



**Little Italy Association of San Diego - Board of Directors Meeting**  
**Tuesday, April 6, 2021 at 8:30am**  
**Zoom Virtual Meeting: <https://us02web.zoom.us/j/81285810312>**  
**or call 1-669-900-6833 / Meeting ID: 812 8581 0312 / Password: 3898**

## AGENDA

### 1) Zoom Meeting Protocol & Introductions / Steve Galasso, President

All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to that particular topic.

### 2) Minutes of the March 2, 2021 Board Meeting

*Action Item*

### 3) Non-Agenda: Public Comment, Introductions & Announcements

### 4) Committee Reports

#### Org Committee / Steve Galasso

- a. YTD Financial Report / Jeri Keiller & Bryan Thompson *Action Item*
- b. Davis Newton to replace Olivia Connolly representing Fenton *Action Item*
- c. *Who Am I?:* Annette Casemero
- d. Mercato Mask Requirements Complaint – Update
- e. FY22 New City America Goals – Drafting
- f. Get-or-Give Policy
- g. Next Meeting: Friday, April 16, 2021 at 9:00am via Zoom  
 Visit: <https://us02web.zoom.us/j/89314334877> or  
 Call: 1-669-900-6833 / Meeting ID: 893 1433 4877  
**Password: 3898**

#### DISI Committee / Perry Meyer

- a. Olive Creative Strategies Report
- b. Little Italy Mercato / Catt White
- c. Taste of Little Italy: Take-Out Edition – June 2021
- d. Public Art Task Force
  - i. Piazza della Famiglia Monument
  - ii. Corner Pot Commissioned Designed Plates
  - iii. Italian Flags on India Street
  - iv. CIAO Fern Letters Installation on State Street Fence
- e. Next Meeting: Friday, May 7, 2021 at 9:00am via Zoom  
 Visit: <https://us02web.zoom.us/j/87598707582> or  
 Call: 1-669-900-6833 / Meeting ID: 875 9870 7582  
**Password: 3898**

#### Parking & Mobility Committee / Luke Vinci

- a. Bollard Program – Update
- b. Phase II Enhanced Pedestrian Lighting (Kettner) – Complete

c. FY22 Budget – Submitted

Sidewalk Operations / Rich Gustafson

a. Civil Stay Away Order Status

Finance / Bryan Thompson

a. FY20 LIA Audit

**Action Item**

b. AARP Grant for Piazza Costanza – Submitted

c. Smart City Media Kiosk Agreement

d. Next Meeting: Thursday, April 29, 2021 at Noon via Zoom

Visit: <https://us02web.zoom.us/j/89011936040> or

Call: 1-669-900-6833 / Meeting ID: 890 1193 6040

Password: 3898

**5) Community Reports**

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblymember Ward's Office, Supervisor Fletcher's Office, Mayor Gloria's office, Councilmember Whitburn, Our Lady of the Rosary, Washington Elementary School, Convivio, LIRA and DCPC.

**6) Next Meeting:**

**Tuesday, May 4, 2021 at 8:30am via Zoom**

Visit: <https://us02web.zoom.us/j/83513622488> or

Call: 1-669-900-6833 / Meeting ID: 835 1362 2488

Password: 3898

**7) Adjournment**

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit [www.LittleItalySDMeetings.com](http://www.LittleItalySDMeetings.com) (Page 4, Section 11).

THE 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 at least 48-hours prior to the meeting.



**Little Italy Association of San Diego - Board of Directors Meeting  
Tuesday, March 2, 2021 at 8:30am**

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/89272081978>  
or call 1-669-900-6833 Meeting ID: 892 7208 1978 / Password: 3898**

PRESENT: Vito Altieri, Lou Palestini, Frank Stiriti, Ryan Blum, Danny Mocerri, Joe Cordileone, Catt White, Perry Meyer, Diana Strauss Casey, Sandi Cottrell, Bryan Thompson, Jeri Keiller, Jim DeSpensa, Dino Cresci, Melanie Dellas, Rich Gustafson, Joey Busalacchi, Steve Galasso, Jocelyn Marcus, Jack Pecoraro, Domenic Brunetto, Perry Meyer, Davis Newton (O. Connolly Alt.), Catt White, Pasquale Ioele, Lee Scrivner, Annette Casemero,

EXCUSED: Luke Vinci

ABSENT: Charlie Coradino, Father Joe Tabigue, Juan Nunez, Tommy Zolezzi

GUESTS: Officer Larry Turner, Susan Ranft, Amber Ragghanti, Emily Bonner, Brijet Myers, Marsha Lyon, Thomas DeFranco, Marco Polo Cortes, Kohta Zaiser, Caller (4510), Caller (2553)

STAFF: Marco Li Mandri, Chris Gomez, Rosie DeLuca, Dianne Serna De Leon, Larisa Medina

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. Chris Gomez reviewed the Zoom meeting etiquette. Steve Galasso was running late for the meeting	No action taken
2. Review of February 2, 2020 Board Minutes	Minutes from February 2, 2020 were reviewed.	Perry Meyer moved to accept the Board Minutes. Bryan Thompson seconded the

		motion. Unanimously approved.
3. Non-Agenda: Public Comment, Introductions and Announcements	3. Nothing to report.	3. No action taken
4. Committee Reports <i>Org Committee:</i> <i>Steve Galasso;</i> a. YTD Financial Report/Jeri Keiller & Bryan Thompson	4.a. Jeri Keiller reported on the YTD Financial Report.	4.a. Steve Galasso moved to accept the YTD Financial Report. Dino Cresci seconded the motion. Unanimously approved.
b. Appoint Annette Casemero to Board (Property Director-ALSCO)	4.b. Marco Li Mandri introduced Annette Casemero from ALSCO and recommended she be nominated as a Property Director to the Little Italy Board.	4.b. Steve Galasso moved to accept Annette Casemero as a Property Director Board Member. Frank Stiriti seconded the motion. Unanimously approved.
i. "Who am I?"-	4.i. Annette Casemero will share her "Who am I" story with the Board at the April Board meeting.	4.i. No action taken
c. Letter from Vito Altieri	4.c. Chris Gomez announced that after 17 years of service, Vito Altieri will be retiring from the Board. We wish Vito and his wife Shirley the best in their move to Santa Monica, to be closer to their families.	4.c. No action taken
d. Cory Briggs Lawsuit Against ALL	4.d. Marco Li Mandri gave an update on the Cory Briggs Lawsuit against the BIDs in San Diego. The attorneys will attempt	4.d. No action taken

	San Diego BIDs-Update	to have the case resolved by the summer.	
e.	Mercato Mask Requirements Complaint- Update	4.e. Our attorney Mike Zarconi has worked closely with Catt White to try and accommodate a gentleman who refuses to wear a mask at the Little Italy Mercato. This is still ongoing.	4.e. No action taken
f.	Shorty Term Rentals- Update	4.f. Marco gave an update on short-term rentals.	4.f. No action taken
g.	Give-or-Get Policy	4.g. Chris Gomez will consolidate the Give-or-Get report to see where everyone currently stands. Due to COVID, the annual amount for this fiscal year has been lowered to \$750.	4.g. No action taken
h.	Next Meeting:	4.h. Next Org Meeting will be Tuesday, March 9, 2021 at 11:00am via Zoom Visit: <a href="https://us02web.zoom.us/j/81055586442">https://us02web.zoom.us/j/81055586442</a> or Call: 1-669-900-6833/ Meeting ID: 810 558 6442 Password: 3898	4.h. No action taken
Committee Reports <i>DISI Committee:</i> <i>Perry Meyer</i>			
a.	Olive Creative Strategies	4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and Social Media activity.	4.a. No action taken
b.	Little Italy Mercato- Catt White	4.b. Catt White reported on the current Mercato activities.	4.b. No action taken
c.	Hospitality Task Force-Report from Development Services	4.c. Once we move to back to the red tier, Marco will be calling a Hospitality Task Force meeting.	4.c. No action taken
i.	Winter Coverings & Decks	4.i. Chris Gomez reported that all Little Italy winter covering and deck structures need to be permitted. Marco reiterated that the Association will not take responsibility nor will it help out those businesses who built structures in the adjacent parking spaces who have not	4.i. No action taken

<p>ii. Sidewalk Dining (PROW Program)</p> <p>d. Public Art Task Force</p> <p>e. Piazza della Famiglia Repairs &amp; Missing Bollard</p> <p>f. Next Meeting:</p>	<p>followed the specified rules and approved architectural drawings</p> <p>4.ii. Chris Gomez reported that restaurants with sidewalk dining can only have dining on one side of the sidewalk.</p> <p>4.d. Marco reported that the recent Public Art Task Force meeting was very constructive, but there is nothing new to report.</p> <p>4.e. Chris Gomez reported that the graffiti on the fountain has been removed, and we will be sealing all Little Italy monuments to prevent future damage from graffiti. The missing Bollard will cost \$1,800 to be replaced.</p> <p>4.f. Next Meeting of the DISI Committee will be on Friday, March 5, 2021 at 9:00am via Zoom Visit: <a href="https://us02web.zoom.us/j/83441423434">https://us02web.zoom.us/j/83441423434</a> or Call: 1-699-900-6833/ Meeting ID: 834 4142 3434 Password: 389</p>	<p>4.ii. No action taken</p> <p>4.d. No action taken</p> <p>4.e. No action taken</p> <p>4.f. No action taken</p>
<p><i>Parking &amp; Mobility Committee: Luke Vinci</i></p> <p>a. Bollard Program – Progress</p> <p>b. Phase II of Enhanced Pedestrian Lighting on Kettner</p> <p>c. FY22 Budget Preparation</p>	<p>4.a. Chris Gomez reported that the Bollard Program is moving forward with an anticipated completion date of September 2021.</p> <p>4.b. Chris Gomez reported that Phase II of the Enhanced Pedestrian Lighting on Kettner should be wrapped up by the end of the week.</p> <p>4.c. Chris Gomez reported that FY22 budget numbers are looking grim since parking meters were not enforced during the last fiscal year, therefore no revenues were generated. However, we are preparing a budget to mirror last year’s budget of \$750,000 for Parking Meter Revenues in hopes that the City will approve it.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>Committee Reports</p>		

