



**Little Italy Association of San Diego - Board of Directors Meeting**  
**Tuesday, December 6, 2022 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) **Minutes of the November 12, 2022 Meeting** *Action Item* P. 3-8
- 3) **Non-Agenda: Public Comment & Announcements**
- 4) **Committee Reports**
  - Organization Committee / Steve Galasso
    - a. Busker Ordinance *Action Item*
    - b. Special Events / SDPD Community Proposal *Action Item*
    - c. Coalition Letter to Mayor Gloria *Action Item* P. 9-10
    - d. Diversity, Inclusion & Anti-Harassment Training / Chris Gomez
    - e. New and Current Board Orientation / Steve
    - f. General Liability Insurance & MAD Contract Language Amendment / Marco P. 11-12
    - g. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris P. 13-14, 31
    - h. Who am I? / David Rogers
    - i. Next Meeting: **TBD**
  - Finance Committee / Bryan Thompson
    - a. YTD Financial Report / Jeri Keiller & Bryan *Action Item* P. 15-16
    - b. County of San Diego Neighborhood Reinvestment Grant / Marco P. 17
    - c. Employee Retention Tax Credit – Update / Chris & Dianne P. 18-19
    - d. California Relief Grant – Awarded \$25K / Chris P. 20
    - e. New Donors / Marco & Bryan P. 21
    - f. Cresci Claim – Update / Chris
    - g. Next Meeting: **Friday, January 19, 2023 at 9:00am**  
**Visit: <https://us02web.zoom.us/j/82863871725> or**  
**Call: 1-669-900-6833 / Meeting ID: 828 6387 1725**  
**Password: 3898**
  - District Identity & Placemaking (DI&P) Committee / Chris Gomez
    - a. Sotto Le Stelle (Italian Heritage Concert Series) – Oct. 2023 *Action Item* P. 22
    - b. Bella Vita (Chalk, Wine & Food Event) – Oct. 2023 *Action Item* P. 23
    - c. Olive Creative Strategies Report / Larisa Medina & Cree Jones P. 24-26
    - d. Little Italy Holiday Displays / Chris P. 27
    - e. Little Italy Mercato (Saturdays & Wednesdays) / Catt White
    - f. Small Business Season / Chris Sat., 11/26+

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

- g. Little Italy Tree Lighting & Christmas Village / Chris Wrap-Up P. 28-30  
 h. Little Italy Venues / Curt Brooker  
 i. Next Meeting: **Friday, January 20, 2023 at 9:00am**  
**Visit: <https://us02web.zoom.us/j/83003333549> or**  
**Call: 1-669-900-6833 / Meeting ID: 830 0333 3549**  
**Password: 3898**

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. No Updates

Parking & Mobility Committee / Luke Vinci

- a. Bollard Program / Chris  
 b. Columbia Conversion / Chris  
 c. New Pedestrian Barriers / Chris

**5) Community Reports**

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblyman Ward's 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: BOARD TRAINING - Tuesday, January 3, 2023 at 8:30 am.**  
**Our Lady of the Rosary 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](mailto:chris@littleitalysd.com) at least 48-hours prior to the meeting.



**Little Italy Association of San Diego - Board of Directors Meeting**  
**Tuesday, November 1, 2022, at 8:30 am**  
**Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847>**  
**or call 1-669-900-6833 / Meeting ID: 863 3683 2847 / Password: 3898**

**PRESENT** Bryan Thompson, Lou Palestini, Danny Mocerì, Jeri Keiller, Ryan Blum, Annette Casemero, Catt Fields White, Rich Gustafson, Jocelyn Marcus, Pasquale Ioele, Jack Pecoraro, David Rodger, Diana Strauss Casey, Dominic Brunetto, Olivia Connolly

**EXCUSED** Steve Galasso, Joe Cordileone, Jim DeSpenza, Clarissa Estevez, Juan Nuñez, Father Joe Tabigue

**UNEXCUSED** Curt Brooker, Luke Vinci, Lee Scriver, Joey Busalacchi

**GUESTS** Viridiana Quintana, Rhea Aguinaldo, Marsha Lyon, Officer Larry Turner, Meghan Elledge

**STAFF** Marco Li Mandri, Chris Gomez, Rosie DeLuca, Dianne T. Serna De León, Dominic Li Mandri, Ethan Olsen, Rosie DeLuca, Brijet Myers, Larisa Medina, Alicia Douglas

