Nov. Bella Vita Tix, TOTIS Spon. / Dec. Winter Disp. +1 / Mar. WESF Donation
Núñez	Juan	\$0										\$0	\$1,500	-\$1,500	-\$1,500	
Pecoraro	Jack	\$12,200										\$12,200	\$1,500	\$10,700	\$10,700	
Rodger	David	\$2,048	\$1,475		\$100	\$1,000	\$3,000	\$1,000			\$100	\$8,723	\$1,500	\$7,223	\$7,223	Jul. Marine Band Spon. & Food / Sep. Casino Don. / Nov. TOTIS Spon. / Nov. Punches Don. / Dec. Tree Lighting Sponsor / Mar. WESF Donation
Strauss Casey	Diana	\$0										\$0	\$1,500	-\$1,500	-\$1,500	
Tabigue	Father Joseph	\$400		\$400								\$800	\$1,500	-\$700	-\$700	Sep. Casino Tix
Vecchio	Joe	\$0								\$125,000		\$125,000	\$625	\$124,375	\$124,375	Feb. Costanza Donations
White	Catt	\$0			\$10,000	\$5,000						\$15,000	\$1,500	\$13,500	\$13,500	Sep. Stella Donation / Oct. Stella Donation
Zimmerly	Jon	\$0										\$0	\$1,125	-\$1,125	-\$1,125	
		\$48,208	\$1,475	\$4,455	\$11,780	\$6,136	\$4,418	\$2,850	\$375	\$125,000	\$750	\$157,239	\$35,875			

Little Italy Association of San Diego

FY24 Board Attendance

Last Name	First Name	Position	Member Since	Jul. 23	Aug. 23	Sep. 23	Oct. 23	Nov. 23	Dec. 23	Jan. 24	Feb. 24
Galasso	Steven	1 - PRESIDENT	1996				X				
Vinci	Luke	2 - VICE PRESIDENT	2011								
Palestini	Lou	3 - V.P. OF CULT. AFF.	2000								X
Thompson	Bryan	4 - TREASURER	2018	X							
Casemero	Annette	5 - SECRETARY	2021								
Blum	Ryan	Property Director	2020						U		
Brooker	Curt	Business Director	2022			X			U		
Brunetto	Domenic	Property Director	1997								
Busalacchi	Joey	Business Director	2020	X			X				X
Cresci	Dino	Property Director	2023					X			
DeSpensa	Jim	Property Director	2011			X		X			X
Estevez	Clarissa	Property Director	2022	U							A
Gerson	Lisa	Property Director	2022				X	U			
Gustafson	Rich	Property Director	2011								
Hermes	Audrey	Business Director	2023								X
Ioele	Pasquale	Property Director	2013	X							
Keiller	Jeri	Property Director	2020			X					
Núñez	Juan	Property Director	2019	X		X	X	X	X		X
Pecoraro	Jack	Property Director	2011				U	U	U		
Rodger	David	Property Director	2022								
Strauss Casey	Diana	Property Director	2019	L	L	L	L				
Tabigue	Father Joseph	Property Director	2011								A
Vecchio	Joe	Community at Large	2024								
White	Catt	Community at Large	2009								
Zimmerly	Jon	Residential Tenant	2023								

X - Excused

U - Unexcused

L - Leave

A - Alternate

Bylaws: Attendance

3 Unexcused or 6 Total (Excused & Unexcused)

Alternates are not permitted to stand in for more than 6 times in a calendar year.

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2023 - JUNE 2024**

BOARD MEETING DATE:		4/2/2024					
Accrual Basis Report - FEBRUARY 29, 2024							
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE FISCAL YEAR</u>	<u>NET BUDGET YTD</u>	<u>REVISED ANNUAL BUDGET (NET)</u>	
SAN DIEGO CONTRACTS							
	BID	82,894	84,194	0	-1,477	0	
	MAD ₁	964,052	1,135,714	-171,662	-125,896	-147,837	
	PARKING METER ₂	423,001	390,687	32,314	7,735	0	
	TOTAL	\$1,469,947	\$1,610,595	-\$139,348	-\$119,638	-\$147,837	
1. Supplemental Maintenance program: YTD net gain \$100,459. YTD budget \$108,333. (Annual budget net income is \$150,000)							
2. Additional Parking Program operations: YTD net income \$9,246. YTD budget \$0. (Annual budget net income \$0)							
3. Programs and Operations: YTD net income \$177,577. YTD budget net income \$97,315. (Annual budget net income \$85,239) Included are the results for the Mercato. Mercato's results are YTD net income \$361,967. YTD budget \$274,307. (Annual budget \$387,060).							
		Feb-24	Feb-23				
Total income for Little Italy Assn		\$2,870,371	\$2,387,809				
Total expense for Little Italy Assn		<u>\$2,736,378</u>	<u>\$2,383,160</u>				
Net income over expense		<u>\$133,993</u>	<u>\$4,649</u>				
Balance Sheet							
	2/29/2024	2/28/2023					
Checking	\$711,070	\$739,476					
Savings	93,430	122,196					
Fidelity Investments	204,946	109,000					
Accounts Receivable	191,264	252,748					
Other assets	238,593	99,706					
Total Assets	<u>\$1,439,303</u>	<u>\$1,323,126</u>					
Accounts Payable	\$33,542	\$74,687					
Advances	150,702	195,065					
Loans	148,475	148,476					
Equity	1,106,584	904,898					
Liabilities & Equity	<u>\$1,439,303</u>	<u>\$1,323,126</u>					

