



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, April 4, 2023 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

AGENDA

1) Introductions / Steve Galasso, President & Marco Li Mandri, CEA

2) Non-Agenda: Public Comment & Announcements

3) Minutes of the March 7, 2023 Meeting

Action Item P. 3-8

4) Committee Reports

Organization Committee / Steve Galasso

a. Support of Mayor Gloria & Councilmember Whitburn's for New Beds for Homeless / Marco

Action Item P. 9-14

b. Busker Ordinance – Update / Marco

c. General Liability Insurance – Update / Marco

d. Amici Park Redesign – Update / Marco

e. Lighting Costs / Marco

f. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris

P. 15-16 & 24

g. Next Meeting: **TBD**

Finance Committee / Bryan Thompson

a. YTD Draft Financial Report / Jeri Keiller & Bryan

Action Item P. 17

b. EIDL Repayment Plan / Jeri

c. Fidelity Investment Update / Jeri & Bryan

d. Next Meeting: **Thursday, April 20, 2023 at 9:00am**
Little Italy Association's Conference Room

District Identity & Placemaking (DI&P) Committee / Chris Gomez

a. Olive Public Relations Report / Larisa Medina

P. 18-20

b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White

c. Mission Fed ArtWalk (4/29-30) / Curt Brooker

P. 21

d. San Diego Padres Italian Heritage Night (8/4) / Chris

e. Our Lady of the Rosary Centennial Events (8/17-19) / Luke Vinci

f. Little Italy Venues & Marketing Plan / Curt

g. Piazza Costanza / Marco

P. 22-23

h. Capital Outdoor Kiosks / Chris

i. Next Meeting: **Friday, April 21, 2023 at 9:00am**

Little Italy Association's Conference Room

Neighborhood Advisory Committee (NAC) / Jeri Keiller

a. Embarcadero Coalition Community Meeting – Recap / Jeri

LITTLE ITALY ASSOCIATION OF SAN DIEGO

Parking & Mobility Committee / Luke Vinci

- a. FY24 CPD Budget Issues / Chris
- b. Bollard Program / Chris & Marco
- c. Columbia Conversion / Chris

5) Community Reports

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblywoman Horvath Office, Supervisor Lawson-Remer's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, Economic Development Department, Our Lady of the Rosary, Washington Elementary School, Convivio and DCPC.

6) Other

- 7) Next Meeting: Tuesday, May 2, 2023 at 8:30am**
Our Lady of the Rosary's Church Hall (Downstairs)

8) 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 2210 Columbia Street, San Diego, CA 92101 and the LIA 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 Chris Gomez at 619 233-3898 or chris@littleitalysd.com at least 48-hours prior to the meeting.*



**Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, March 7, 2023 at 8:30am
Our Lady of the Rosary Church - Pastoral Offices**

PRESENT Steve Galasso, Danny Mocerri, Bryan Thompson, Lou Palestini, Jeri Keiller, Joey Busalacchi, Jack Pecoraro, Clarissa Estevez, Lisa Gerson, Dominic Brunetto, Rich Gustafson, Luke Vinci, Ryan Blum, Annette Casemero, David Rodger, Jocelyn Marcus, Joe Cordileone, Curt Brooker

EXCUSED Juan Nuñez, Tom Zolezzi, Catt Fields White, Pasquale Ioele

UNEXCUSED Diana Strauss Casey, Jim DeSpenza

GUESTS Rhea Aguinaldo, Officer Larry Turner, Mary Elizabeth Novell, Joe Scaglione, Gary Mansour, Susan Keating, Zina Busalacchi

STAFF Marco Li Mandri, Chris Gomez, Dianne T. Serna De León, Larisa Medina, Ethan Olsen

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 President, Steve Galasso	<i>No action taken</i>
2. Moment of Silence for the passing of Father Louie	Luke Vinci asked for a moment of silence in remembrance of Father Louie.	<i>No action taken</i>
3. Non-Agenda: Public Comment Introductions and Announcements	Elion Prodani, owner of Bun & Patty introduced himself and announced that his new establishment will be open for business on March 14, 2023. The restaurant is located at 2171 Kettner Blvd.	<i>No action taken</i>
4. Review of February 7, 2023, Board Minutes	4. Minutes from February 7, 2023, were reviewed.	<i>4. Luke Vinci moved to approve the amended February minutes. Ryan Blum seconded the motion.</i>