**MINUTES**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions	The meeting was called to order at 8:30 a.m. by the Vice President, Danny Mocerì. Chris Gomez reviewed the Zoom meeting etiquette.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris Gomez advised that the Board and Committees need to ratify a vote at each meeting stating that we will continue to meet via Zoom, until the Board and Committees are comfortable with resuming in-person meetings.	2. Danny Mocerì moved to accept the vote to continue meeting via Zoom. Jeri Keiller seconded the motion. Unanimously approved.
3. Review of October 4, 2022, Board Minutes	3. Minutes from October 4, 2022, were reviewed.	3. Diana Straus Casey moved to accept the Board Minutes. Ryan

		Blum seconded the motion. Unanimously approved.
4. Non-Agenda: Public Comment Introductions and Announcements	4. Nothing to report	4. No action taken
5. Committee Reports <i>Org Committee:</i> <i>Steve Galasso</i>		
a. New and Current Board Orientation	5.a. Chris stated that a Board Orientation meeting for new and existing Board members will be scheduled in November. The goal of this meeting will be to review the Little Italy Association’s mission, financials, structure, etc.  Jeri Keiller encouraged all Board members to attend this meeting.	5.a. No action taken
b. County of San Diego Neighborhood Reinvestment Grant	5.b. Marco shared that Supervisor Lawson-Remer is in support of \$40,000 for a Neighborhood Reinvestment Grant for Little Italy. This grant would fund the statue of Midge Constanza at the new Piazza Costanza at Columbia and Ash.	5.b. No action taken
c. General Liability Insurance & MAD Contract Language & Board Amendment	5.c. Marco reported that he is working with the Mayor and the Economic Development Department to amend the language in the MAD contract regarding LIA’s General Liability Insurance to reflect the City as the primary owner of the public rights of way, thereby relieving the Association of the trip and fall liabilities.	5.c. No action taken
d. FY 23 Get-or- Give Recap, Self-Reporting & Board Attendance	5.d. Chris stated that the Get-or-Give self-reporting form is on page 20 of the Board packet. It is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association.	5.d. No action taken
e. Next Meeting:	5.e. The next Org Committee meeting will take place on Monday, November 21, 2022, at 11:30am	5.e. No action taken

	<a href="https://us02web.zoom.us/j/84468405705">https://us02web.zoom.us/j/84468405705</a> or call: 1-669-900-6833. Meeting ID: 844 6840 5705 Password: 3898	
<p><i>Finance Committee: Bryan Thompson;</i></p> <p>a. YTD Financial Report/Jeri Keiller &amp; Bryan Thompson]</p> <p>b. Cresci Claim-Update</p> <p>c. Next Meeting:</p>	<p>5.a. Jeri Keiller presented the YTD financials. Marco asked Jeri to revise the Financial Report to read "net over expense."</p> <p>5.b. Chris gave an update on Tom Cresci's claim of water damage from a city water pipe. At the advice of our Insurance Agent, the Finance committee is recommending that we file a claim with The Hartford Insurance Company instead of taking out a loan to cover the repair costs.</p> <p>5.c. The next meeting will take place on Friday, November 18, 2022, at 9:30 p.m. Visit: <a href="https://us02web.zoom.us/j/86336091108">https://us02web.zoom.us/j/86336091108</a> or call: 1-669-900-6833. Meeting ID: 863 3609 1108 Password: 3898</p>	<p>5.a. Ryan Blum moved to accept the YTD Financial Report. Annette Casemero seconded the motion. Jeri Keiller abstained. Motion passes.</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p>
<p>Committee Reports <i>DISI Committee: Perry Meyer</i></p> <p>a. Olive Creative Strategies Report</p> <p>b. Little Italy Winter Displays</p> <p>c. Little Italy Mercato (Saturdays &amp;</p>	<p>5.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media activities.</p> <p>5.b. Chris informed the Board that the Sponsorship form for the Little Italy Winter Displays Program can be found on page 18 of the Board packet.</p> <p>Chris thanked Danny Mocerri and volunteers for painting the Winter Displays.</p> <p>5.c. Catt Fields White reported on current Mercato activities.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p>