FIDELITY INVESTMENTS - LITTLE ITALY ASSOCIATION - 2/29/2024							15	
DESCRIPTION	DEPOSIT	DATE DEPOSIT	AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
DEPOSIT	\$4,000	1/13/2023						
DEPOSIT	\$5,000	1/17/2023						
DEPOSIT	\$50,000	2/28/2023						
BALANCE 2/28/2023	\$59,000		\$8,000					
BALANCE 3/31/2023	\$169,000		\$167,000					
BALANCE 4/30/2023	\$169,000		\$167,000					
Balance Certificates of Deposit 6/30/2023			\$106,000					
Money Market 6/30/2023			\$94,436					
Total 6/30/2023	\$199,000		\$200,436					
Balance Certificates of Deposit 2/29/2024			\$149,000					
Money Market			\$55,946	plus \$4011 accrued interest				
Total 2/29/24	\$199,000		\$204,946					
BY MATURITY DATE								
			AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
6169OU2K5	MORGAN STANLEY		\$10,000	3/8/23	03/08/24	12	5.10%	
46593LV30	JPMORGAN CHASE BK		\$10,000	3/10/2023	3/15/2024	12	5.40%	
38150VMU0	GOLDMAN SACHS		\$20,000	9/26/2023	04/01/24	6	5.50%	
89788HFX6	TRUIST BANK		\$10,000	9/29/2023	04/01/24	6	5.55%	
61768EUC5	MORGAN STANLEY		\$4,000	5/24/23	05/24/24	12	5.15%	
755245RB2	CITIZENS BANK		\$20,000	9/27/2023	06/27/24	9	5.50%	
06051V3L8	BANK OF AMERICA		\$10,000	10/06/2023	08/06/24	9	5.45%	
89788HFZ1	TRUIST BANK		\$30,000	09/29/2023	09/29/24	12	5.55%	
949764GK4	WELLS FARGO		\$30,000	10/02/2023	10/02/24	12	5.55%	
15987UVG1	CHARLES SCHWAB		\$5,000	11/20/23	12/04/24	12	5.35%	
			\$149,000					

From: Christopher M. Gomez
Sent: Thursday, January 25, 2024 3:16 PM
To: O'Neill, Jacob
Cc: Marco-NCA; Dominic; Ethan Olsen; Michael Trimble; Zaiser, Kohta
Subject: FY25 CPD Budgets & FRED

Hello Jacob,

Thank you, Malik, and the Councilmember for taking the time to meet with us.

Today DPMG met to discuss FRED and the FY25 Community Parking District budgets. As mentioned in our meeting, there is \$2.5M parking meter revenues allocated to cover the \$1.2M bond debt service on the garages and the remaining \$1.3M to be allocated for FRED or the Community Parking Districts.

As we mentioned in our meeting, we are requesting the City to move the expense of the bond debt and FRED into the City's 55%. We also asked Kystal, with Sustainability and Mobility, to take our request to Alyssa Muto to see the feasibility of our request. I am not officially speaking for all members of DPMG, but there are several members are in support of this request.

The Association is also in support of Gaslamp's bollard service contract, of \$400K, being paid annually out of the City's 55%, as the bollard program for the 5th Avenue Promenade was a City CIP project.

Please let me know if you have any questions. We hope the Councilmember can support the request and ask staff to reallocate the funds above.

Thank you,
Chris

CHRISTOPHER M. GOMEZ

District Manager

Little Italy Association of San Diego

2210 Columbia Street

San Diego, CA 92101

Phone: 619-233-3898

Fax: 619-233-4866

Website: LittleItalySD.com

Facebook: [Little ItalySD](https://www.facebook.com/LittleItalySD)

Instagram: [LittleItalySD](https://www.instagram.com/LittleItalySD)

TikTok: [LittleItaly.SD](https://www.tiktok.com/@LittleItalySD)

X: [LittleItalySD](https://twitter.com/LittleItalySD)

Linkedin: [LittleItalySD](https://www.linkedin.com/company/LittleItalySD)

#LittleItalySD

Little Italy Association of San Diego
FY25 Community Parking District Budget

Drafted 3/15/2024

OPTION 1 - FRED FULLY FUNDED

Income	LIA	All Funds
Available PMRs (\$100K / 7)	\$14,286	\$100,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
FRED		
Passenger Fare (\$345K / 7)	\$49,286	\$345,000
Advertising (\$63K / 7)	\$9,000	\$63,000
Total Income	\$76,160	\$533,120
Expenses		
<i>Available PMRs</i>		
Planters & Beautification	\$11,143	
Enhanced Security & Pedestrian Safety	\$1,000	
Admin Oversight (15%)	\$2,143	
<i>Bond Release</i>		
Planters & Beautification	\$2,050	
Enhanced Security & Pedestrian Safety	\$1,000	
Admin Oversight (15%)	\$538	
<i>FRED Passenger Fare</i>		
Planters & Beautification	\$40,893	
Enhanced Security & Pedestrian Safety	\$1,000	
Admin Oversight (15%)	\$7,393	
<i>FRED Adversting</i>		
Planters & Beautification	\$6,650	
Enhanced Security & Pedestrian Safety	\$1,000	
Admin Oversight (15%)	\$1,350	
Total Expense	\$76,160	
Variance	\$0	