		<i>Unanimously approved.</i>
<p>5. <i>Committee Reports</i> <i>Org Committee:</i> <i>Steve Galasso;</i></p> <p>a. Amici Park Status with the City Council</p> <p>b. General Liability Insurance & MAD Contract Language Amendment/ Marco</p> <p>c. Busker Ordinance- Update/ Marco</p> <p>d. Homeless in Downtown- Update/ Jeri & Bryan</p> <p>e. FY23 Get-or-Give, Self-Reporting & Board Attendance/ Chris</p> <p>f. Who am I? /Curt</p>	<p>5.a. Marco gave an update on the status of the Amici Park Redesign. He mentioned that in his discussions with the Councilman, we would wait until early this summer to bring the issue of the Developer Impact Fee funded project to the full city council. Discussion followed.</p> <p>5.b. Marco gave an update on General Liability Insurance and MAD contract Language. Still no responses from admitted carriers that would result in lower insurance coverage for the Association. Marco stated this was all very frustrating.</p> <p>5.c. Marco and John La Raia have been working on a Busker Ordinance for 3 years, as there is currently no Ordinance in the City of San Diego. Marco drafted an ordinance of which he is hoping will be approved by the City Attorney's office asap. Once the ordinance is adopted, we should be able to regulate and manage the Buskers, particularly at the weekly Mercato and daily at the Piazza della Famiglia.</p> <p>5.d. Marco reported that he is working with the Housing Commission, Council office and the Mayor's Office to have 4 sprung tents installed at on city owned land to provide shelter and beds for homeless in San Diego. The goal is to have 1,100 beds by this summer. This is a citywide issue, and all Districts should take their own allocation.</p> <p>5.e. Chris reported that the Get-or-Give self-reporting form is on pages 9-10 and 16 of the Board packet. It is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association.</p> <p>5.f. Curt Brooker introduced himself to the</p>	<p><i>5.a. No action taken</i></p> <p><i>5.b. No action taken</i></p> <p><i>5.c. No action taken</i></p> <p><i>5.d. No action taken</i></p> <p><i>5.e. No action taken</i></p>

Brooker	Board. Curt owns Fuse Events, Artwalk San Diego and Little Italy Venues.	<i>5.f. No action taken</i>
g. Next Meeting:	5.g. The next Org Committee meeting, TBD	<i>5.g. No action taken</i>
<i>Finance Committee: Bryan Thompson;</i>		
a. YTD Financial Report/Jeri Keiller & Bryan Thompson]	4.a. Jeri Keiller presented the YTD financials. Lou Palestini reminded Board members that they need to wear their Little Italy Pin to all Board meetings and Little Italy events. Those without a pin, will need to donate \$5.00 to the "Pin Fund". Please let Chris know if you need a replacement pin.	<i>4.a. Luke Vinci moved to accept the YTD Financial Report. Rich Gustafson seconded the motion. Jeri Keiller abstained. Motion passes.</i>
b. San Diego Rescue Mission Unhoused Population Program	4.b. Chris reported that after the Rescue Mission's presentation, the Finance committee recommended to move forward in keeping their contract in place until the end of the fiscal year. The remaining portion of the contract will be paid from Parking Meter Revenues.	<i>4.b. No action taken</i>
c. Fidelity Investment Update /Jeri & Bryan	4.c. Jeri Keiller gave an update on the Fidelity Investment account.	<i>4.c. No action taken</i>
d. California COVID Relief Grant-\$25K/ Chris	4.d. Chris reported that the Little Italy Association, did not initially receive The California COVID Relief Grant, however, we were just recently approved and \$25,000 in grant funds have been received..	<i>4.d. No action taken</i>
e. Little Italy Experiences & Tours Contact Continuation/ Chris	4.e. Chris reported that that Finance Committee met, and their recommendation is that the "Little Italy Experiences and Tours" contract be allowed to lapse, since not much revenue has been generated from this program. Anthony Davi is asking the Board to reconsider, so Chris and Anthony will meet again to discuss in the near future.	<i>4.e. No action taken</i>
f. Next Meeting	4.f. The next meeting will take place on Thursday, March 16, 2022, at 9:00am in the Little Italy Association's Conference Room.	<i>4.f. No action taken</i>