<p>Wednesdays) / Catt White</p> <p>d. Trick-or-Treat on India Street</p> <p>e. Small Business Season</p> <p>f. Little Italy Tree Lighting &amp; Christmas Village</p> <p>g. Little Italy Venues</p> <p>h. Next Meeting:</p>	<p>5.d. Marco thanked Chris Gomez, Monica Montes &amp; staff for a successful Trick-or-Treat on India Street event.</p> <p>Chris thanked Batta Fulkerson for volunteering at the LIA booth, and for their \$1,000 donation which was used to underwrite the cost of the candy for the event.</p> <p>Chris thanked Bryan Thompson for securing a \$15,000, 2x2 paver for the Little Italy Market. Chris reported that we received a \$1,500 pledge from Kaylan Thornhill at the State of the Neighborhood for (3) Dog Park "Paw Pavers".</p> <p>5.e. Chris informed the Board that Small Business Season will kick-off on November 26, 2022.</p> <p>5.f. Chris shared that the Little Italy Tree Lighting and Christmas Village sponsor forms can be found on page 18 and 19 of the Board Packet.</p> <p>Chris thanked Danny Mocerri for securing a \$10,000 sponsor pledge from Sysco for the Little Italy Tree Lighting event.</p> <p>5.g. Curt Brooker was not present to give an update on LI Venues.</p> <p>5.h. The next meeting will take place on Friday, November 18, 2022, at 9:00am Visit: <a href="https://us02web.zoom.us/j/83003333549">https://us02web.zoom.us/j/83003333549</a> or Call: 1-669-900-6833 / Meeting ID: 830 0333 3549 Password: 3898</p>	<p>5.d. No action taken</p> <p>5.e. No action taken</p> <p>5.f. No action taken</p> <p>5.g. No action taken</p> <p>5.h. No action taken</p>
<p>Neighborhood Advisory Committee (NAC)- Jeri Keiller</p> <p>a. No Update</p>	<p>5.a. Nothing to report.</p>	<p>5.a. No action taken</p>

<p><i>Parking &amp; Mobility Committee: Luke Vinci</i></p> <p>a. Bollard Program</p> <p>b. Columbia Conversion</p>	<p>5.a. Chris reported that SDG&amp;E and the City of SD Development Services Department still need to sign off on the Bollards. City of San Diego Staff did not carry over the funding for this program, so we will need funding to complete this program.</p> <p>5.b. Chris reported that the Columbia Street conversion will begin mid-November.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p>
<p>6. Community Reports</p>	<p>6. Chris congratulated officer Larry Tuner on the birth of his new baby.</p> <p>Office Turner gave an update on the San Diego Police Department. He reported that eight new officers have joined Central Division which will help with the high priority calls that require the dispatch of two officers.</p> <p>Officer Turner stated that Officer Marlo Woods has been made aware that LIA is interested in hiring officers to patrol Little Italy, Thursday through Saturday evenings. Marco reported that he also spoke with Captain Jeffrey Peterson last week regarding the hiring of officers in Little Italy.</p> <p>Marco asked Officer Turner to assist with the ADA issues within the sidewalk areas under the Grape Street Bridge. Parents walking their children to Washington Elementary school should not have to avoid the sidewalk due to the increased number of homeless encampments.</p> <p>Megan Elledge from Supervisor Lawson-Remer's office shared that LIA will be receiving \$40,000 grant from the County of San Diego Neighborhood Reinvestment Program. Meghan reminded everyone to vote on November 8, 2022.</p> <p>Rhea Aguinaldo from the City of San Diego Economic Development Department announced that a single use plastics</p>	<p>6. No action taken</p>