<p><i>Sidewalk Operations:</i> <i>Rich Gustafson;</i> a. Civil Stay Away Order Status</p>	<p>4.a. Marco Li Mandri reported that the civil stay away order has been reissued against the gentlemen who had verbally and physically assaulted residents and businesses in Little Italy. The trial date is set for late March</p>	<p>4.a. No action taken</p>
<p>Committee Reports <i>Finance Committee:</i> <i>Bryan Thompson</i> a. EIDL Resolution &amp; Personal Guarantor Release  b. PPP Round 2 &amp; FY21 Adjustments  c. Amici Park Redesign with DIFs- Update  d. Heritage Row  e. Next Meeting:</p>	<p>4.a. Bryan Thompson reported that Chris Gomez will be removed as the personal guarantor for the \$150K EIDL and Little Italy will be listed as the guarantor.  4.b. Chris Gomez reported that we were awarded round 2 of the PPP Grant. If we stay within our budget allocations, we will end the year in the black.  4.c. Marco stated there is no update for the Amici Park redesign.  4.d. Marco reported that the school district does not want to release their portion of the property where we were considering placing the historic houses that will be donated to the Association. We are currently looking for other options.  4.e. Next meeting will be on Tuesday, March 25, 2021 at Noon via Zoom Visit: <a href="https://us02web.zoom.us/j/83998907838">https://us02web.zoom.us/j/83998907838</a> or Call: 1-669-900-6833 / Meeting ID: 839 9890 7938 Password: 3898</p>	<p>4.a. Perry Meyer moved to accept the EIDL Resolution. Bryan Thompson seconded the motion. Unanimously approved  4.b. No action taken  4.c. No action taken  4.d. No action taken  4.e. No action taken</p>
<p>5. Community Reports</p>	<p>5. Our new SDPD Community Relations Officer, Larry Turner, reported that he is pushing for additional patrols in Little</p>	<p>5. No action taken</p>

	<p>Italy, and that they are continually working on ways in dealing with the homeless.</p> <p>Kohta Zaiser from the Mayor's office reported that the San Diego City Council approved the Housing Commission to distribute nearly \$90 million for emergency residential rental assistance.</p>	
6. Next Meeting	<p>6. The Next Meeting will be on Tuesday, April 6, 2021 at 8:30am via Zoom Visit: <a href="https://us02web.zoom.us/j/81285810312">https://us02web.zoom.us/j/81285810312</a> or Call: 1-669-900-6833 / Meeting ID: 812 8581 0312 Password: 3898</p>	6. No action taken
7. Adjournment	7. Meeting Adjourned.	7. No action taken

Minutes taken by Dianne T. Serna De León, Staff.



**LITTLE ITALY ASSOCIATION  
FINANCIAL OVERVIEW  
FY JULY 2020 - JUNE 2021**

<b>BOARD MEETING DATE:</b>	<b>4/6/2021</b>						
<b>Accrual Basis Report through February 2021</b>							
		<u><b>INCOME YTD</b></u>	<u><b>EXPENSE YTD</b></u>	<u><b>DIFFERENCE YTD</b></u>	<u><b>NET BUDGET YTD</b></u>	<u><b>ANNUAL BUDGET (GROSS)</b></u>	<u><b>ANNUAL BUDGET (NET)</b></u>
<b>SAN DIEGO CONTRACTS</b>							
	<b>BID</b>	100,413	87,042	13,371	8,166	126,000	0
	<b>MAD<sub>1</sub></b>	757,582	789,615	-32,033	24,817	1,136,754	0
	<b>PARKING METER<sub>2</sub></b>	469,521	500,629	-31,108	30,203	750,000	3,780
	<b>TOTAL</b>	<b>\$1,327,516</b>	<b>\$1,377,286</b>	<b>-49,770</b>	<b>\$63,186</b>	<b>\$2,012,754</b>	<b>\$3,780</b>
1. Supplemental Maintenance program: YTD net gain \$30,458. (Budget net gain YTD \$29,583.)							
2. Additional Parking Program operations-net income 8,138. (Budget YTD 3,528)							
Programs and Operations YTD income is -1,089 (Budgeted net loss was 75,423) (Includes income from PPP1 loan forgiveness and excludes PPP2 loan income)							
Net Advance for Bollard program		\$237,544					
<b>YTD January 2021</b>							
<b>Total income for Little Italy Association</b>		2,137,496					
<b>Total expense for Little Italy Association</b>		2,147,910					
<b>Operational Net income over expense YTD</b>		<u><u>-\$10,414</u></u>					

**LITTLE ITALY ASSOCIATION  
BUDGET PROJECTIONS  
FISCAL YEAR 2020-2021**

	BID	MAD	MNA	PARKING (PRM,PROGRAMS, BOLLARDS	PROGRAMS AND OPERATIONS	TOTAL
<b>REVISED BUDGET</b>						
<b>INCOME</b>	144,374	1,136,374	96,360	1,498,710	538,258	3,414,076
<b>EXPENSE</b>	144,374	1,105,209	48,028	1,467,316	519,500	3,284,427
<b>NET</b>	0	31,165 <sub>2</sub>	48,332	31,394	18,758	129,649
					zero out MAD <sub>2</sub>	98,484
<b>1. Revised budget Includes depreciation expense</b>						
<b>2. MAD net income will be zero by end of fiscal year.</b>						
<b>3. PPP expenses and income are reported in cash for this report.</b>						
<b>Significant changes:</b>						
<b>Payroll for Landscaping, Maintenance and Mercato moved to PPP</b>					274,105	
<b>NCA contract moved from Programs to MAD</b>					96,000	
<b>Insurance moved from G/A, Piazza della Famiglia, and Mercato to MAD</b>					25,000	
<b>Other services to Piazzas moved to MAD</b>					28,000	
<b>Mercato budget revised to reflect actual YTD, PPP and projections</b>						

**Christopher M. Gomez**

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**From:** Olivia Connolly <oconnolly@hgfenton.com>  
**Sent:** Tuesday, March 30, 2021 11:58 AM  
**To:** Christopher M. Gomez  
**Subject:** Board Member Recommendation

Chris,

I would like to make a recommendation to the Board to consider Davis Newton to replace my spot.





## LIA Board Meeting PR Agenda Tuesday, April 6, 2021

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### PITCHING

#### Recap

- March Monthly Roundup
- Real Estate Roundup | Highlighting Places to Live in Little Italy

#### Current/Upcoming Focus

- April Monthly Roundup
- The Perfect Mother's Day in Little Italy | Official Mother's Day Gift Guide
- Taste of Little Italy: Take-Out Edition (long leads)

### BLOGS

#### Recap

- Festa di San Giuseppe | Father's Day in Italy
- Spring Dessert Roundup | Highlighting the Best Desserts Little Italy has to Offer

#### Upcoming

- Easter in Little Italy
- Little Italy's Mother's Day Gift Guide

### SECURED COVERAGE

- **3/24 secured radio coverage on KOGO-AM (News at 7 a.m.)**
  - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured radio coverage on KOGO-AM (News at 5 a.m.)**
  - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on NBC 7 (News at 6 a.m.)**
  - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on NBC 7 (News at 5 a.m.)**
  - Segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy
- **3/24 secured broadcast coverage on NBC 7 (News at 5 a.m.)**
  - Teaser for segment announced San Diego's new COVID vaccination site at the Mexican Consulate in Little Italy

- Syndicated ABC 10 article included special aired on nationally syndicated show The Race regarding how Little Italy has pivot during the pandemic to help restaurants survive, including interviews with Marco Li Mandri and Carlos Anaya from Davanti.
- **3/12 secured online coverage on NBC 26**
  - Syndicated ABC 10 article included special aired on nationally syndicated show The Race regarding how Little Italy has pivot during the pandemic to help restaurants survive, including interviews with Marco Li Mandri and Carlos Anaya from Davanti.
- **3/12 secured online coverage on ABC 10**
  - Article included special aired on nationally syndicated show The Race regarding how Little Italy has pivot during the pandemic to help restaurants survive, including interviews with Marco Li Mandri and Carlos Anaya from Davanti.
- **3/12 secured online coverage on THERE San Diego**
  - Article highlighted the happenings in Little Italy this month and female-owned businesses for Women's History Month
- **3/11 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
  - Segment featured restaurants in Little Italy bracing for the storm.
- **3/11 secured broadcast coverage on ABC 10 (News at 4:30 a.m.)**
  - Segment featured restaurants in Little Italy bracing for the storm.
- **3/8 secured online coverage on News Break**
  - Article highlighted the happenings in Little Italy this month and female-owned businesses for Women's History Month
- **3/8 secured online coverage on Oside News**
  - Article highlighted the happenings in Little Italy this month and female-owned businesses for Women's History Month
- **3/5 secured online coverage on San Diego Downtown News**
  - Chris Gomez's contributed article on celebrating the women of Little Italy for Women's History Month
- **3/5 secured print coverage on San Diego Downtown News**
  - Chris Gomez's contributed article on celebrating the women of Little Italy for Women's History Month
- **2/25 secured online coverage on News Chant**
  - Syndicated CBS 8 article honoring San Diegan Larry Baza, a champion of the art, culture and activism. Baza owned a fine art gallery with his husband in Little Italy.
- **2/24 secured online coverage on CBS 8**
  - Article honoring San Diegan Larry Baza, a champion of the art, culture and activism. Baza owned a fine art gallery with his husband in Little Italy.
- **2/24 secured broadcast coverage on CBS 8**
  - Segment honoring San Diegan Larry Baza, a champion of the art, culture and activism. Baza owned a fine art gallery with his husband in Little Italy.