<p>Committee Reports <i>DIP Committee:</i></p> <p>a. Olive Creative Strategies Report/Larisa Medina & Cree Jones</p> <p>b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White</p> <p>c. Camp Pendleton Paraplegic Trials: American Experience (2/28) /Chris</p> <p>d. Mission Fed ArtWalk (4/29-30)/ Curt Brooker</p> <p>e. San Diego Padres Italian Heritage Night (8/4) /Chris</p> <p>f. Our Lady of the Rosary Centennial Events/ Luke Vinci</p> <p>g. Little Italy Venues</p> <p>h. Next Meeting:</p>	<p>4.a. Larisa Medina gave an update on Olive Public Relations.</p> <p>4.b. Catt Fields White was not present. Chris gave an update on the Little Italy Mercato. Mercato revenues are rising monthly.</p> <p>4.c. Joe Scaglione and Danny Mocerri gave an update on the Camp Pendleton Paraplegic Trials.</p> <p>Joe expressed his gratitude and appreciation to the Board for their ongoing support to the various military programs. Danny added that the countries were very appreciative.</p> <p>4.d. Curt Brooker gave an update on the upcoming Mission Federal Artwalk. The event will take place on April 29-30, 2023.</p> <p>4.e. Chris reported that the San Diego Padres Italian Heritage Night will take place on August 4, 2023. Tickets are on now on sale. \$3.00 from every ticket sold will be split between LIA, Convivio & ICC.</p> <p>4.f. Luke Vinci reported that Our Lady of the Rosary's Centennial event will take place August 17-19, 2023. This will be a ticketed event for all ages.</p> <p>4.g. Curt Brooker gave an update on Little Italy Venues.</p> <p>4.h. The next meeting will take place on Thursday, March 17, 2023, at 9:00am in the Little Italy Association's Conference Room.</p>	<p><i>4.a. No action taken</i></p> <p><i>4.b. No action taken</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><i>4.g. No action taken</i></p> <p><i>4.h. No action taken</i></p>
<p>Neighborhood Advisory Committee (NAC)- <i>Jeri Keiller</i></p>	<p>4.a. Jeri Keiller reported that the Embarcadero Coalition Community Meeting will take place on March 16, 2023, at 6:00pm at the</p>	<p><i>4.a. No action taken</i></p>

<p>a. Embarcadero Coalition Community Meeting (3/16 @ 6pm) Jeri</p>	<p>Firehouse Museum in Little Italy.</p>	
<p><i>Parking & Mobility Committee: Luke Vinci</i></p> <p>a. Bollard Program</p> <p>b. Columbia Conversion</p>	<p>4.a. Marco reported that the Bollard program has been a 4-year process. He is hoping to post an RFP soon to get the project completed.</p> <p>4.b. Luke reported that the Columbia Conversions has been a 14-year process. Luke reported that the conversions have finally began.</p>	<p>4.a. <i>No action taken</i></p> <p>4.b. <i>No action taken</i></p>
<p>5. Community Reports</p>	<p>5. Officer Larry Turner reported that SDPD is staying on top of homeless issues as much as possible. Officer manpower is still declining, and more officers are needed. Officer Turner added that office space is being considered in Little Italy which will put more Officers in the neighborhood.</p> <p>5. Jason Weisz from Senator Toni Atkins office gave an update on housing and homeless issues.</p> <p>Condominium Associations are not able to renew Insurance. Toni has sent a letter to CA Fair Plan so insurance can be extended to condo owners.</p> <p>Tax filing deadline has been extended to October 15, 2023.</p> <p>Marco asked Jason to update him on any possible Urban Forestry grants.</p> <p>Marco asked Jason to bring up the potential for a sound wall for Washington Elementary School.</p> <p>Emily Bonner from Councilmember Whitburn's will be the new representative to attend Little Italy Board Meetings.</p>	<p>5. <i>No action taken</i></p>