	<p>ordinance is developing. This will affect restaurants, prohibiting the distribution or use of polystyrene.</p> <p>Rhea reported that the contract site visits for MAD organizations will begin to ensure the City's compliance.</p> <p>Marco requested that Rhea supply a City baseline of services when conducting the site visit.</p> <p>Bryan Thompson announced that Our Lady of the Rosary Catholic Church's Spaghetti Dinner will take place on Saturday, November 5, 2022, from 12pm to 8pm. The event will have general dining, takeout, curbside, and balcony seating.</p>	
7. Other	<p>7. Marco stated that LIA is still trying to amend the Busker Ordinance. There is currently no Busker enforcement.</p> <p>Marco reported that the Maintenance Department had to repair 11 trash cans that were set on fire by the homeless. The increase in aggressive homeless in the area is taking a toll on the Maintenance employees. Marco concluded that the Homeless Outreach Team has been notified.</p>	7. No action taken
8. Next Meeting	8. The next Board meeting will be in-person on Tuesday, December 6, 2022, at 8:30am at Our Lady of the Rosary Church Hall.	8. No action taken
9. Adjournment	9. Meeting Adjourned	9. Danny Mocerì moved to adjourn the meeting. Bryan Thompson seconded the motion. Unanimously approved.

Minutes taken by Dianne T. Serna De León, Staff



{LOGOS}

Dear Mayor Gloria,

First and foremost, we want to recognize the concerted effort and resources the City of San Diego has implemented on the streets of Downtown San Diego over the past several weeks. We thank you for identifying and dedicating staff and resources to providing increased litter abatement, conducting regular street and sidewalk cleaning, and addressing unsafe and unsanitary conditions. We know that collaboration on our shared goal of a safe, accessible, and vibrant Downtown will help better our City for all of us. As residents, property owners, employers, and stakeholders invested in the bright future of our city's urban core, we stand ready to support the continuation of these dedicated resources and other collaborative steps forward we can take together. Thank you, Mr. Mayor.

Every day we hear accounts from Downtown property owners, residents, visitors and businesses about the public health and safety challenges they experience in our urban neighborhoods. We know with concrete examples that the City's recent adjusted baseline services substantially improved the experience of cleanliness and safety in focused areas of Downtown. The measures over the past three weeks serve as examples that a unified focus and increasing personnel, resources, and data gathering can make noticeable, positive progress. We strongly support continuing this level of City services in Downtown in the weeks and months to come alongside a selection of additional recommendations we are confident will add to that positive momentum.

We stand ready to work with you on this effort and will advocate for the following priorities with all levels of government. These priorities have been selected based on community feedback delivered directly to our organizations for their ability to create immediate impact in our urban neighborhoods by disincentivizing illegal activity, addressing some of the most abject suffering, and mitigating unsanitary conditions.

Coalition Priorities:

1. Enforce a "no tent" policy on sidewalks and public rights of way during the day, every day, except during inclement weather. This will ensure residents, businessowners, tourists, people with mobility challenges, and school children can safely access sidewalks and allow for power washing and cleaning services to address health and safety concerns.
2. Provide the adjusted baseline level of City-obligated trash and sidewalk cleaning services at a minimum. This is the level of service that has been happening in select areas of Downtown San Diego since October 10, 2022. The three most important services to continue at an elevated baseline service are: Clean SD litter removal and sidewalk reset, 3-Hour abatement services, and public right of way corner trash can service.
3. Implement future Safe Tent camping sites including the San Diego Housing Commission's current [RFP](#) selection.
4. Assign a dedicated walking SDPD Patrol in corridors with critical public safety concerns including 5th Ave, C Street, Imperial Ave, and J Street.

5. Coalition to urge County to conduct regular, targeted Behavioral Health Services and medical resource outreach deployments in partnership with pertinent government bodies and agencies.
6. Coalition to urge the San Diego County District Attorney, San Diego County Sheriff, and San Diego City Attorney to strictly address crimes by keeping known offenders in jail and halting a revolving door for those engaging in narcotics offenses and other serious crimes.
7. Continue to advocate for state and federal resources to ensure local entities have the funds necessary to carry out these data driven and effective harm reduction and cleanliness programs.

Thank you again to the City and its dedicated staff for the important steps taken to address these issues. We are confident we can do even more together. To identify how we can best be a resource in our collaborative efforts moving forward, we would like to respectfully request an in-person meeting with select coalition members to thank you and the city team, discuss these priorities, and our collective next steps.