Little Italy Association of San Diego
FY25 Community Parking District Budget

Drafted 3/15/2024

OPTION 2 - FRED NOT FUNDED

Income	LIA	All Funds
Available PMRs (\$1.3M / 7)	\$185,714	\$1,300,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
Total Income	\$189,303	\$1,325,120

Expenses

Available PMRs

Marketing & Promotions

Website Maintenance & IT (Partial)	\$2,400	1%
	\$2,400	

New Initiatives & Special Projects

Wayfinding	\$1,000	
Traffic Control	\$50,000	
Planters & Beautification	\$25,207	
Enhanced Security & Pedestrian Safety	\$1,000	
Enhanced Pedestrian Lighting	\$38,000	61%
	\$115,207	

Operational

Admin Oversight (15%)	\$28,395	15%
Rent (7%*)	\$8,400	
Bollards Storage**	\$16,000	
Liability Insurance (7%*)	\$18,200	
Audit (7%*)	\$700	23%
	\$71,695	
Total Expenses	\$189,302	100%

Varinace **\$0**

** 7% of operational expenses has been applied to LIA's FY25 CPD Budget based on the overall contribution of CPD revenues to LIA's \$2,602,110 FY25 organization budget.*

*** 100% cost to store Phase I Bollards*

Little Italy Association of San Diego
FY25 Community Parking District Budget

Drafted 3/25/2024

OPTION 3 - FRED PARTIALLY FUNDED (\$600K)

Income	LIA	All Funds
Available PMRs (\$1.3M / 7)	\$100,000	\$700,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
Total Income	\$103,589	\$725,120
Expenses		
<i>Available PMRs</i>		
Marketing & Promotions		
Website Maintenance & IT (Partial)	\$1,000	1%
	\$1,000	
New Initiatives & Special Projects		
Wayfinding	\$1,000	
Traffic Control	\$1,000	
Planters & Beautification	\$1,000	
Enhanced Security & Pedestrian Safety	\$83,050	
Enhanced Pedestrian Lighting	\$1,000	84%
	\$87,050	
Operational		
Admin Oversight (15%)	\$15,538	15%
	\$15,538	
Total Expenses	\$103,588	100%
Varinace	\$0	

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

SUBJECT: COMMUNITY PARKING DISTRICT POLICY
POLICY NO.: 100-18
EFFECTIVE DATE: November 15, 2004

PURPOSE:

The intent of this Policy is to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts. This Policy anticipates that such communities, at their initiative, and with the approval of the City Council, can be responsible for establishing and managing a Community Parking District. This Policy specifies the procedures to be followed to establish a Community Parking District. This Policy also provides for, and specifies the procedures under which, certain parking management-related revenues earned by the City within the geographic boundaries of an existing or newly designated Community Parking District may be allocated to the Community Parking District to implement and manage improvements that address parking impacts. This Policy is not intended to reduce existing City revenue streams derived from various parking management-related fees, citations, permits, etc. Any references in this Policy to allocating a portion of parking meter or other parking management-related fees to Community Parking Districts is intended to apply only to new or prospective revenues. This Policy will be implemented in a manner that precludes any reduction or diminishment of City revenues.

POLICY:

A. Establishment of Community Parking Districts

1. A community planning group or a business improvement district may submit to the City Manager a request to form a Community Parking District when existing City mechanisms for implementing parking management solutions have been insufficient or such mechanisms do not exist within the community. The City Manager shall convey all such requests, along with the Manager's recommendation regarding each, to the City Council or any of its committees for its consideration. In the event that an organization submits a request that affects an existing Community Parking District, the City Manager will present the request to the board of the existing Community Parking District prior to forwarding the request to the City Council or any of its committees for action. A request to form a Community Parking District shall contain each of the following:
 - a. A map or other description of the geographic area proposed to be designated as a Community Parking District.
 - b. Data to verify that the proposed geographic area is in fact adversely impacted by parking demands. Such data may be provided by a parking study commissioned by the City Manager or by a qualified private traffic engineer who would be required to submit his/her data and findings to the City Manager for review; a

COUNCIL POLICY

CURRENT

listed in the City Budget will be allocated to the City Manager to be applied to the City's administrative costs of the program.