	<p>Councilmember is coming up with a two-prong plan to address homelessness. There will be an ordinance banning camping in public spaces once there are safe camps for individuals to stay.</p> <p>Rhea Aguinaldo from the City of San Diego Economic Development had no updates.</p> <p>Mary Elizabeth from Our Lady of the Rosary Church thanked everyone for the last minute space change for the meeting.</p> <p>Mary Elizabeth announced that Father Louie's viewing is taking place now. The funeral will be taking place on Thursday at 10:00am. He will then be flown to Buffalo New York, where he will be laid to rest.</p> <p>Marco gave an update on Piazza Constanza.</p>	
7.Other		
8. Next Meeting	8. The next Board meeting will be in-person on Tuesday, March 7, 2022, at 8:30am at Our Lady of the Rosary Church Hall.	8. <i>No action taken</i>
9. Adjournment	9. Meeting Adjourned	9. <i>Luke Vinci moved to adjourn the meeting. Rich Gustafson seconded the motion. Unanimously approved.</i>

Minutes taken by Dianne T. Serna De León, Staff

HOMELESSNESS

Downtown Councilman Pushing Big Homeless Project – and a Crackdown

San Diego City Councilman Stephen Whitburn is pitching plans to offer shelter and camping options to hundreds of homeless residents and to pave the way for stepped up enforcement.

by [Lisa Halverstadt](#)
February 6, 2023



View of parking lot at Balboa Park's Inspiration Point on Feb. 3, 2023. / Photo by Ariana Drehsler

Councilman Stephen Whitburn next month plans to unveil proposals to crack down on street homelessness and accommodate hundreds of unhoused people in a parking lot near downtown.

The city's housing agency is now evaluating whether Inspiration Point, a long-underutilized corner of Balboa Park, could potentially support a large shelter tent and safe camping sites that the downtown city councilman envisions.

Whitburn shared his vision for both a large shelter and safe campground at a University Heights Community Association meeting Thursday night but didn't specify a location. Moving forward with his pitch, Whitburn said, would let the city enforce an ordinance he plans to propose that bans camping on public property.

"We need to add more shelter and more places for people to go. That is key to the whole thing, to get people out of the canyons, out of the parks, off the sidewalks," Whitburn said. "We need other places for them to go."

Then, Whitburn said, the city can require unhoused people to move off the street.



Councilman Stephen Whitburn during a City Council in downtown on Oct. 17, 2022. / Photo by Ariana Drehsler

Whitburn's comments on the need for more shelter options to allow stepped up enforcement reflect legal realities. A [2018 federal appeals court ruling](#) barred citing homeless people for sleeping on sidewalks if no other shelter is available and a [2007 legal settlement](#) prevents police from ticketing or arresting homeless San Diegans if shelters are full.

For now, the city has [nearly 1,800 shelter beds](#). By comparison, a downtown business group's late January tally of people sleeping on the street downtown and its outskirts alone [hit a new record of 1,939](#) and a regionwide point-in-time count last year tallied about 2,500 unsheltered residents.

Yet Whitburn said his proposed ordinance will also call for bans on settling in some areas such as canyons and near schools even when there's no shelter space available, a move that the city councilman representing downtown and central city neighborhoods said was legally defensible due to public health and safety threats. Similar policies have been pursued elsewhere. Los Angeles last year passed a ban near schools and day cares while Sacramento voters approved

a policy allowing the city to clear more homeless camps absent available shelter in some instances, and called for the city to deliver hundreds of new shelter beds.

Whitburn told Voice of San Diego last month that he was working with City Attorney Mara Elliott's office on a proposal to address the challenges the city now faces using [encroachment and illegal lodging laws](#) not written to directly address the situations now playing out in the city. He noted that Elliott's office has often [declined to prosecute those cases](#) and that judges often throw them out.

"We need rules that speak to the issue at hand and are clear for the people most affected, are clear for the community and are clear legally so that is what I am working toward, a legal framework that hopefully is better for everybody," Whitburn told Voice last month.

As he worked on that ordinance, Whitburn said he had [identified a half dozen sites](#) near downtown he planned to analyze early this year to see if they could house a large safe camping site, including an often largely vacant parking lot at Inspiration Point.

Housing Commission Chairman Mitch Mitchell said agency staff are now assessing Inspiration Point, a site that the nonprofit Lucky Duck Foundation also recently [pushed as a possible shelter site](#).

"The Housing Commission is evaluating the site and what potentially could work so we can begin having those conversations with the mayor and City Council," Mitchell said. "We would like to provide them with as much detail on the site, the possibilities, the constraints and the cost to operate the site overall."