#### **SECURED OPPORTUNITIES**

- **Secured San Diego Downtown News**
  - Ghost-written article by Chris on Celebrating the Women of Little Italy for Women's History Month

#### **SECURED INTEREST**

- **Secured Fox 5 San Diego**
  - Secured business round up segment for late April, including four segments total

### Social Media Statistics: March 1-23

- **Facebook**
  - Fans: 87,188 (+801)
  - Impressions: 961,626
  - Engagements: 38,620
- **Twitter**
  - Followers: 8,558 (+31)
  - Impressions: 15,506
  - Engagements: 748
- **Instagram**
  - Followers: 77,034 (+967)
  - Impressions: 353,047
  - Engagements: 13,875

### Highlights

- Broke 87K on Facebook and 77K on Instagram
- Garnered more than 1.3M impressions across all platforms
- Earned over 53K engagements across all platforms
- Garnered 1,799 new followers across all platforms
- Total paid impressions at **51,650** at CPM of \$3.41
- Total paid engagements at **4,090** at CPE 4 cents
- Total paid clicks **3,245** at CPC 5 cents


### Upcoming

- Continue to promote take-out, dining out at Little Italy restaurants and supporting small businesses through the new year
- Continue to share Italian-American Heritage posts
- Continue to share new state and county mandates
- Continue to post on safety measures
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media

FACEBOOK: Top Performing Posts:

**Little Italy**  
Sun 3/7/2021 12:41 pm PST

It's a double-win when your beverage doubles as a meal!  
👉 #LittleItalySD 🍷 @farmerstableisd




Total Engagements	5,655
Reactions	1,459
Comments	851
Shares	198
Post Link Clicks	1
Other Post Clicks	3,146

**Little Italy**  
Sat 3/13/2021 7:45 pm PST

This past week 10News – ABC San Diego KGTV spoke with Marco Li Mandri, Chief Executive Administrator of the Little Italy Association, about the 100+ year history...


Community pivots during pandemic to help resta...



Total Engagements	1,085
Reactions	411
Comments	30
Shares	18
Post Link Clicks	189
Other Post Clicks	437

**Little Italy**  
Fri 3/19/2021 1:44 pm PDT

P I Z Z A 🍷 Fill in the blank: Opened in 1950 on India St., Cash & Carry Italian Foods was the beginning of the successful line of family restaurants known as \_\_\_\_\_




Total Engagements	399
Reactions	146
Comments	26
Shares	13
Post Link Clicks	-
Other Post Clicks	214

TWITTER: Top Performing Tweets:

**LittleItalySD**  
Sun 3/7/2021 8:00 pm UTC


It's a double-win when your beverage doubles as a meal!  
👉 #LittleItalySD 🍷 @farmerstableisd



Total Engagements	103
Likes	8
@Replies	1
Retweets	2
Post Link Clicks	-
Other Post Clicks	92
Other Engagements	0

**LittleItalySD**  
Sat 3/6/2021 2:56 am UTC


Beautiful painted skies over our stunning Little Italy Landmark Sign. #LittleItalySD 🍷 @steveoside



Total Engagements	77
Likes	23
@Replies	1
Retweets	8
Post Link Clicks	-
Other Post Clicks	45
Other Engagements	0


**LittleItalySD**  
Tue 3/2/2021 7:45 am UTC

Lunch is served! There is nothing better than enjoying a delicious meal in the piazza. 🍷 #LittleItalySD 🍷 @foods4um



Total Engagements	66
Likes	12
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	53
Other Engagements	0


INSTAGRAM: Top Performing Posts:

 **littleitalysd**  
Tue 3/16/2021 7:15 pm PDT


Red sky at night, sailor's delight. #LittleItalySD 🇺🇸:  
@\_davidryann




Total Engagements	1,606
Likes	1,556
Comments	20
Saves	30

 **littleitalysd**  
Sun 3/7/2021 12:35 pm PST


It's a double-win when your beverage doubles as a meal!  
🇺🇸 #LittleItalySD 🇺🇸: @farmerstablead



Total Engagements	1,253
Likes	1,091
Comments	83
Saves	79

 **littleitalysd**  
Sat 3/13/2021 8:00 am PST

**B E A U T I F Y** 🌸 your home with these bright and colorful flowers! Pick up your favorites at the @littleitalymercato this Saturday from 8 am - 2 pm.



Total Engagements	1,006
Likes	974
Comments	13
Saves	19



PRODUCT: MONUMENT PODIUM

WEIGHT: 3370 lbs.  
(CUSTOMER TO OFFLOAD IF OVER 6000 Lbs.)

QUANTITY: 1

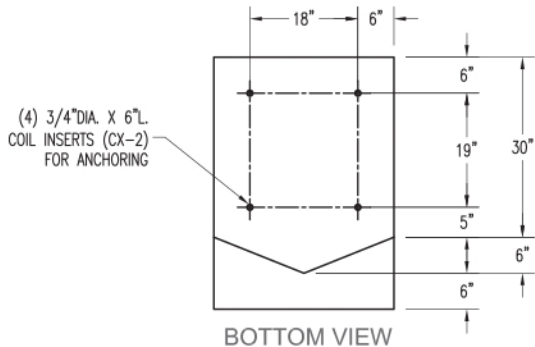
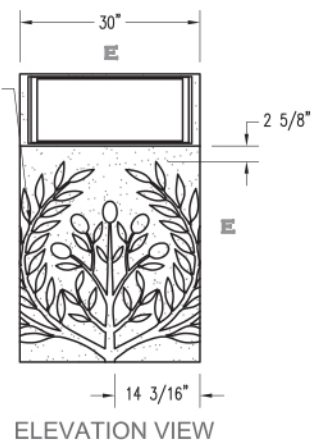
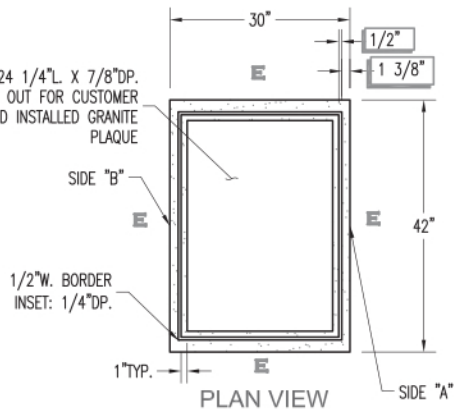
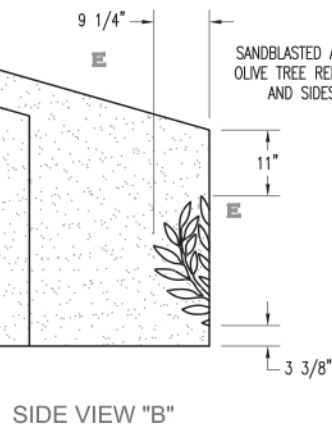
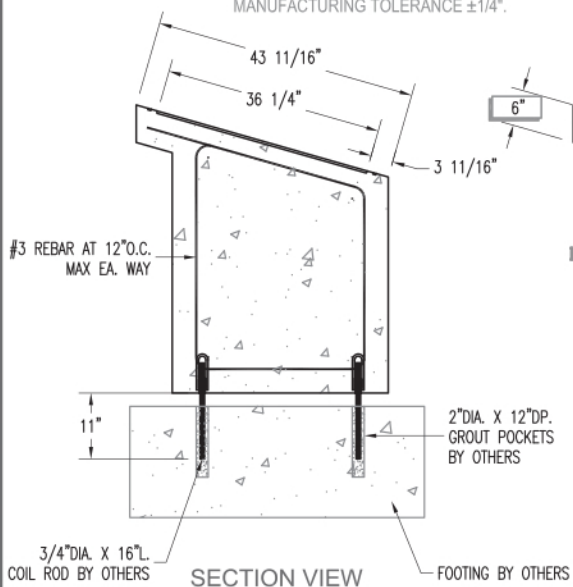
- CONCRETE COLOR:
- QUAIL HILL RED
  - NATURAL
  - MISSION WHITE
  - LATTE
  - HARVEST
  - FRENCH GREY
  - BUNGALOW
  - ADOBE TAUPE
  - CUSTOM COLOR

- CONCRETE TEXTURE:
- CRAFTSMANS ETCH
  - STRATA

SEALER: STANDARD SEALER 4200

36 1/4"W. X 24 1/4"L. X 7/8"DP.  
KNOCK OUT FOR CUSTOMER  
SUPPLIED AND INSTALLED GRANITE  
PLAQUE

GENERAL PRODUCT NOTES:  
E = EXPOSED FINISHED SURFACE  
INSTALLATION IS REQUIRED BY OTHERS.  
ALL EDGES TO BE EASED.  
MANUFACTURING TOLERANCE ±1/4".

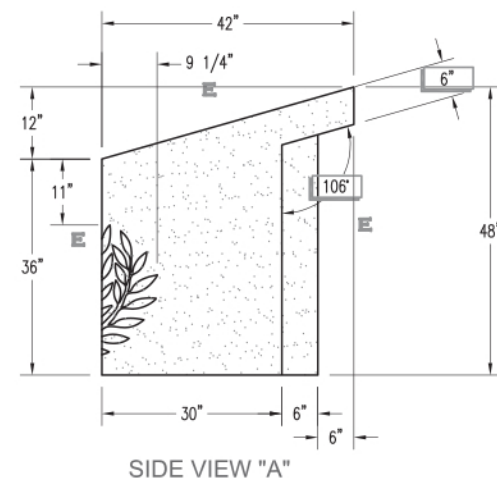


Authorized Signature

Date

By signing above or stamping this drawing "approved" or "no exception taken" authorization is given to QCP to produce this drawing as shown within a 1/4" tolerance.