B. Revenues Subject to Allocation to a Community Parking District

1. A percentage of the total parking meter revenues generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:
 - a. Any City administrative costs necessary to implement and collect the fees are fully recovered;
 - b. The City conducts, or causes to be conducted, an analysis of the proposed use(s) of the additional parking management-related revenues, and the analysis indicates that the amount allocated, along with any other authorized revenues, is sufficient to implement and manage the proposed use(s);
 - c. The amount allocated is no more than necessary to implement and manage the proposed use(s); and
 - d. The City determines through a fiscal impact analysis that the Community Parking District's proposed use(s) is/are in the City's long-term best interest.
2. For the purpose of this Policy, City revenues which may be allocated to a Community Parking District in addition to parking meter revenue, if any, may include:
 - a. Fees paid by users to park in a facility operated by the Community Parking District;
 - b. Valet parking fees;
 - c. Residential or shopper parking permit fees;
 - d. Parking in-lieu fees levied on new development; and
 - e. Any other authorized fees obtained to regulate parking in a Community Parking District.
3. Community Parking District revenues shall be allocated to each Community Parking District based on the percentage of average annual gross collections generated within each District. Monies collected will be disbursed pursuant to the adoption and

CITY OF SAN DIEGO, CALIFORNIA
COUNCIL POLICY

CURRENT

2. Prior to consideration of the proposal by the City Council or any of its committees, the requesting entity shall make the proposal publicly available for review and shall conduct a noticed public meeting for affected citizens in the proposed Community Parking District. The requesting entity shall also provide notice of this public meeting to all affected Community Planning Groups.
 3. Geographic areas that, prior to December 31, 1997, were established as Parking Meter Districts are hereby now designated as established Community Parking Districts, and the organizations designated by the City Council as Parking Meter District Advisory Boards are hereby now designated as the established Community Parking District Advisory Boards.
 4. The Community Parking District Program shall be administered by the Mayor or City Manager.
- B. Revenues Subject to Allocation to a Community Parking District
1. Annually, the costs of administering the Community Parking District Program, including the services of dedicated Transportation Engineer(s), and parking meter operations costs shall be subtracted from the total parking meter revenue prior to the calculation of the revenue subject to allocation to the Community Parking Districts.
 2. A percentage of the total parking meter revenues, less the administrative and parking meter operations costs described in Section B.1 above, generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year.
 3. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:
 - a. Any City administrative costs necessary to implement and collect the fees are fully recovered;



From: Christopher M. Gomez
Sent: Thursday, February 29, 2024 10:29 AM
To: Jeri Keiller; Bryan Thompson; Steven J. Galasso; Luke Vinci; Louis Palestini; Annette Casemero
Cc: Marco-NCA; Dianne T. Serna; Rosie DeLuca
Subject: ERTC Update
Importance: High

Hello All,

I wanted to let you know that we got our response on eligibility on our Q2 2020 and Q1-Q2 2021 ERTC.

2020 Q2: \$47,175.61
2021 Q1-Q2: \$73,003.98

Subtotal: \$120,179.59

This is on top of the previously awarded amount of 2021 Q3: \$164,117.46

ETRC Total: \$284,297.05

Dianne is waiting for a response as to when we will receive the 2021 Q3 funds approved last year.

A special thanks to Dianne for staying on top of this and getting us through the process. Also, thanks to Jeri for her work on numbers magic and reports.

Chris

CHRISTOPHER M. GOMEZ

District Manager

Little Italy Association of San Diego

2210 Columbia Street

San Diego, CA 92101

Phone: 619-233-3898

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TikTok: [LittleItaly.SD](https://www.tiktok.com/@LittleItaly.SD)

X: [LittleItalySD](https://twitter.com/LittleItalySD)

Linkedin: [LittleItalySD](https://www.linkedin.com/company/LittleItalySD)

#LittleItalySD

From: Bryce Hall
Sent: Tuesday, March 19, 2024 7:10 AM
To: Dianne T. Serna
Subject: Re: [IE] FW: PPP 3508

Good Morning Dianne,

I hope you are doing well. The typical wait time that we have been told is about 8-12 months to receive the credit from the IRS. This is dependent on the IRS however, as we have seen both shorter and longer waiting periods. Unfortunately, there is no way that we can check the status of the 941-X that was submitted to the IRS. As far as we know, the IRS is still processing 941-Xs filed to claim the ERC and you would need to reach out to the IRS to receive an update on this process. We advise you to do the following when calling the IRS:

- The number to call the IRS is: 1 (800) 829-4933
- This credit is associated with quarterly payroll taxes and is filed on Form 941, so select the option for “payroll/employment tax” or “Form 941”.
- Identify your relationship with the company (i.e., Controller, President, Owner, etc.) so that the IRS can verify they are allowed to speak to you.
- Be ready to provide the FEIN, quarter/s of interest, amounts, and when it was filed in case you are asked.

Please let me know if you have any questions.

Kind Regards,

Bryce Hall
ERC Client Relations Manager
Equifax Inc.
☎ 832.295.9024
bryce.hall@equifax.com

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Solutions**

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LIA Board Meeting PR and Social Agenda

Tuesday, April 2, 2023

Pitches

The Bulls of Sant'Agata Charge Little Italy

- Expected online and print coverage on Presidio Sentinel, Ranch & Coast, North County Sun, Gente Bonita Magazine
- Expected broadcast coverage on FOX 5 and KPBS
- Secured online coverage on San Diego Sun

Women Owned Business

- Expected coverage on DoSD and KUSI
- Secured online and broadcast coverage on CBS 8 and KUSI
- Secured social coverage on Gente Bonita Magazine

Mother's Day in Little Italy

- Secured print coverage on Pasadena Independent, Monrovia Weekly and Arcadia Weekly
- Secured online coverage on Hey SoCal and We The Italians