View of parking lot at Balboa Park's Inspiration Point on Feb. 3, 2023. / Photo by Ariana Drehsler

He said the Housing Commission is also discussing other possible sites but is for now spending most of its time analyzing the possibilities at Inspiration Point. Mitchell said the agency ultimately wants to deliver a plan to add hundreds of additional shelter options that also includes multiple other locations to address the needs of different segments of the unhoused population.

The revelation of this work comes about a month after the Housing Commission was forced to [put its plan for a pilot safe camping lot](#) at a small Cortez Hill parking lot on hold.

Whitburn's pitch to crack down on unhoused residents and a plan potentially allow hundreds to settle in Balboa Park is likely to face scrutiny from both his City Council colleagues and advocates who have for years criticized [enforcement affecting unsheltered San Diegans](#).

Attorney Scott Dreher, who has filed suits against the city that have resulted in [multiple settlements](#) dictating how the city conducts enforcement and clean-up operations at

homeless camps, said Friday that Whitburn's proposals could be a positive step. After all, Dreher said, the premise is that there will be a place for people to move.

But he said the details matter. For example, Dreher said, will the proposed changes make it easier for unhoused people to access a safe space to stay and eventually move into homes or will they be enacted in a punitive way?

"My fear is this is just an ordinance that's got no substance except it's a different excuse to give the same people different tickets," Dreher said.

Martha Sullivan

February 6, 2023 at 7:54 am

▼ Expand comments

GOALS MET

*FY23 RMNG does not carry-forward (C/F) into the next fiscal year.

LAST NAME	FIRST NAME	FY22 C/F	JUL'22	AUG. '22	SEP. '22	OCT. '22	NOV. '22	DEC. '22	JAN. '23	FEB. '23	FY23 + C/F	GorG REQ	FY23 RMNG*	FY24 C/F	
Galasso	Steven	\$1,340		\$100	\$500						\$1,940	\$1,500	\$440	-\$900	Aug. Hunt Prize / Sep. Casino VIP &
Moceri	Danny	\$8,500			\$330	\$150				\$50	\$9,030	\$1,500	\$7,530	-\$970	Sep. Casino & State Tix / Feb.
Palestini	Lou	\$20			\$960	\$150		\$1,000		\$100	\$2,230	\$1,500	\$730	\$710	Sep. Casino & State Tix / Dec. TP
Thompson	Bryan				\$4,268					\$100	\$4,368	\$1,500	\$2,868	\$2,868	Sep. Casino & State Tix, Casino
Vinci	Luke			\$330	\$5,320					\$100	\$5,750	\$1,500	\$4,250	\$4,250	Aug. Casino & State Tix / Sep. Gianni Wine / Feb. Wounded Warriors
Blum	Ryan	\$50						\$1,000			\$1,050	\$1,500	-\$450	-\$500	Dec. Tree Sponsor
Brooker	Curt									\$50	\$50	\$1,125	-\$1,075	-\$1,075	Feb. Wounded Warriors
Brunetto	Domenic									\$100	\$100	\$1,500	-\$1,400	-\$1,400	Feb. Wounded Warriors
Busalacchi	Joey	\$390					\$330	\$1,000			\$1,720	\$1,500	\$220	-\$170	Nov. Casino & State Tix / Dec. Tree
Casemero	Annette	\$100			\$1,260					\$100	\$1,460	\$1,500	-\$40	-\$140	Linens, Gianni Linens / Feb. Wounded Warriors
Cordileone	Joe										\$0	\$1,500	-\$1,500	-\$1,500	
DeSpenza	Jim	\$50		\$330		\$350		\$700		\$1,100	\$2,530	\$1,500	\$1,030	\$980	Aug. Casino & State Tix / Oct. Fall
Estevez	Clarissa							\$25,000		\$50	\$25,050	\$1,125	\$23,925	\$23,925	Dec. Annual Donation, Tree Sponsor
Gerson	Lisa									\$100	\$100	\$1,125	-\$1,025	-\$1,025	Feb. Wounded Warriors
Gustafson	Rich									\$1,600	\$1,600	\$1,500	\$100	\$100	Feb. Wounded Warriors, Donation
loele	Pasquale	\$250			\$1,734					\$150	\$2,134	\$1,500	\$634	\$384	Sep. State & Gianni Tix
Keiller	Jeri	\$120		\$825	\$840					\$100	\$1,885	\$1,500	\$385	\$265	Aug. Casino & State Tix / Sep. Fall Display, Casino & State Tix / Feb.
Marcus	Jocelyn				\$375						\$375	\$1,500	-\$1,125	-\$1,125	Sep. Casino Vol. x 5
Newton	Davis	\$3,500									\$3,500	\$1,500	\$2,000	-\$1,500	
Núñez	Juan										\$0	\$1,500	-\$1,500	-\$1,500	
Pecoraro	Jack										\$0	\$1,500	-\$1,500	-\$1,500	
Rodger	David				\$200	\$550	\$1,000			\$100	\$1,850	\$1,125	\$725	\$725	Sep. Gianni Food / Oct. Fall Display, TOTIS Candy / Nov. Tree Sponsor / Feb. Wounded Warriors
Scrivner	Lee				\$600						\$600	\$1,500	-\$900	-\$900	Sep. Casino Vol. x 8
Strauss Casey	Diana										\$0	\$1,500	-\$1,500	-\$1,500	
Tabigue	Father Joseph		\$500		\$1,200					\$100	\$1,800	\$1,500	\$300	\$300	Jul. Hall Rental / Sep. Donation &
White	Catt									\$100	\$100	\$1,500	-\$1,400	-\$1,400	Feb. Wounded Warriors
Zolezzi	Tom	\$3,500						\$5,000			\$8,500	\$1,500	\$7,000	\$3,500	Dec. Tree Sponsor
		\$17,820	\$500	\$1,585	\$17,587	\$1,200	\$1,330	\$33,700	\$0	\$4,000	\$59,902	\$39,000			