**NOTE:**  
-CUSTOMER TO VERIFY  
ALL ENCLOSED CALL-OUTS  
AND DIMENSIONS.  
PLEASE INITIAL \_\_\_\_\_



PLAN TYPE	CONSTRUCTION PLAN
PRODUCT	MONUMENT PODIUM   CUSTOM
PROJECT NAME	LITTLE ITALY MONUMENT PODIUM

DATE	FILE NO.	SHEET
1/20/21	146284	1
SCALE	DRAWN BY:	OF
3/8" = 1'	L.S.	1
PC. NO.	QC ITEM NO.	
LL1	1	



**CALL FOR LITTLE ITALY ITALIAN & FISHING INSPIRED ARTWORK  
FOR REPRODUCTION ON CORNER PLANTERS PROPOSAL**

Our partners at the Little Italy Association have enlisted our help to find an artist to create a few designs to be replicated on metal panels which will be installed on large concrete planters placed throughout the Little Italy district as part of the Association's ongoing public art program.

We are sending this to San Diego-based artists selected from our database.

The details are as follows:



- Create your interpretation of an [Italian pottery design](#) including Italian landscapes and scenes of Little Italy's heritage depicting the [fishing industry](#) to come up with designs that will be reproduced in color on a 19 inch high by 26 inch wide (approximate) oval metal plate, with three or four designs that complement one another but are each unique.
  - The panels will need to include your version of branding "Little Italy San Diego." We suggest an artists' rendition of the Little Italy street-spanning sign (lettering only not in the shape of the actual sign.)
  - Proposals are requested by April 10th.
  - Once selected we will work with you on specifications for the finished design to be reproduced.
  - Little Italy Association will take care of installing and maintaining the finished artwork and will only use it for corner pots and on the "Big Red Chair". Any additional uses will be requested from artist before Little Italy Association will move forward.
  - Artwork must depict the Italian landscapes and the maritime history of Little Italy's once-vibrant tuna fishing industry. The concept is to tie the "Old Country" to San Diego's Little Italy.
  - For some background on the neighborhood and the importance of the fishing industry here, see: <https://www.littleitalysd.com/about/history>
- There is a budget not to exceed \$750 per each design. If you're selected, you may request a deposit. Please include your proposed fee.
  - Please submit a sketch of the proposed art pieces, including what materials/colors, etc. you plan to use. Painted and/or mosaic pieces encouraged.
  - Please include your full contact information, including phone, email, address, website.
  - Feel free to submit additional information such as your bio, samples of your work, etc.

- The ArtWalk team is collecting proposals on behalf of the Little Italy Association, however the Association will be selecting the artwork.

Please send the proposal by MAIL to:

Sandi Cottrell  
ArtWalk  
2210 Columbia Street  
San Diego, CA 92101

Questions: email Sandi: [scottrell@artwalksandiego.org](mailto:scottrell@artwalksandiego.org)





# Little Italy Bollards Design & Construction "Draft" Schedule

ID	Task Name	Duration	Start	Finish	January		April		July		October		January		April		July		October		January					
					B	M	E	B	M	E	B	M	E	B	M	E	B	M	E	B	M	E	B	M	E	
0	<b>Little Italy Bollards Schedule</b>	<b>739.5 days</b>	<b>Fri 3/8/19</b>	<b>Mon 1/17/22</b>																						
1	<b>Design</b>	<b>160 days</b>	<b>Fri 3/8/19</b>	<b>Tue 10/22/19</b>																						
6	<b>Plan Check and Permitting</b>	<b>459.5 days</b>	<b>Wed 10/23/19</b>	<b>Mon 8/2/21</b>																						
7	OTC Review - Placemaking Ord/Concept DWG	8 wks	Wed 10/23/19	Thu 12/19/19																						
8	City Delay - Reviewing Sidewalk Storage of Bollards	6 wks	Fri 12/20/19	Mon 2/3/20																						
9	City Plan OTC Review	4 wks	Tue 2/4/20	Mon 3/2/20																						
10	COVID-19 Anticipated Delay	12 wks	Tue 3/3/20	Mon 5/25/20																						
11	Response to 1st OTC review comments	2 wks	Fri 12/11/20	Thu 12/24/20																						
12	Funding Approval from City	28.6 wks	Tue 5/26/20	Thu 12/10/20																						
13	Updated Potholing Proposal and Release Agreement	1 wk	Fri 12/11/20	Thu 12/17/20																						
14	Potholing Design	3.1 wks	Fri 12/18/20	Fri 1/8/21																						
15	Submit ROW Permit to City	1 day	Fri 1/8/21	Mon 1/11/21																						
16	ROW Permit Review with City	12 wks	Mon 1/11/21	Mon 4/5/21																						
17	Potholing	4 wks	Mon 4/5/21	Mon 5/3/21																						
18	Structural Design	3 wks	Mon 5/3/21	Mon 5/24/21																						
19	2nd round plan check	10 wks	Mon 5/24/21	Mon 8/2/21																						
20	Permit Received	0 wks	Mon 8/2/21	Mon 8/2/21																						
21	<b>Bidding</b>	<b>40 days</b>	<b>Mon 6/28/21</b>	<b>Mon 8/23/21</b>																						
22	Generate General Contractor RFP and Issue	1 wk	Mon 6/28/21	Mon 7/5/21																						
23	RFP and Bid Response Period	3 wks	Mon 7/5/21	Mon 7/26/21																						
24	Evaluate RFPs/Bids & Interview General Contractors	1 wk	Mon 7/26/21	Mon 8/2/21																						
25	General Contractor Award/Selection	0 days	Mon 8/2/21	Mon 8/2/21																						
26	Negotiate Final Contract Terms	2 wks	Mon 8/2/21	Mon 8/16/21																						
27	Contracting w/ Subs	1 wk	Mon 8/16/21	Mon 8/23/21																						
28	<b>Bollard Construction</b>	<b>105 days</b>	<b>Mon 8/23/21</b>	<b>Mon 1/17/22</b>																						
29	Prepare Submittals	1 wk	Mon 8/23/21	Mon 8/30/21																						
30	Submittal Approvals	1 wk	Mon 8/30/21	Mon 9/6/21																						
31	Order Materials/Receive Bollard Sleeves	4 wks	Mon 9/6/21	Mon 10/4/21																						
32	General Construction	20 wks	Mon 8/23/21	Mon 1/10/22																						
33	Project Punch	1 wk	Mon 1/10/22	Mon 1/17/22																						
34	Project Complete	0 days	Mon 1/17/22	Mon 1/17/22																						



## Proposed FY22 Little Italy Parking District Budget

<b>Revenues:</b>	1. Parking Meter Revenues Request	\$750,000
	2. Projected Parking Program Income for FY22	<u>\$116,640</u>
	<b>Total FY22 Projected Income</b>	<b>\$866,640</b>

### **Expenses/Programs:**

#### **1. In-House Valet:**

Year-round in-house valet service several nights a week at Columbia & W. Date, India & W. Fir, Kettner & W. Ivy and State & W. Date with the potential for more locations in the future. We will be requesting local business, which benefit from the program, to contribute monthly to increase days of service and decrease the subsidy per vehicle.

a. Valet Employee Payroll (LWO – Projected 3% Increase: \$16.79)	\$260,000
b. Equipment and Uniforms	\$8,000
c. Cell/Tech Service & Fees	\$2,000
d. Permits	\$4,000
e. Project Management (See Attached)	<u>\$41,100</u>

*Total for In-House Valet:* **\$315,100**

#### **2. Lot Rentals and Insurance for Valet:**

a. Workers Comp	\$15,000
b. Liability Insurance	\$48,000
c. Parking Lot Rentals	\$110,000
d. Program Management (See Attached)	<u>\$25,950</u>

*Total for Lot Rentals and Insurance for Valet:* **\$198,950**

#### **3. Marketing and Promotions:**

Promoting to the public, residents and businesses about the programs offered.

a. Maintenance of Little Italy Website for Parking & IT Support	\$10,600
b. Printed Material to Promote Programs (Posters, Banners, etc.)	\$5,000
c. Public Relations (Partial)	\$30,000
d. Program Management (See Attached)	<u>\$6,840</u>

*Total for Marketing and Promotions/Programs* **\$52,440**

### LITTLE ITALY ASSOCIATION OF SAN DIEGO

**4. New Initiatives and Special Projects:**

Using parking meter revenues 100-18 C (a – g) to mitigate parking strain, support mobility and pedestrian safety.

a. People's Plazas & Pop-Out	\$2,000
b. City of San Diego Insourcing (Conversions, Traffic Markings, etc.)	\$2,000
d. Feasibility Study on W. Grape Traffic Flow	\$15,000
e. Enhanced Pedestrian Lighting (W. Cedar & 1-5 South Crosswalk)	\$101,000
f. Pedestrian Transition & ROW Safety (Porous Pave, Crosswalks, etc.)	\$25,000
g. Pedestrian Barrier Planters & Beautification	\$70,000
h. Program Management (See Attached)	<u>\$32,250</u>

*Total Special Projects and New Initiatives:* \$247,250

**5. LIA Operational (Office, Utilities and Storage Costs)**

a. Office Rent (Partial)	\$12,000
b. Utilities	\$12,000
c. Vehicle Subsidy & Maintenance (Gas, Maintenance, etc.)	\$10,000
d. Storage	\$12,000
e. Program Management (See Attached)	<u>\$6,900</u>

*Total LIA Operational Costs* \$52,900

**TOTAL ESTIMATED EXPENSES FOR PROGRAMS – FY22**

<i>Program</i>	<i>Cost</i>	<i>Percent of Total</i>
1. In-House Valet	\$315,100	36%
2. Lot Rentals & Insurance for Valet	\$198,950	23%
3. Marketing & Promotions	\$52,440	6%
4. New Initiatives & Special Projects	\$247,250	29%
5. LIA Operational	\$52,900	6%
<b>Total Programs for FY22</b>	<b>\$866,640</b>	<b>100%</b>