General

- Coordinated walking tour with the Downtown Alliance SLC with Chris for September 19
- Collected recommendations from Chris and sent to Downtown Alliance SLC for potential conference venues
- Coordinated with San Diego Museum of Art team for Art Alive Petal Pop Up

Social Media

Highlights / Recap

- Gained 1,403 new followers on all platforms
- Earned over 1M impressions total impressions (8% increase)
- Garnered over 26K total engagements (43% increase)
- Promoted International Women's Day & Women's History Month
- Collab post with San Diego Museum of Art for Art Alive Petal Pop-Up performed exceptionally well with over 2800 engagements (19% engagement rate)
- Created Facebook event page for Bulls of Sant'Agata

Social Media Analytics (Last 30 days as of March 26)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	927	93,923	2,384	124,268
 Little Italy	476	98,029	24,095	912,278

TikTok - Followers: 1081 (+11) Likes: 2370 (+20)

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Feb 29, 2024 · Little Italy San Diego

Our Roman Empire? Pasta. 🍝📍
@romanwolvestd 🐺 @sandiegoma...

Reach	9,873
Comments	10
Likes	476
Saves	114
Engagement	811
<u>Engagement rate per reach</u>	8.2%
<u>Engagement rate per impression</u>	7.8%



Mar 14, 2024 · Little Italy San Diego

Looking for the best dessert in San Diego? This one may take the cake...

Reach	5,752
Comments	10
Likes	205
Saves	11
Engagement	312
<u>Engagement rate per reach</u>	5.4%
<u>Engagement rate per impression</u>	5.4%



Mar 2, 2024 · Little Italy San Diego

Fresh catches await at the @littleitalymercato 🥰 #LittleItalyS...

Reach	7,004
Comments	10
Likes	246
Saves	6
Engagement	306
<u>Engagement rate per reach</u>	4.4%
<u>Engagement rate per impression</u>	4.2%

Top content - Facebook (Based on engagement rate per reach)

Best performing content published during the selected period.



Mar 5, 2024 · Little Italy

Step back in time to the origins of Little Italy, where the bustling fishi...

Reach	12,391
<u>Engaged users</u>	584
<u>Clicks</u>	113
<u>Other clicks</u>	258
<u>Engagement rate per reach</u>	4.7%
<u>Engagement rate per impression</u>	4.2%



Mar 11, 2024 · Little Italy

Looking forward to a wonderful week ahead 🌞☀️ Share your plans for th...

Reach	3,666
<u>Engaged users</u>	148
<u>Clicks</u>	26
<u>Other clicks</u>	37
<u>Engagement rate per reach</u>	4%
<u>Engagement rate per impression</u>	4%



Mar 20, 2024 · Little Italy

Cheers to the first day of Spring! 🌸🌻
From soaking in the blooming...

Reach	3,250
<u>Engaged users</u>	128
<u>Clicks</u>	6
<u>Other clicks</u>	30
<u>Engagement rate per reach</u>	3.9%
<u>Engagement rate per impression</u>	3.4%



SDMA: 46K Followers
LIA: 93.9K Followers




SDMA & LIA: 2,061 Likes
SDMA & LIA: 380 Comments





BALBOA PARK
THE SAN DIEGO
MUSEUM OF ART




STREET CLOSURE DATES & TIMES


 Thurs. 4/25 @ 7am - Mon. 4/29 @ 11am:
W. Fir from Kettner to India
W. Cedar from Kettner to India
W. Beech from Kettner to Columbia

 Fri. 4/26 @ 7am - Mon. 4/29 @ 11am:
W. Cedar from India to Columbia

 Fri. 4/26 @ 7am - Sun. 4/28 @ 11:59pm:
W. Fir from India to Columbia
W. Date from Kettner to India
W. Date from Columbia to Union
W. Cedar from Columbia to State

 Fri. 4/26 @ 9pm - Sun. 4/28 @ 11:59pm:
India St. from W. Grape to W. Ash
Fir St. from Columbia to State (ADA Only)

LITTLE ITALY MERCATO (SEPARATE EVENT)

 Sat. 4/27 from 5:30am - 4:00pm
W. Beech from Columbia to Front
W. Cedar from State to Front

NOTE: All North-South roads between closed East-West blocks will remain open, with the exception of India Street.



MISSION FED ARTWALK 2024 STREET CLOSURE MAP & SCHEDULE

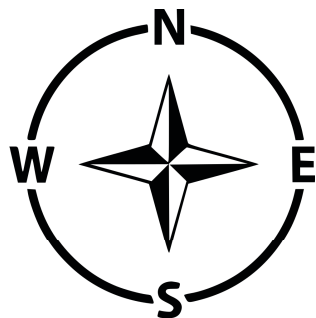
EVENT DATES & HOURS

Saturday, April 27: 11am - 6pm

Sunday, April 28: 10am - 5pm

LEGEND

-  ArtWalk Booths
-  Driveway Access (One-way Street)
-  Driveway Access (Two-way Street)
-  Handicap Parking Only
-  Hard Street Closure
-  Public Parking
-  Rideshare Pickup/ Drop-Off





Special Events 2024



4/11/24



5/10/24



6/6/24

6/18/24

6/19/24



HG Fenton- Mommy & Me Meetup



HG Fenton- Silent Disco



HG Fenton: Movie night

Taste of Little Italy

Taste of Little Italy





December 21, 2023

Alyssa Muto
Director of Sustainability and Mobility Department
City of San Diego
Email: amuto@sandiego.gov

Re: Little Italy Association’s FY24 Community Parking District Budget Adjustment

Dear Alyssa,

Thank you and your team for taking the time to discuss our request to make an adjustment to our FY24 Community Parking District budget.