FY23 Board Attendance

Last Name	First Name	Position	Jul. 22	Aug. 22	Sep. 22	Oct. 22	Nov. 22	Dec. 22	Jan. 23	Feb. 23	Mar. 23
Blum	Ryan	Property Director						X			
Brooker	Curt	Business Director					U				
Brunetto	Domenic	Property Director						X			
Busalacchi	Joey	Business Director					U				
Casemero	Annette	Property Director									
Cordileone	Joe	Community at Large	X		X	X	X	X		X	
DeSpensa	Jim	Property Director			X		X	X			U
Estevez	Clarissa	Property Director				U					
Galasso	Steven	1 - PRESIDENT					X			X	
Gustafson	Rich	Property Director	U					X			
Ioele	Pasquale	Property Director	X		X			U			X
Keiller	Jeri	Property Director									
Marcus	Jocelyn	Business Director	U							X	
Moceri	Danny	2 - VICE PRESIDENT									
Garrison	Lisa	Property Director	U			U	U				
Núñez	Juan	Property Director	X		X		X	X		X	X
Palestini	Lou	3 - V.P. OF CULT. AFF.									
Pecoraro	Jack	Property Director			X						
Rodger	David	Property Director									
Strauss Casey	Diana	Property Director			U	U		X		U	U
Tabigue	Father Joseph	Property Director					X				
Thompson	Bryan	4 - TREASURER				X					
Vinci	Luke	5 - SECRETARY				X	U	X			
White	Catt	Community at Large									X
Zolezzi	Tom	Business Director	U		X			X		X	X

X - Excused

U - Unexcused

Bylaws: Attendance

3 Unexcused

6 Total (Excused and Unexcused)

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2022 - JUNE 2023**

BOARD MEETING DATE:		4/4/2023				
Accrual Basis Report - February 2023						
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	YTD BUDGET (NET)	<u>REVISED ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS						
	BID	81,892	86,463	-4,571	2,071	0
	MAD ₁	809,192	905,711	-96,519	-112,076	-168,113
	PARKING METER ₂	381,193	366,833	14,360	0	0
	TOTAL	\$1,272,277	\$1,359,007	-\$86,730	-\$110,005	-\$168,113
1. Supplemental Maintenance program: YTD net gain \$109,465. (Budgeted net gain YTD \$69,520. Annual budget net income is \$85,780)						
2. Additional Parking Program operations: YTD net loss -\$6,760. (Budgeted net income \$2,400. Annual budget net income \$3,600)						
Programs and Operations: YTD net loss -\$31,468. (Budgeted YTD net income \$29,558. Annual budget net income \$53,388) Included are the results for the Mercato. Mercato results -Net income YTD \$229,845, budgeted YTD net income \$199,600.						
		Feb-23	Feb-22			
Total income for Little Italy Assn		\$2,333,291	\$2,414,498			
Total expense for Little Italy Assn		<u>\$2,341,787</u>	<u>\$2,108,742</u>			
Net income over expense		-\$8,496	\$305,756			
Balance Sheet						
	2/28/2023	2/28/2022				
Checking	643,955	830,084				
Savings	122,196	276,479				
Fidelity Investments	169,000	0				
Accounts Receivable	275,190	49,107				
Other assets	110,706	121,660				
Total Assets	<u>1,321,047</u>	<u>1,277,330</u>				
Accounts Payable	45,725	11,337				
Advances	235,095	233,574				
Loans	148,475	150,135				
Equity	891,752	882,284				
Liabilities & Equity	<u>1,321,047</u>	<u>1,277,330</u>				