Thank you,

[INSERT SIGNATURES OF RESIDENT, BUSINESS, AND TOURISM COALITION-Approximately 15-20 organizations]

## LOSS HISTORY

General Liability				
YEAR	Amount	Notes	Type	Litigated
2014-2015	\$0			
2015-2016	\$125,000		Trip/Fall - Sidewalk	Yes
2016-2017	\$2,250	Expense Only	Trip/Fall - Street/Curb	No
2017-2018	\$106,216		Trip/Fall - Sidewalk-Tree Grate	Yes
2018-2019	\$0			
2019-2020	\$50,000	Open	Trip/Fall - Sidewalk-Tree Grate	Yes
2020-2021	0			

Business Automobile (Auto Liability and Garagekeepers Legal)			
YEAR	Amount	Notes	Type
2014-2015			
2015-2016	\$7,157	2, GKLL	Collision (No BI)
2015-2016	\$11,844	1 GKLL, 1 Owned Auto Phys Dam	Collision (No BI)
2016-2017	\$0	3 allegations - Nothing paid	Valet - Allegations only
2017-2018	\$0		
2018-2019	\$15,286	Insured vehicle collided with other vehicle during U-Turn.	
2019-2020	\$0		
2020-2021			

Property			
YEAR	Amount	Notes	Type
2014-2015	\$0		
2015-2016	\$0		
2016-2017	\$0		
2017-2018	\$39,395	Inland Marine	Water Damage - Fountain - Inland Marine
2018-2019	\$0		
2019-2020	\$0		
2020-2021	\$0		

## Premium Summary

	2021-2022	2020-2021	
Commercial General Liability	\$119,938	\$95,000	\$24,938
	Including TRIA		
Excess Liability	\$30,452	\$25,000	\$5,452
	Including TRIA		
Business Automobile & Garagekeepers (Valet)	\$33,457	\$33,493	-\$36
	TRIA 0		
Property and Inland Marine	\$14,515	\$12,745	\$1,770
	TRIA \$665		
	\$198,362	\$166,238	19% Increase \$32,124

## Marketing Results

<b>Liberty Mutual - Incumbent</b>	Quoted Property/Inland Marine, Automobile, Valet Liability, Garagekeepers. Admitted, A+ Rated insurer.
<b>Hartford - Incumbent</b>	Quoted General Liability and Excess Liability over GL, Auto/Valet Liability.
ACE/Chubb	Declined
CNA (Admitted)	Declined
Hanover	Declined
Ironshore (Admitted and Nonadmitted)	Declined
Nationwide-Scottsdale	Declined
Travelers (Admitted)	Declined
USLI (Admitted and Non-admitted)	Declined
Philadelphia	Declined citing history.
Liberty Mutual: General Liability	Declined
Surplus Lines Markets	Would not be competitive. See note below from Socius underwriter.

### Underwriter, Company Rep, Broker Comments:

Socius Broker to multiple insurers. In the past has approached as many as 25 Surplus Lines insurers.	"cannot compete with admitted markets. I would have to beat them by 15% or more to make my premium make sense (because we have to add in taxes and fees). I do not foresee that happening. This one is an opportunity only if your admitted markets non renew again."
Hartford	Multiple discussions with Hartford. They feel the premium is light for the liability exposure. We requested an option of a higher deductible or Self-Insured Retention (SIR), and their response was: "Unfortunately, any attachment over \$25K would have to be an SIR and the savings wouldn't be significant. We are just too lightly priced for the exposure."
Philadelphia	We met with the underwriting manager and requested they consider quoting any or all of the coverage. They met with their management team. Final response: "We will pass on this account this year. As we discussed our history with this account was not great from a loss standpoint. Thank you for the opportunity."
Liberty Mutual (GL or Excess)	"Thank you so much for the opportunity however the GL/Excess is still not in appetite."
CNA	"I had the opportunity to discuss the risk with the casualty team today. Unfortunately, this one would be out of appetite for us. They have some significant exposures with their operations and we'll have to pass."
Hanover	"Hanover's appetite remains the same, unfortunately, we are not able to help on this one. Thank you, again, for the opportunity to review...."