As mentioned, the Association has decided to terminate our in-house valet services effective October 31, 2023, due to the decreased number of vehicles parked because of rideshare and decreased locations to house our valet stations because of City approved Streetaries. The Association has established a partnership with Blue Water Valet (BWV), that currently operates in Little Italy with a few other businesses, to continue to provide valet services as “The Official Valet of Little Italy.” BWV services commenced immediately after the Association termination of program with no interruption in services.

With the termination of the program, we are requesting to reallocate the valet program funds into alternative Council approved parking programs to complete/prepare for projects this fiscal year (FY) that we will not be able to support in FY25 because of the decreased budget presented.

Attached is a breakdown of the reallocation and below is our justification for each one of the programs.

Planter, Bollards & Beautification

The Association implemented a pedestrian safety program several years ago and has consistently been adding new barrier planters to cover additional corners and replace damaged units. The pedestrian barrier planters are custom planters that weigh over 1,300 pounds and are intended to be a safety barrier between pedestrians and vehicles. With the reduction of funds in FY25, the Association would like to purchase additional units this year.

Originally budgeted: \$9,736 / Adjusted to: \$65,000



LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866
Email: mail@littleitalysd.com ▪ Website: www.littleitalysd.com
Facebook / Instagram / X: LittleItalySD ▪ TikTok: LittleItaly.SD ▪ #LittleItalySD

[Redacted]

[Redacted]

[Redacted]

[Redacted] done in FY23.

Originally budgeted: \$50,796 / Adjusted to: \$121,130

Enhanced Pedestrian Lighting

The Association has completed the enhanced pedestrian lighting program and has secured an ongoing maintenance contract with ProCal Lighting to be sure the lighting is operational and troubleshoot when there are issues. The original budget did not consider the annual contract increase.

Originally budgeted: \$35,000 / Adjusted to: \$38,000

As stated previously, these are programs that have already been approved by City Council during budget approvals. If you or your team have any questions, please contact Chris Gomez, our District Manager, at 619-454-1596 or via email at chris@littleitalysd.com.

Thank you,



Luke Vinci
Vice President & Chair of the Parking & Mobility Committee
Little Italy Association of San Diego

cc: Mayor Todd Gloria
Councilmember Stephen Whitburn
Downtown Parking Management Group
Little Italy Board of Directors

FY24 Little Italy Parking District Budget - Amended

Updated 12/1/2023

INCOME	Initial	Revised
Parking Meter Revenues (PMR)	\$597,560	\$597,560
FY23 Carryforward	\$100,000	
Projected Program Revenue	\$116,640	\$37,596
Total FY23 Projected Income	\$814,200	\$635,156

EXPENSE	Initial	Revised
In-House Valet Program		
Valet Employee Payroll	\$260,000	\$64,996
Equipment & Uniforms	\$8,000	\$1,539
Cell/Tech Service & Fees	\$2,000	\$0
Permits	\$4,000	\$0
Total	\$274,000	\$66,536
Lot Rentals and Insurance		
Workers Comp	\$15,000	\$3,740
Liability Insurance	\$48,000	\$48,000
Parking Lot Rentals	\$110,000	\$31,046
Total	\$173,000	\$82,786
Marketing and Promotions		
Website Maintenance & IT (Partial)	\$4,500	\$4,500
Printed Material	\$5,000	\$5,000
Public Relations (Partial)	\$40,000	\$40,000
Total	\$49,500	\$49,500
New Initiatives and Special Projects		
Wayfinding Systems	\$1,000	\$1,000
Bicycle Mobility & Infrastructure	\$1,000	\$1,000
Planters, Bollards & Beautification	\$9,736	\$65,000
Traffic Control	\$50,000	\$50,000
Enhanced Security & Pedestrian Safety	\$50,796	\$121,130
Enhanced Pedestrian Lighting	\$35,000	\$38,000
Total	\$147,532	\$276,130
LIA Operational		
Admin Oversight	\$113,404	\$113,404
Office Rent (Partial)	\$24,000	\$24,000
Utilities & Supplies (Partial)	\$12,000	\$3,600

Audit	\$2,000	\$2,000
Vehicle Subsidy & Maintenance (Partial)	\$10,000	\$5,200
Storage (Partial)	\$8,764	\$12,000
Total	\$170,168	\$160,204
Total FY24 Projected Expenses	\$814,200	\$635,156
Variance	\$0	\$0

These are funds that have already been expended during operations of valet.

This reflects the revenue collected until now for this FY.

Line item increases.