LIA Board Meeting PR Agenda

Tuesday, April 4, 2023

PITCHING

Recap/Upcoming Focus

- Taste of Little Italy (Local Leads)
- Marine Band Summer Concert Long Leads (includes National)
- Celebrating Mother's Day in Little Italy Short Leads (Local)
- State of the Neighborhood Long Leads

WRITING

Recap/Upcoming Focus

- Taste of Little Italy (Short Leads)
- San Diego Downtown News April | Earth Day
- San Diego Downtown News May | Mothers Day
- Celebrating Mother's Day in Little Italy Short Leads (Local)
- State of the Neighborhood Long Leads

Social Media

Highlights / Recap

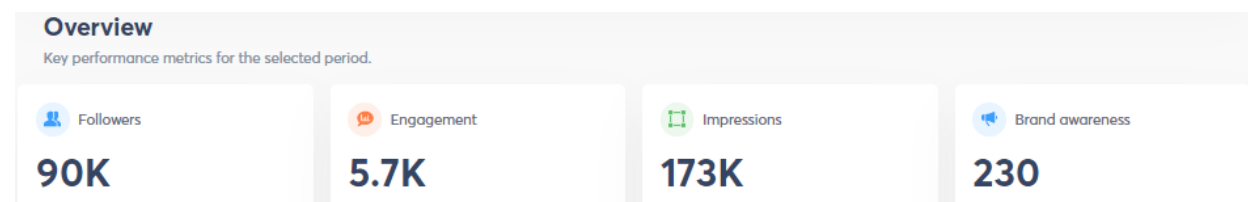
- Gained 1,121 total new followers on all platforms
- Earned over 1.3M total impressions
- Garnered over 32K total engagements

Upcoming

- Creating original Reels / TikTok videos
- Continue to promote upcoming events

Social Media Analytics (Last 30 days as of February 28)

IG:



FB:

Fans 94K	Engagement 22K	Impressions 1M	Brand awareness 135
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TikTok

- Followers: **602 (+18)**
- Likes: **821 (+253)**

Top content Reach

Best performing content published during the selected period.

<p>Mar 25, 2023</p> <p>Grab your mitt & join us for the San Diego Padres Italian Heritage Night...</p> <p>Reach 9,954</p> <p>Engaged users 488</p> <p>Clicks 142</p> <p>Other clicks 64</p>	<p>Mar 2, 2023</p> <p>It's with great sadness that we share the passing of Father Louis M. Solci...</p> <p>Reach 7,834</p> <p>Engaged users 444</p> <p>Clicks 53</p> <p>Other clicks 216</p>	<p>Mar 11, 2023</p> <p>That's the look of a successful day at the Little Italy Mercato Farmers...</p> <p>Reach 6,444</p> <p>Engaged users 182</p> <p>Clicks 47</p> <p>Other clicks 73</p>
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Top content Reach


Best performing content published during the selected period.


<p>Mar 12, 2023</p> <p>We know how to brunch here in #LittleItalySD. 🤩📍...</p> <p>Reach 29,897</p> <p>Comments 13</p> <p>Likes 1,209</p> <p>Saves 148</p> <p>Engagement 1,582</p>	<p>Mar 2, 2023</p> <p>It's with great sadness that we share the passing of Father Louis M. Solci...</p> <p>Reach 16,331</p> <p>Comments 30</p> <p>Likes 522</p> <p>Saves 14</p> <p>Engagement 566</p>	<p>Mar 25, 2023</p> <p>Grab your mitt & join us for the San Diego Padres Italian Heritage Night...</p> <p>Reach 14,372</p> <p>Comments 9</p> <p>Likes 818</p> <p>Saves 15</p> <p>Engagement 842</p>
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STREET CLOSURE DATES & TIMES