**Personnel Assigned to Each Program and Costs:**

<i>Program</i>	<i>Person assigned</i>	<i>Allocation for FY22</i>	<i>% of FTE</i>	<i>Accrual Sub-total</i>
In-House Valet	Chris Gomez & Dianne Serna De Leon	\$41,100	15%	\$41,100
Lot Rentals and Insurance for Parking Programs	Chris Gomez & Rosie DeLuca	\$25,950	15%	\$67,050
Marketing and Promotions	Chris Gomez	\$6,840	15%	\$73,890
New Initiatives and Special Projects	Marco Li Mandri & Chris Gomez	\$32,250	15%	\$106,140
LIA Operational	Marco Li Mandri, Chris Gomez, Rosie DeLuca & Dianne Serna De Leon	\$6,900	15%	\$113,040



## Profit &amp; Loss

July 2019 through June 2020

	<u>Jul '19 - Jun 20</u>
<b>Income</b>	
PPP Loan-First	0.00
PPP Loan	0.00
SBEP - SBEP Management Grant	5,000.00
SBA EIDL	10,000.00
PROGRAM INCOME	373,504.04
BID INCOME	142,490.80
MAINTENANCE DISTRICT INCOME	1,063,637.10
MAINTENANCE NON-ASSESS INCOME	72,511.05
MERCATO INCOME	696,175.00
PARKING DISTRICT INCOME	698,231.96
PARKING DISTRICT REVENUES	239,795.00
Total Income	<u>3,301,344.95</u>
<b>Gross Profit</b>	3,301,344.95
<b>Expense</b>	
MISC MAINT EXPENSE	6,568.02
OFFICE OPERATIONS	191,590.06
LANDSCAPE OPERATIONS	96,331.70
ASSESS DIST OPERATIONAL EXP	143,435.02
PERSONNEL EXPENSE	826,072.35
ACCOUNTANT EXPENSE ENTRIES	29,244.00
PROGRAM EXPENSE	398,746.27
Maintenance Personnel	2,782.46
Maintenance Non-Personnel	1,043.34
NCA Management	219,470.96
Office Operational	13,814.65
Consulting Services	27,500.00
Contingency	1,250.00
SBEP EXPENSES	23,374.00
MERCATO EXPENSE	358,119.23
PARKING DISTRICT EXPENSE	931,421.22
Total Expense	<u>3,270,763.28</u>
Net Income	<u><u>30,581.67</u></u>

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**  
Financial Statements  
For The Year Ended June 30, 2020  
And  
Independent Auditors' Report

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**  
Financial Statements  
June 30, 2020

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3	Statement of Financial Position
4	Statement of Activities
5	Statement of Functional Expenses
6	Statement of Cash Flows
7-12	Notes to Financial Statements



**Guerrero, Jimenez, Diaz  
& Co. LLP**  
A Certified Public Accounting Firm

## INDEPENDENT AUDITORS' REPORT

To the Board of Directors  
Little Italy Association of San Diego

We have audited the accompanying financial statements of Little Italy Association of San Diego (a Non-Profit Association), which comprise of the statement of financial position as of June 30, 2020, and the related statement of activities and cash flows for the year then ended, and the related notes to the financial statements.

### Management's Responsibility for Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's Responsibility


Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Little Italy Association of San Diego as of June 30, 2020, and the changes in its net assets, and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.



Guerrero, Jimenez, Díaz, & Co., LLP  
Certified Public Accountants  
San Diego, California  
February 18, 2021

**Little Italy Association**  
**Statements of Financial Position**  
**June 30, 2020**

**ASSETS**

<b>Current Assets</b>	
Cash in Banks	\$ 579,105
Accounts Receivable	78,689
Investments (Note 4)	11,203
Total Current Assets	<u>668,998</u>
<b>Property &amp; Equipment</b>	
Vehicles	102,715
Equipment	125,881
Web Design Cost	10,400
Leasehold Improvements	61,728
Less Accumulated Depreciation	<u>(150,618)</u>
Total Fixed Assets	150,106
<b>Total Assets</b>	<b>\$ <u>819,104</u></b>

**LIABILITIES & NET ASSETS**

<b>Liabilities:</b>	
Accounts Payable	\$ 3,906
Accrued Interest Liability	1,016
Current Portion of Loan Payable (Note 7)	18,288
Total Current Liabilities	<u>23,210</u>
<b>Long Term Liab</b>	
Notes Payable (Note 7)	14,441
PPP Loan (Note 5)	252,029
Total Long Term Liabilities	<u>266,470</u>
<b>Total Liabilities</b>	<u>289,680</u>
<b>Net Assets</b>	
Without donor restrictions:	
Undesignated	529,423
With donor restrictions	-
	<u>529,423</u>
<b>Total Net Assets</b>	<u>529,423</u>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ <u>819,104</u></b>

See Accountant's accompanying notes and report.

**Little Italy Association**  
**Statement of Activities**  
**For the Year Ended June 30, 2020**

<b>CHANGES IN UNRESTRICTED NET ASSETS:</b>	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
<b>Revenue</b>			
<b>Assessment District and Public:</b>			
SBEP - (Public)	\$ -	\$ 32,004	\$ 32,004
BID Reimbursement - (Assessment)	107,824	-	107,824
MAD Reimbursement - (Assessment)	1,063,637	-	1,063,637
Government Grant Income	-	142,155	142,155
Net Assets Released from Restrictions	174,160	(174,160)	-
Parking District Reimbursement - (Public)	937,527	-	937,527
<b>Total Assessment District and Public</b>	<u>2,283,148</u>	<u>-</u>	<u>2,283,148</u>
<b>Non Assessment Non-Public Funding</b>			
Mercato	696,175	-	696,175
Other Events and Programs	305,229	-	305,229
Other Income	16,793	-	16,793
<b>Total Revenue</b>	<u>3,301,345</u>	<u>-</u>	<u>3,301,345</u>
<b>Expenses:</b>			
Program & Event Expenses	3,229,479	-	3,229,479
General & Administrative	41,237	-	41,237
<b>Total Program, Event &amp; General &amp;             Administrative Expenses</b>	<u>3,270,717</u>	<u>-</u>	<u>3,270,717</u>
<b>Increase/ (Decrease) in Unrestricted Net Assets</b>	<u>30,628</u>	<u>-</u>	<u>30,628</u>
<b>Increase/ (Decrease) in Net Assets</b>	<u>30,628</u>	<u>-</u>	<u>30,628</u>
<b>Net Assets, Beginning of Year</b>	498,795	-	498,795
<b>Net Assets, End of Year</b>	<u>\$ 529,423</u>	<u>\$ -</u>	<u>\$ 529,423</u>

See Accountant's accompanying notes and report.

**LITTLE ITALY ASSOCIATION**  
**Statement of Functional Expenses**  
**For the Year Ended June 30, 2020**

	<u>PROGRAM &amp; EVENTS</u>	<u>GENERAL &amp; ADMINISTRATIVE</u>	<u>TOTAL</u>
Administration of MAD Contract	\$ 121,546	\$ 21,449	\$ 142,996
Administration of BID Contract and Association's Activities	65,004	11,471	76,475
Personnel Costs for MAD employees:			
Salaries	662,987	-	662,987
Bonuses	7,400	-	7,400
Workers' Compensation Insurance	36,059	-	36,059
Medical & Dental Benefits	71,192	-	71,192
Payroll Taxes & Processing Fees	49,709	-	49,709
P/R Credit- Families First Act	(1,274)	-	(1,274)
Event/Program Expenses			
Program	397,730	-	397,730
Mercato	358,119	-	358,119
Parking	931,421	-	931,421
SBEP	23,374	-	23,374
Auto Expenses	34,388	-	34,388
Bank Charges	153	-	153
Cleaning and Janitorial Supplies	34,588	-	34,588
Depreciation	29,244	-	29,244
Dues & Subscriptions	2,667	-	2,667
Dumpster Services	26,109	-	26,109
Equipment	15,715	-	15,715
Equipment Rental	9,904	-	9,904
Insurance	72,706	-	72,706
Interest Expense	914	-102	1,016
Licenses, Permits & Taxes	153	17	170
Marketing & Promotion	27,500	-	27,500
Meals & Entertainment	1,450	-	1,450
Miscellaneous	6,638	-	6,638
Nursery Supplies & Tree Maintenance	51,556	-	51,556
Office Supplies	23,805	-	23,805
Office Expense	(799)	(141)	(941)
Postage & Printing	3,644	405	4,049
Professional Services	47,022	-	47,022
Rent	41,341	4,593	45,935
Repairs	4,866	-	4,866
Street Cleaning & Beautification	27,025	-	27,025
Telephone	10,682	1,187	11,868
Uniforms	5,822	-	5,822
Utilities	19,385	2,154	21,539
Other	9,734	-	9,734
Total Expenses	<u>\$ 3,229,479</u>	<u>\$ 41,237</u>	<u>\$ 3,270,717</u>

See accountant's accompanying notes and report.



**Little Italy Association**  
**Statement of Cash Flows**  
**For the Year Ended June 30, 2020**

<b>Cash Flows from Operating Activities:</b>	
Increase in Net Assets	\$ 30,628
Adjustments to Reconcile Net Assets to Net Cash Provided by Operating Activities:	
Depreciation Expense	29,244
(Increase)/Decrease in Prepaid Valet Service	1,000
(Increase)/Decrease in Accounts Receivable	74,933
(Increase)/Decrease in Inventory	1,020
Increase/(Decrease) in Account Payable	(24,538)
Increase/(Decrease) in Advances/Grants	(122,747)
Increase/(Decrease) in Interest Liability	1,016
<b>Total Adjustments</b>	<u>(40,073)</u>
<b>Net Cash Provided by Operating Activities</b>	<u>(9,445)</u>
<b>Cash Flows from Investing Activities</b>	
Purchase of vehicles & equipment	(94,412)
Retirement of Auto (Ford F150)	(10,500)
<b>Net Cash Used by Investing Activities</b>	<u>(104,912)</u>
<b>Cash Flows from Financing Activities</b>	
Repayments of principal	(10,220)
Proceeds from loan	13,998
Cash received from PPP loan, net of issuance costs paid	252,029
<b>Net Cash used by Financing Activities</b>	<u>255,807</u>
Net Increase/(Decrease) in Cash	141,450
Cash at Beginning of Period	<u>437,654</u>
Cash at End of Period	<u>\$ 579,105</u>

See Accountant's accompanying notes and report.