From: Muto, Alyssa <AMuto@sandiego.gov>
Sent: Thursday, March 7, 2024 9:40 AM
To: Christopher M. Gomez <chris@littleitalysd.com>
Cc: Reeser, Kristy <KReeser@sandiego.gov>; Ayala, Krystal <KAyala@sandiego.gov>; Marco-NCA <marco@newcityamerica.com>; Zaiser, Kohta <ZaiserK@sandiego.gov>; Bonner, Emily <EBonner@sandiego.gov>; Wilde, Randy <RWilde@sandiego.gov>; Jarman, Sarah <SJarman@sandiego.gov>
Subject: RE: FY24 Little Italy CPD Budget Adjustment Narrative

Chris,

I apologize that it has taken so long for us to identify a clear response to the request for FY24 budget adjustment from the valet program to the work you would like to have San Diego Rescue Mission conduct under the Parking district, but we wanted to fully vet the matter internally. As we advised in January, the adjustments to the enhanced pedestrian lighting (now \$38,000) and the pedestrian safety planters (now \$65,000) as proposed in your budget adjustment request are approved subject to following all other provisions of the operating agreement and consistency with City Council Policy 100-18.

We would be happy to work with you and your team to evaluate other potential eligible uses of FY24 funding or consider allocation of unspent funding for future projects.

We can set up a future meeting to discuss alternate spending options for this year or future years.
Regards,
Alyssa

From: Christopher M. Gomez <chris@littleitalysd.com>
Sent: Thursday, December 21, 2023 2:47 PM
To: Muto, Alyssa <AMuto@sandiego.gov>
Cc: Reeser, Kristy <KReeser@sandiego.gov>; Ayala, Krystal <KAyala@sandiego.gov>; Steven J. Galasso <steve@littleitalysd.com>; Luke Vinci <luke.vinci@gsmiweb.com>; Marco-NCA <marco@newcityamerica.com>; Zaiser, Kohta <ZaiserK@sandiego.gov>; Bonner, Emily <EBonner@sandiego.gov>; Councilmember Stephen Whitburn <StephenWhitburn@sandiego.gov>; Paul Robinson (<probinson@hechtsolberg.com>) <probinson@hechtsolberg.com>; Gary Smith <us020280@mindspring.com>; Rosie DeLuca <rosie@littleitalysd.com>; Jeri Keiller <Jeri@littleitalysd.com>
Subject: [EXTERNAL] FY24 Little Italy CPD Budget Adjustment Narrative

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Hello Alyssa,

Heavy spending on homelessness is not paying off

By Dan Walters

California not only has the nation's largest number of homeless people, but one of its highest rates of homelessness vis-à-vis its overall population.

The last official count found more than 181,000 Californians without homes, nearly a third of the nation's homeless population. When new data are released later this year, the number will probably approach 200,000.

The numbers have continued to grow despite many billions of dollars in federal, state and local funds having been spent — \$20 or so billion by the state alone over the last five years. As the problem worsens, it consistently ranks as one of Californians' most pressing public policy issues, polling has found.

How is it, one might ask, that so much money could be spent with so little, if any, progress?

One factor, certainly, is that the underlying causes of homelessness, such as sky-high housing costs, family breakups, mental illness and drug addiction have not abated.

Another, probably, is that here is no consensus on what programs would be most successful and officialdom has taken a scattergun approach, providing money to a bewildering array of often overlapping programs and services in hopes of finding approaches that work.

Gov. Gavin Newsom, who pledged 20 years ago to end homelessness in San Francisco when serving as the city's mayor, is touting a measure on the March 5 ballot that would authorize bonds to build facilities for treating the mentally ill and redirect some funds from a two-decade-old special mental health tax into new programs. He's also won legislative approval of "CARE courts" that could



Signs of homelessness are rife in San Francisco. AP

compel some mentally ill Californians into receiving treatment.

The multiplicity of programs to deal with homelessness cries out for some kind of independent appraisal of what's been spent and how effective that spending has been.

We may get such an overview soon because the Legislature has approved a

request from Republicans for the state auditor to delve into what's been spent.

"Homelessness is the most urgent issue facing California," said state Sen. Roger Niello of Roseville, one of those making the request. "Given the crisis has only worsened, we need to know what the money has accomplished and what programs have been effec-

tive in moving people to permanent housing."

One area the state auditor should examine is what could be termed "bang-for-the-buck" — the startlingly expensive costs of providing even the most basic services to homeless Californians.

Sacramento, like other large California cities, has a large and growing homeless population and a new report from the city auditor is indicative of that aspect of the homeless crisis.

Auditor Farishta Ahrary said the city, which faces a \$66 million budget deficit, spent \$57 million on homelessness during the 2022-23 fiscal year, \$34 million of it on maintaining about 1,300 beds of temporary shelter, or enough to house about a third of the city's homeless people. Overall that's about \$26,000 per bed or \$2,000-plus per month, which would equal the rent on a mid-range apartment.

Three contracts for shelters between the city and

the Sacramento Housing and Redevelopment Agency amounting to more than \$10 million stand out. Two 100-bed facilities cost the city almost \$7 million — well over \$100 per bed per day — while the third, \$3.3 million for a 24-bed shelter for young people, cost the city \$373 per day for each bed.

Sacramento is not alone in paying a lot of money for rudimentary shelters, and costs of that magnitude indicate that California would have to spend much more than the current levels to put roofs over the heads of its homeless people.

Meanwhile, Newsom is proposing to pare back homelessness spending because the state faces a multibillion-dollar budget deficit.

Walters is a columnist for CalMatters, a public interest journalism venture committed to explaining how California's Capitol works and why it matters.