 Thurs. 4/27 @ 7am - Mon. 5/1 @ 11am:
W. Fir from Kettner to India
W. Cedar from Kettner to India
W. Beech from Kettner to Columbia

 Fri. 4/28 @ 7am - Mon. 5/1 @ 11am:
W. Cedar from India to Columbia

 Fri. 4/28 @ 7am - Sun. 4/30 @ 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. 4/28 @ 9pm - Sun. 4/30 @ 11:59pm:
India St. from W. Grape to W. Ash
Fir St. from Columbia to State

LITTLE ITALY MERCATO (SEPARATE EVENT)

 Sat. 4/29 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.*

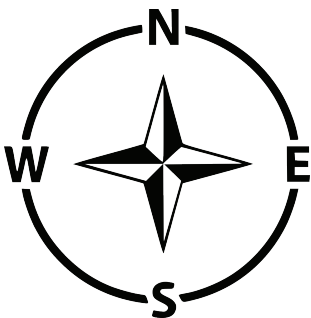


**MISSION FED ARTWALK 2023
STREET CLOSURE MAP & SCHEDULE**

Saturday, April 29: 11am - 6pm
Sunday, April 30: 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





\$150,000

PIAZZA COSTANZA

Margaret "Midge" Costanza was a social and political activist who served as a top advisor to President Jimmy Carter. Known for her wit, outspoken manner and commitment to her convictions, she fought for the rights and dignity of all people, particularly women, the LGBTQ community, and other marginalized groups. The daughter of Sicilian immigrants Midge Costanza became the first City councilwoman in Rochester, New York in 1973. She later rose to become the first female Assistant to a U.S. President. Midge moved to San Diego in the 1980s where she was active in numerous organizations and issues. She had the rare ability to bring together people with different viewpoints to accomplish a shared civic goal. In honor of her outstanding service, the Little Italy Association would like to create a new Piazza Costanza which would include a monument with a life-size statue of Midge, four smaller story monuments, concrete planters with enhanced landscaping, and tables and chairs with umbrellas.

LOCATION

Corner of Columbia & W. Ash Streets

OPENING DATE

2023

FUNDRAISING GOAL

\$150,000

COMMITTED TO DATE (12.2022)

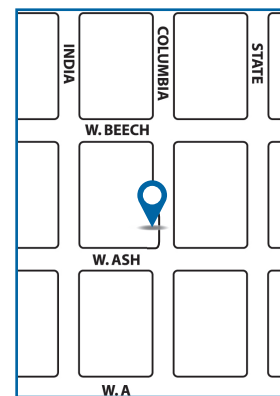
\$60,000

FUNDRAISING TIMELINE

2021 - Complete

DONOR OPPORTUNITIES

"Presenting" Monument Donor (Qty. 1)	\$60,000	SOLD
<i>(Piazza Costanza presented by the County of San Diego)</i>		
1' x 1' Statue Donor Plaque (Qty. 2)	\$25,000	
1' x 1' Donor Plaque in Planter	\$10,000	
6" x 6" Donor Plaque	\$5,000	
6" x 3" Donor Plaque	\$1,000	



Piazza Costanza

LITTLE ITALY SAN DIEGO

Piazza Costanza Donor Form

SPONSORSHIP LEVELS

Check one of the options below.

- "Presenting" Monument Donor (1 Available) / \$60,000** SOLD
(Piazza Costanza presented by the County of San Diego)
- 1' x 1' Statue Donor Plaque (2 Available) / \$25,000**
- 1' x 1' Donor Plaque in Planter / \$10,000**
- 6" x 6" Donor Plaque / \$5,000**
- 6" x 3" Donor Plaque / \$1,000**

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association
Mail to: 2210 Columbia Street, San Diego, CA 92101
Email to: Chris@LittleItalySD.com

All major credit cards accepted as well.
To process, call: 619-233-3898

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.



Little Italy Board of Directors Get-or-Give Self-Reporting Form

Term: 2022-2023

Board Member: _____

Month: _____

Date	Activity	Cash	In-Kind (Value)	Volunteer (Max 10/Hrs)

Staff Review: _____

Date: _____