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**  
Notes to Financial Statements  
June 30, 2020

**NOTE 1 - Summary of Significant Accounting Policies**

Nature of Association

Little Italy Association of San Diego (L.I.A.) ("the Association") is a public benefit non-profit Association dedicated to improve, promote, and foster the Little Italy district a 48 block area located in west downtown San Diego, through programs, events and activities. The Association was incorporated on December 3, 1998. It represents businesses in the area as well as property owners and residents, in the areas of public safety, beautification, promotion and economic development in the community.

Significant Accounting Policies

Basis of Accounting

The financial statements of the Association are prepared on the accrual basis of accounting.

Basis of Presentation

The financial statements of the Association have been prepared in accordance with U.S. generally accepted principles ("US GAAP"), which require the Association to report information regarding its financial position and activities according to the following net assets classification.

*Net assets without Donor restrictions:* Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the Association. These net assets may be used at the discretion of the Association management and the board of directors.

*Net assets with donor restrictions:* Net assets subject to stipulations imposed by donors, and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of the Association or by the passage of time. Other donor restrictions are perpetual in nature, where by the donor has stipulated the funds be maintained in perpetuity.

Donor restricted contributions are reported as increase in net assets with donor restrictions. When a restriction expires, net assets are reclassified from net assets with donor restrictions to net assets without donor restrictions in the statement of activities.

Measure of Operations

The statement of activities reports all changes in net assets, including changes in net assets from operating and nonoperating activities. Operating activities consist of those items attributable to the Association's ongoing programs. Nonoperating activities are limited to resources that generate return from long-term investments and other activities considered to be of a more unusual or nonrecurring nature.

Functional Allocation of Expenses

The statement of functional expenses presents expense by function and natural classifications. Expenses directly attributable to a specific functional area of the Association are reported as expenses of those functional areas. A portion of costs that benefit multiple functional areas (indirect costs) have been allocated across programs and supporting services based on the full-time employee equivalents of a programs or supporting service.

#### New Accounting Pronouncement

In August 2016, the Financial Accounting Standards Board (FASB) issued ASU 2016-14, Not-for-Profit Entities (Topic 958) – *Presentation of Financial Statements of Not-for-Profit Entities*. This ASU amends the current nonprofit reporting model and enhances nonprofit Associations required disclosures. The ASU addresses the complexity and understandability of net asset classification, deficiencies in information about liquidity and available resources, and the lack of consistency in the type of information provided about expenses and investment in return. The Association has adjusted the presentation of these statements accordingly.

#### Subsequent Events

Subsequent events are events or transactions that occur after the statement of financial position date but before financial statements are available to be issued. The Association recognizes in the financial statements, the effects of all subsequent events that provide additional evidence about conditions that existed at that date, including the estimates inherent in the process of preparing financial statements. The Association's financial statements do not recognize subsequent events that provide evidence about conditions that did not exist at the date of the statement of financial position but arose after that date and before the financial statements are available to be issued.

The Association has evaluated subsequent events through February 8, 2021, which is the date the financial statements are available for issuance and concluded that the below event needed to be disclosed.

In early 2020, the Association was directly impacted by the coronavirus outbreak (COVID-19). On January 31, 2020, U.S. Health and Human Services Secretary declared a public health emergency for the United States. In March 2020, the Governor of California announced that all nonessential businesses were required to shut down operations for a few weeks, with the exception of take-out and delivery services which were allowed to continue.

In response to the Governor's order, the Association was affected as mentioned in the following:

#### Events cancelled or postponed, resulting in a loss of revenues:

<u>Event</u>	<u>Approximate Loss of Revenues</u>
Little Italy Mercato & Wednesday Market	\$95,000
Mission Federal ArtWalk	9,500
Taste of Little Italy (In-Person)	25,000
Gran Fondo San Diego	7,000
Little Italy Summer Film Festival	2,500
Marine Band San Diego	800
	<u>\$139,800</u>

#### Valet Program Suspended:

Valet program suspended on 3/18/20	\$350,000
------------------------------------	-----------

#### Staff Layoffs:

On March 18, 2020, the Association had to lay off 19 valet employees and 6 Mercato employees.

Property and Equipment

Property and equipment are recorded at cost. Depreciation expense is computed using the straight-line method over the estimated useful lives of the related assets, which are generally 3 to 10 years.

Income Taxes

The Association is exempt from federal income tax under the provisions of section 501(c)(3) of Internal Revenue Code and is also exempt from state income taxes. The Financial Accounting Standards Board (FASB) issued Accounting Standards Codifications No. 740-10, Accounting for Uncertainties in Income Tax, which sets a minimum threshold for financial statement recognition of the benefit of a tax position taken or expected to be taken in a tax return. The Association has reviewed its positions for all open tax years and has determined that it has no uncertain tax positions requiring accrual or disclosure.

Revenue Recognition

Little Italy Association of San Diego is funded principally through the administration of two contracts with the City of San Diego (special assessment districts BID and MAD), and the administration of one contract with the Civic San Diego (formerly Centre City Development Corp., a city government agency for the Community Parking District). Additional funds are generated from special projects and special events.

Use of Estimates in the Preparation of Financial Statements

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

Cash and Cash Equivalents

Time deposits with maturity date of three or less months are considered to be cash equivalents.

**NOTE 2 – Cash in Banks**

Cash in banks are listed as follows:

Checking – MAD	\$ 119,571
Checking – BID	10,567
Checking – Mercato Account	13,628
Checking – Payroll	155,358
Checking – Programs Account	64,461
Checking – Parking District	47,768
Savings Account	<u>167,752</u>
Total Cash in Banks	<u>579,105</u>

**NOTE 3 – Accounts Receivable**

The balance in accounts receivable of \$78,689 as of June 30, 2020, represent the unpaid claims submitted to the City of San Diego for expenditures incurred through June 30, 2020 and other receivables as follows:

Parking District	\$ 72,818
Maintenance Assessment District	200
BID	4,571
Other	<u>1,100</u>
Total	<u>\$ 78,689</u>

**NOTE 4 – Investment**

The Association, in May 22, 2008, entered into a Fund Agreement with the San Diego Foundation (“SDF”) and transferred an amount of \$10,000 (“the funds”) to the SDF to create an agency endowment fund. Income from the invested funds will provide support to build upon the cultural heritage of Little Italy, beautify the neighborhood, maintain order, increase commerce and instill a sense of civic duty among its businesses, residents and property owners. The Association maintains control for the funds, and can request the SDF for the withdrawal of such funds. The balance of this investment is \$11,203 as of June 30, 2020, net of income and expenses.

**Note 5 – Paycheck Protection Program**

In early 2020, the Association was directly impacted by the corona virus outbreak. The Association applied for and received a loan to pay various operating expenses as follows:

The Association received a loan of \$252,029 on May 6, 2020 from the Paycheck Protection Program (“PPP”). The Association has used \$122,782 of the fund for payroll, rent, and utilities expenses as of June 30, 2020 as required by the PPP. There was a remaining unused amount of \$129,247, which will be used for the same expenses within the required time period per PPP’s guidelines.

The Association is currently applying for loan forgiveness consideration. For any amount not forgiven, the loan must be repaid over two years at 1% interest per annum.

**Note 6 – Lease Agreement**

On September 1, 2011 the Association entered into a sublease agreement for a term of five years ending August 31, 2016, of office space with the Wosk Trust and master leaseholder tenant New City America (related parties, see note 10) as the sub-lessor, for premises located at 710 West Ivy Street and 2210 Columbia Street, San Diego, California, 92101.

The rent relationship to New City America is a master lease – sublease relationship for above mentioned office space as well for the adjacent parking lot and basement. The master lease – sublease arrangement was a condition of the master lease by the landlord.

The sublease agreement stipulates that the Association will pay 43% of the base rent and other items such as property taxes, utilities per the Master Lease. The Association exercised its first option to extend the sub-lease term for five years ending on August 31, 2021, which provides an increase of 3%, and the base rent will be adjusted on the second and fourth anniversary of the extension term. The current monthly rent paid to New City America is \$3,860.

See note 9 – Lease Commitment, below.

**NOTE 7 – Notes Payable**

The notes payable outstanding as of June 30, 2020 are as follows:

Note Payable to Ford Credit with a 60 monthly installments of \$424 of principal through April 21, 2022; with 0% interest. Proceeds were used to purchase Ford F-150 V6 truck.	\$ 9,331
Note Payable to Ford Credit with a 60 monthly installments of \$427 of principal through April 21, 2022; with 0% interest. Proceeds were used to purchase Ford F-150 V8 truck	9,400
Note Payable to Lease Consultants Corporation with a 36 monthly installments of \$673 of principal through October 14, 2022; with 0% interest. Proceeds were used to purchase pressure washer.	<u>13,998</u>
Total Notes Payable	32,729
Less current portion as of June 30, 2020	<u>18,288</u>
Long-term portion as of June 30, 2020	<u>\$ 14,441</u>

**NOTE 8 – Commitment**

The new agreement with New City America started on April 1<sup>st</sup>, 2016 and will remain in effect until and unless either party gives the other for any reason or no reason, at least sixty days notice of the party's intent to terminate the Agreement, or if there is a breach of the terms of the Agreement.

The Agreement under review stipulates that the annual payments to New City America, Inc. will be \$420,000 for its services of administering the BID, MAD and Community Parking contracts and additional payments for the other Association's events and special projects.