CALIFORNIANS *for*
SAFER
 COMMUNITIES

Smash-and-Grab Thefts. Skyrocketing Drug Addiction. More Dangerous Communities.

Whether it's rampant retail theft causing neighborhood store closures and higher prices for working families, or the growing epidemic of fentanyl overdoses, Californians can't afford half-measures when it comes to addressing these pressing issues.

Passed in 2014, Prop 47 achieved notable success in making California's criminal justice system more equitable. However, it led to unintended consequences over the past decade — repeat and often organized retail theft, inner-city store closings, and difficulty convincing people to seek drug and mental health treatment — that can only be corrected by the voters at the ballot box with modest amendments to Prop 47.

It's time for meaningful reforms to our justice system, including to Prop 47, that ensure our communities are safe.

Initiative 23-0017A1, the Homelessness, Drug Addiction, and Theft Reduction Act

Currently collecting signatures to qualify for the 2024 November General Election, this bi-partisan measure provides common sense, targeted reforms to Prop 47 that legislative proposals alone are unable to deliver.

Addresses Organized and Serial Retail Theft

Rampant retail theft is harming businesses and residents in California because those who commit these crimes know they'll get away with it, even if they're caught. This measure will hold repeat offenders accountable for the safety of our communities, rather than putting them back on the streets.

- Classifies repeated theft as a felony for individuals who steal less than \$950 if they have two or more prior theft-related convictions
- Allows stolen property values from multiple thefts to be combined so repeat offenders can be charged with a felony if the total exceeds \$950, countering tactics by career criminals to avoid harsher penalties
- Authorizes judges to impose an enhanced penalty when an offender steals, damages, or destroys property by participating in organized theft with two or more offenders or by causing losses of \$50,000 or more

Confronts the Fentanyl Crisis in Our Communities

The fentanyl crisis has reached alarming levels, and is now responsible for 20 percent of youth deaths in California. This measure will define fentanyl as a hard drug, hold individuals convicted of trafficking fentanyl accountable, and grant judges greater discretion in sentencing drug traffickers.

- Adds fentanyl to the list of hard drugs — such as heroin, cocaine, and methamphetamine — that are illegal to possess with a firearm and authorizes greater consequences for selling deadly quantities
- Enables stricter penalties for dealers whose trafficking causes death or serious injury, and warns traffickers of potential murder charges if continued drug trafficking results in fatalities

Prioritizes Mental Health and Drug Treatment

Breaking the cycle of repeat offenders means addressing the many root causes of retail theft. This measure provides critical mental health, drug treatment services, and job training within our justice system for people who are homeless and suffering from mental illness or struggling with substance abuse.

- Enacts a new class of crime called a "treatment-mandated felony" where offenders with multiple hard drug possession convictions would be given the option of participating in drug and mental health treatment in lieu of incarceration
- Allows offenders who successfully complete drug and mental health treatment to avoid jail time and have the charge fully expunged

"The Homelessness, Drug Addiction, and Theft Reduction Act will make targeted but impactful changes to our laws around fentanyl and help us tackle the chronic retail theft that hurts our retailers, our workers, and our cities. I fully support this measure and know it will make a meaningful difference for cities across California."

~ **Mayor London Breed, San Francisco**

"I am proud to lend my support to this public safety initiative that would make changes to Prop 47, which would address serious spikes to drug and theft crimes since the pandemic. Local law enforcement and my constituents are saying enough is enough. They want the state to address the increases we're seeing in the homeless due to increased hard drug use, opioid-related overdoses, and escalating numbers of smash-and-grab and retail theft crimes."

~ **Assemblymember James Ramos**

"We cannot be afraid to challenge the status quo when it is clearly not working for our residents. Prop 47 was well-intended but what really matters is its impact — and unfortunately, it's hurting far too many families and small businesses across the state. We need reform that doesn't take us back to the era of mass incarceration but allows judges to mandate treatment for those struggling with severe addiction, hold repeat offenders accountable, and treat fentanyl like the killer it is."

~ **Mayor Matt Mahan, San Jose**

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CRIME VICTIMS UNITED

Crime Victims United



Hope Street Coalition

* Partial List

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3/14/2024

Little Italy Association
2210 Columbia St.
San Diego, CA 92101

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Dear Friends:

We are pleased to provide you with the enclosed check for \$281.5 which represents the earnings of the Little Italy Endowment Fund at the San Diego Foundation. This grant is a semi-annual distribution to support the Little Italy Association. The granted amount represents the Fund's distributable balance as of December 31, 2023.

By cashing the enclosed check, your organization certifies that it is, or is the equivalent of, a duly recognized charitable organization under Section 501(c)(3) of the Internal Revenue Code. Additionally, your organization certifies this grant will not be used to fulfill pledges or other financial obligations, pay dues, tickets to events or for other activities that would result in a benefit to the donor, fund advisor or related party. The donor, fund advisor and related party decline any benefit associated with this grant.

We are pleased to make this grant to support your good work and wish you continued success! Should you have any questions, please contact us at grants@sdfoundation.org.

Sincerely,



2508 Historic Decatur Rd. Ste 200
San Diego, CA 92106
Ph. (619) 235-2300



PNC BANK
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70-2189/719

4788

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