See note 10 – Related Parties, below.

**NOTE 9 – Lease Commitment**

The annual base rents during the extension term are as follows:

<u>Period Ending June 30</u>	<u>Amount</u>
2121	\$29,856

**NOTE 10 – Related Parties**

The Association, during the year June 30, 2020 paid New City America Inc. \$36,626 to administer the BID contract and all other Association's activities (non-MAD and non-parking,), \$23,374 from the SBEP contract to partially pay to administer the BID and all other Association's activities (non-MAD and non-parking), \$ 65,404 to administer the MAD contract, \$168,405 to administer the Community Parking Program, \$154,246 to administer non-MAD and Non-Parking activities, \$46,320 for lease of space and building repairs (see note 6). The Association's Chief Executive Administrator is also the President and owner of New City America, Inc.

**Note 11 – Pending Lawsuit**

Little Italy Association of San Diego, Inc. is one of the nonprofit Associations named as defendants in three lawsuits filed by San Diegans for Open Government (Plaintiff/Petitioner):

The first one was filed in 2014, an additional lawsuit was filed in 2015 which has been consolidated with the original 2014 lawsuit and is considered one lawsuit.

On June 6, 2018, a second lawsuit was filed to challenge the most recent fiscal year which is nearly exactly the same as the 2014 case. The Municipal Defendants have filed a motion with the court to narrow this case down to a single lawsuit (similar to the first case). The Municipal Defendants also filed a motion to consolidate this lawsuit with the 2014 case as it involves exactly the same issues.

The above lawsuits challenge Municipal Defendants' authorization of a variety of tax levies and collections labeled as "assessments" by Municipal Defendants in order to avoid public scrutiny without first obtaining the requisite approval of the voters of the City of San Diego, and the approval of the illegal tax and related contracts in violation of conflict-of-interest laws. Municipal Defendants deny that the challenged assessments are taxes within the relevant definition and that public approval of them is required.

On February 2018, San Diegans for Open Government filed a third lawsuit, petition for Writ of Mandate under the California Public Records Act and Other Laws. On April 19, 2019 the entire consolidated case was stayed pending before the California Supreme Court. As of October 19, 2018, the date the last status conference was held, this matter is still stayed, pursuant to the Court's agreement to stay the matter. A Case Management Conference was held on November 13, 2020 and the trial date is set for December 3, 2021.

Smart City Vision



Interactive Digital Kiosks







Illustrative Concept Images

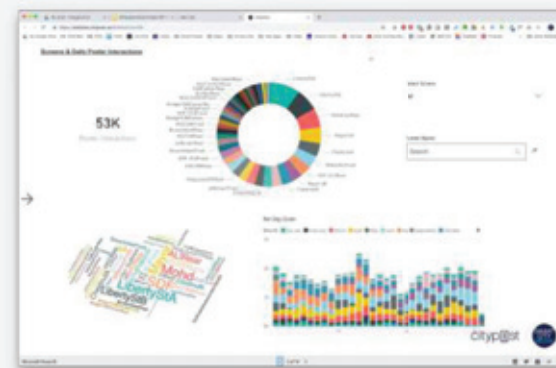
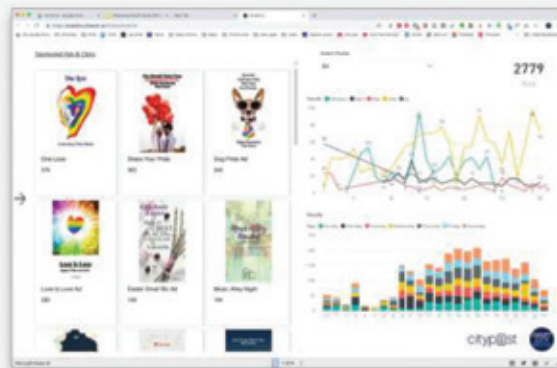
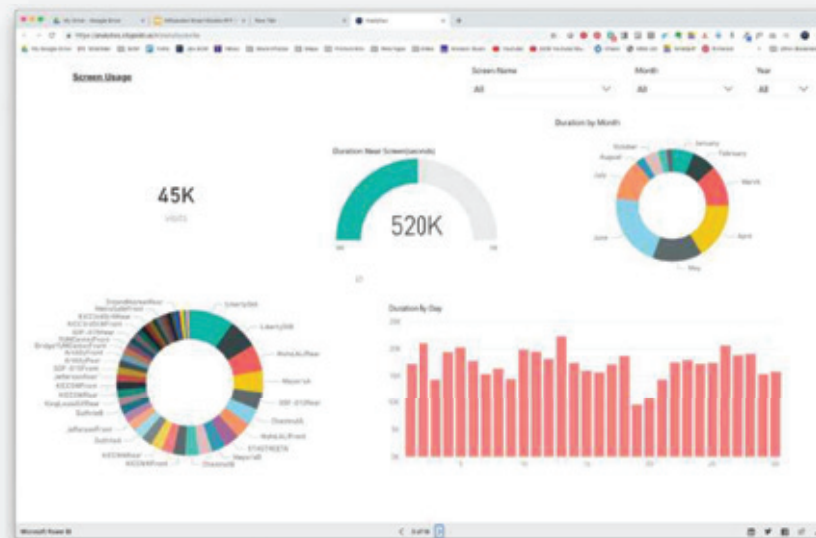
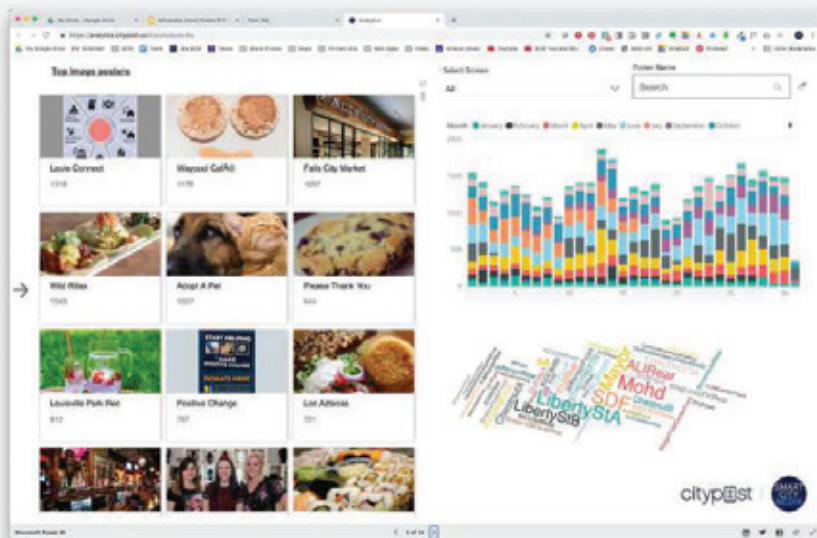


## Little Italy San Diego Receives Projected 10-Yr Revenue of **\$1.9M**

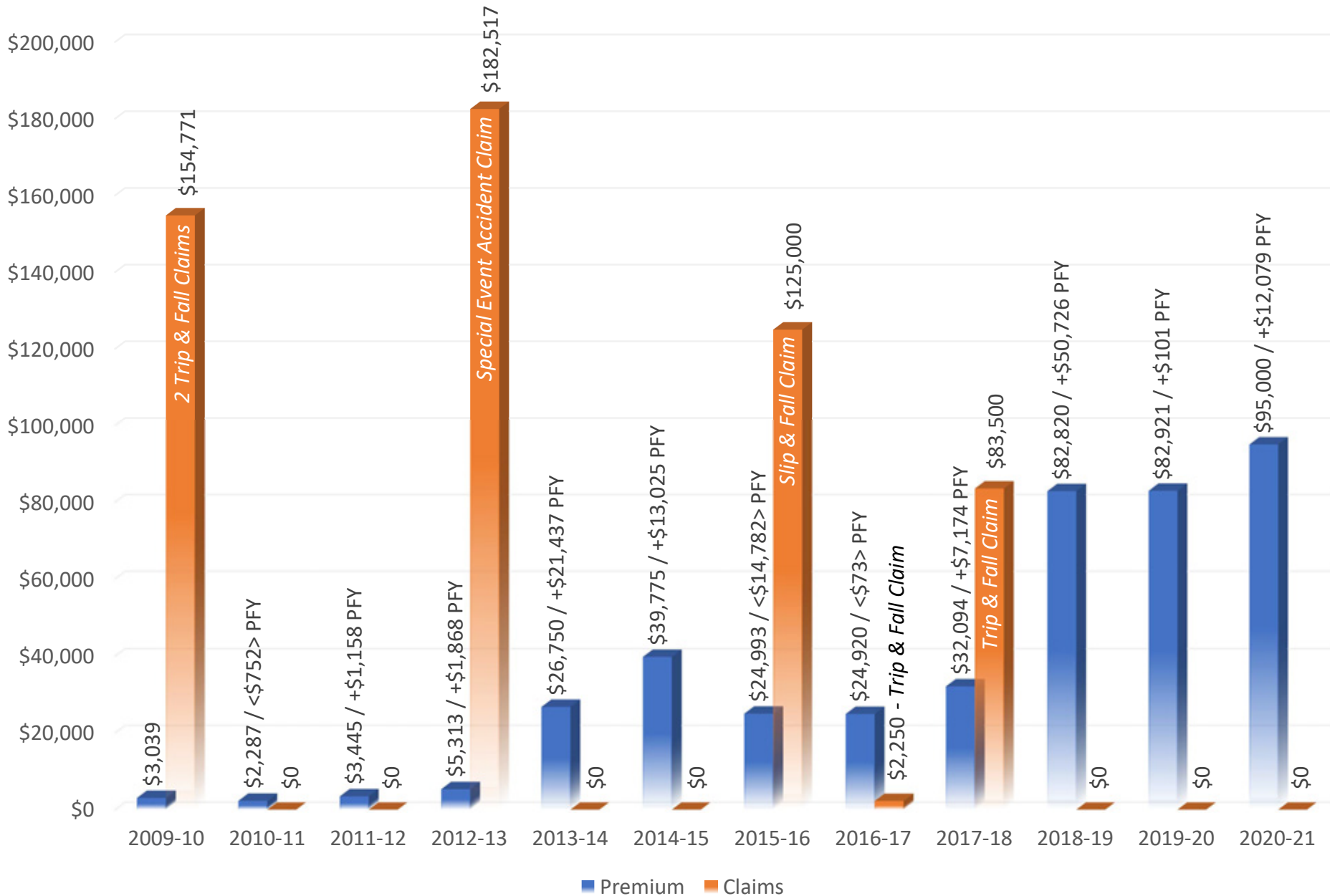
Projected Gross Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total Gross Revenue
25 Screens	\$487,500	\$487,500	\$536,200	\$536,200	\$585,000	\$585,000	\$585,000	\$633,750	\$633,750	\$633,750	<b>\$5,703,650</b>
Screen Occupancy Rate	50%	50%	55%	55%	60%	60%	60%	65%	65%	65%	
Little Italy Revenue Share (33%)	\$160,875	\$160,875	\$176,946	\$176,946	\$193,050	\$193,050	\$193,050	\$209,138	\$209,138	\$209,138	<b>\$1,882,206</b>

# UNMATCHED DATA AVAILABILITY

Our real-time data portal is unequalled in data capture, detail and logistics. It is available for each and every one of our deployments and ready to share with local data scientists and communication students across colleges and universities.



## Little Italy Association GL Insurance Premiums vs. Claims 2009-2021



\* PFY: Previous Fiscal Year

## Little Italy Association

Claims Summary Report  
General Liability Only

Mar-21

### Premium and Claims 2015 through 2019 (not including Auto Liability)

Policy Year	Premium	Claims	
2009-2010	\$3,039	\$154,771	
2010-2011	\$2,287	\$0	
2011-2012	\$3,445	\$0	
2012-2013	\$5,313	\$182,517	
2013-2014	\$26,750	\$0	
2014-2015	\$39,775	\$0	GL Ded \$25k
2015-2016	\$24,993	\$125,000	
2016-2017	\$24,920	\$2,250	
2017-2018	\$32,094	\$83,500	
2018-2019	\$82,820	\$0	GL Ded \$25k
2019-2020	\$82,921	\$0	GL Ded \$25k
2020-2021	\$95,000	\$0	GL Ded \$25k
<b>TOTAL</b>	<b>\$423,357</b>	<b>\$548,038</b>	<b>-\$124,681</b>

Loss Ratio: 129%

5-Year (16-20): 85%

### Liability Claims Summary (not including Auto Liability)

YEAR	Number	Claim Cost	
2009-2010	2	\$154,771	Both Trip and Fall
2012-2013	1	\$182,517	Bicycle accident - Manhole Cover
2015-2016	1	\$125,000	Slip and Fall
2016-2017	1	\$2,250	Trip and Fall
2017-2018	1	\$200,000	Trip and Fall
	6	\$664,538	

### Liability Claims Detail (not including Auto Liability)

YEAR	Amount	Status	Name	Type
2009-2010	\$132,271	Closed	Rettig	Trip/Fall - Sidewalk
2009-2010	\$22,500	Closed	Cecil	Trip/Fall - Sidewalk
2012-2013	\$182,517	Closed	Barbaro	Bicycle Accident - Street
2015-2016	\$125,000	Closed	Moskowitz	Trip/Fall
2016-2017	\$2,250	Closed	Busalacchi	Trip/Fall - Street/Curb
2017-2018	\$83,500	Closed	Dwyer	Trip/Fall - Sidewalk-Tree Gate
	\$548,038			

NOTE: One Trip and Fall Occurrence (not claim) in 2019-2020.

**Valuation Date : 03/11/2021**

**Filter Name : All claims- all years written**

---

Claim Number	Claim Status	Accident Date	Claim Description	Total Paid	Indemnity Paid	Indemnity Incurred	Indemnity Outstanding
Claimant Name	Closed Date	Accident State	Accident Description	Total Incurred	Expense Paid	Expense Incurred	Expense Outstanding

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**There is no data for the specified selection ( displayed on the last page ) .**

Filter Name : All claims- all years written

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Claim Number	Claim Status	Accident Date	Claim Description	Total Paid	Indemnity Paid	Indemnity Incurred	Indemnity Outstanding
Claimant Name	Closed Date	Accident State	Accident Description	Total Incurred	Expense Paid	Expense Incurred	Expense Outstanding

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**Report Created by** Rachel Huizar-Lopez  
**Base Report** Design Your Own Detail  
**Filter Name** All claims- all years written  
**Policy Period** 11/08/2019 - 11/08/2020  
 11/08/2018 - 11/08/2019  
 11/08/2020 - 11/08/2021  
**Policy Number** 72 XS ON1509  
 72 CES OF7889

## Customer Loss Detail Report

(By Account/Policy Number/Claim Number)

Account: 79098766 Little Italy Association

Policy: PPK1414531 11/01/2015 - 11/01/2016 Producer Status: Subproducer

Claim Number	Status	Loss Date	Open Date	Closed Date	Total Loss Paid	Total Expense Paid	Subro/Salvage Recovered	Rep
PINP16091016537								
001 LAMOUREUX, SUSAN								
Garage Collision	CL	09/10/2016	09/14/2016	12/19/2016	4,023.66	0.00	0.00	Casares
002 Callans, Dave								
COMBINED PROPERTY DAMAGE	CL	09/10/2016	09/14/2016	12/19/2016	3,132.94	100.00	0.00	Casares
PINP16101025530								
001 NIVER, JACOB								
COMBINED PROPERTY DAMAGE	CL	10/15/2016	10/19/2016	12/19/2016	7,748.44	0.00	0.00	Casares
002 Little Italy Association								
Collision	CL	10/15/2016	10/19/2016	12/19/2016	4,095.24	100.00	0.00	Casares
PINP18071191846								
001 Moskowitz, Sandra								
<span style="background-color: yellow;">          </span> Bodily Injury	CL	07/23/2016	07/17/2018	09/21/2018	105,000.00	0.00	0.00	Penning
<span style="background-color: yellow;">          </span> - Med Pay	CL	07/23/2016	07/17/2018	09/21/2018	20,000.00	0.00	0.00	Penning
Total for Policy:	3 Claims		Loss Reserves:	0.00	144,000.28	200.00	0.00	
			Expense Reserves:	0.00				



## Customer Loss Detail Report

(By Account/Policy Number/Claim Number)

Account: 79098766 Little Italy Association

Policy: PPK1587751 11/01/2016 - 11/15/2017 Producer Status: Subproducer

Claim Number	Status	Loss Date	Open Date	Closed Date	Total Loss Paid	Total Expense Paid	Subro/Salvage Recovered	Rep
PINP17061081717								
001 TIMMERMAN, JOSHUA								
COMBINED PROPERTY DAMAGE	NP	05/28/2017	06/01/2017	06/07/2017	0.00	0.00	0.00	Harmon
PINP17081104607								
002 , Unknown								
GL PROPERTY DAMAGE ON COM	NP	08/19/2017	08/23/2017	09/29/2017	0.00	0.00	0.00	Green
PINP17091114297								
001 Little Italy Association								
Collision	NP	09/22/2017	09/27/2017	10/06/2017	0.00	0.00	0.00	Casares
PINP17111126853								
001 Busalacchi, Frank								
<span style="background-color: yellow;">Bodily Injury</span>	CL	02/28/2017	11/14/2017	09/25/2018	0.00	2,249.98	0.00	DeGroo
Total for Policy:	4 Claims				0.00	2,249.98	0.00	
			Loss Reserves:	0.00	0.00			
			Expense Reserves:	0.00				

## Customer Loss Detail Report

(By Account/Policy Number/Claim Number)

Account: 79098766 Little Italy Association

Policy: PPK1741790 11/15/2017 - 11/08/2018 Producer Status: Subproducer

Claim Number	Status	Loss Date	Open Date	Closed Date	Total Loss Paid	Total Expense Paid	Subro/Salvage Recovered	Rep
PINP17111128351								
001 Little Italy Association								
Allied Lines Bldg. - Water Damage	CL	11/17/2017	11/20/2017	09/19/2018	37,842.36	1,552.50	0.00	Enbysk
PINP19041270406								
001 Dwyer, Krizta								
Bodily Injury	CL	09/03/2018	04/26/2019	08/31/2020	83,500.00	22,715.89	0.00	Chriss
Total for Policy:	2 Claims		Loss Reserves:	0.00	121,342.36	24,268.39	0.00	
			Expense Reserves:	0.00				

# Customer Loss Detail Report

(By Account/Policy Number/Claim Number)

Account: 79098766 Little Italy Association

Policy: PUB608274 11/15/2017 - 11/08/2018 Producer Status: Subproducer

**There are no claims available for this policy post 01/01/1996.**

Claim Number	Status	Loss Date	Open Date	Closed Date	Total Loss Paid	Total Expense Paid	Subro/Salvage Recovered	Rep
No Claimants								
No Loss Types								
Total for Policy:	0 Claims							
			Loss Reserves:	0.00	0.00	0.00	0.00	
			Expense Reserves:	0.00				
<hr/>								
Total for Account:	9 Claims							
			Loss Reserves:	0.00	265,342.64	26,718.37	0.00	
			Expense Reserves:	0.00				
<hr/>								
Grand Total:	9 Claims							
			Total Reserves:	0.00	265,342.64	26,718.37	0.00	
			Expense Reserves:	0.00				

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

**Term:** 2020-2021

**Board Member:** \_\_\_\_\_

**Month:** \_\_\_\_\_

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

**Staff Review:** \_\_\_\_\_

**Date:** \_\_\_\_\_