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	Apr. 23	May. 23	Jun. 23
Blum	Ryan	Property Director												
Brooker	Curt	Business Director					U							
Brunetto	Domenic	Property Director												
Busalacchi	Joey	Business Director					U							
Casemero	Annette	Property Director												
Cordileone	Joe	Community at Large	X		X	X	X							
DeSpenza	Jim	Property Director			X		X							
Estevez	Clarissa	Property Director				U								
Galasso	Steven	1 - PRESIDENT					X							
Gustafson	Rich	Property Director	U											
loele	Pasquale	Property Director	X		X									
Keiller	Jeri	Property Director												
Marcus	Jocelyn	Business Director	U											
Moceri	Danny	2 - VICE PRESIDENT												
FENTON		Property Director	U			U	U							
Núñez	Juan	Property Director	X		X		X							
Palestini	Lou	3 - V.P. OF CULT. AFF.												
Pecoraro	Jack	Property Director			X									
Roger	David	Property Director												
Scrivner	Lee	Property Director					U							
Strauss Casey	Diana	Property Director			U	U								
Tabigue	Father Joseph	Property Director					X							
Thompson	Bryan	4 - TREASURER				X								
Vinci	Luke	5 - SECRETARY				X	U							
White	Catt	Community at Large												
Zolezzi	Tom	Business Director	U		X									

X - Excused  
 U - Unexcused

**Bylaws: Attendance**

3 Unexcused  
 6 Total (Excused and Unexcused)

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

<b>BOARD MEETING DATE:</b>		<b>12/6/2022</b>				
<b>Accrual Basis Report - OCTOBER 2022</b>						
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	<b>YTD BUDGET (NET)</b>	<b><u>REVISED ANNUAL BUDGET (NET)</u></b>
<b>SAN DIEGO CONTRACTS</b>						
	BID	49,038	43,508	5,530	-2,071	0
	MAD <sub>1</sub>	404,596	406,558	-1,962	-56,039	-168,113
	PARKING METER <sub>2</sub>	335,831	165,424	170,407	0	0
	<b>TOTAL</b>	<b>\$789,465</b>	<b>\$615,490</b>	<b>173,975</b>	<b>-58,110</b>	<b>-\$168,113</b>
1. Supplemental Maintenance program: YTD net gain \$45,104. (Budgeted net gain YTD \$38,759. Annual budget net income is \$85,780)						
2. Additional Parking Program operations: YTD net income \$2,789. (Budgeted net income \$1,200. Annual budget net income \$3,600)						
Programs and Operations: YTD net income \$26,097. (Budgeted YTD net income \$27,542. Annual budget net income \$53,388) <b>Included are the results for the Mercato. Net income YTD \$127,774, budgeted YTD net income \$104,100.</b>						
		<b>Oct-22</b>	<b>Oct-21</b>			
<b>Total income for Little Italy Assn</b>		\$1,157,522	\$1,045,028			
<b>Total expense for Little Italy Assn</b>		<u>\$1,074,582</u>	<u>\$1,012,078</u>			
<b>Net income over expense</b>		\$82,940	\$32,950			
<b>Balance Sheet</b>						
	<b>10/31/2022</b>	<b>10/31/2021</b>				
<b>Checking</b>	900,707	427,354				
<b>Savings</b>	278,501	175,406				
<b>Accounts Receivable</b>	197,967	588,040				
<b>Other assets</b>	96,158	135,997				
<b>Total Assets</b>	<u>1,473,333</u>	<u>1,326,797</u>				
<b>Accounts Payable</b>	27,290	92,369				
<b>Advances</b>	301,327	197,303				
<b>Loans</b>	148,476	427,646				
<b>Equity</b>	996,240	609,479				
<b>Liabilities &amp; Equity</b>	<u>1,473,333</u>	<u>1,326,797</u>				

9:25 AM

**Little Italy Association of San Diego**  
**Profit & Loss**  
 July through October 2022

11/28/22

Accrual Basis

	BID	MAD	Maintenance Non-Assessment	Total Parking District	Programs & Operations	TOTAL
<b>Income</b>						
SBEP - SBEP Management Grant	18,356	0	0	0	0	18,356
PROGRAM INCOME	0	0	5,000	0	90,772	95,772
BID INCOME	30,682	0	0	0	0	30,682
MAINTENANCE DISTRICT INCOME	0	404,596	0	0	0	404,596
MAINTENANCE NON-ASSESS INCOME	0	0	56,105	0	0	56,105
MERCATO INCOME	0	0	0	0	322,910	322,910
PARKING DISTRICT INCOME	0	0	0	187,306	0	187,306
PARKING DISTRICT REVENUES	0	0	0	41,795	0	41,795
<b>Total Income</b>	<b>49,038</b>	<b>404,596</b>	<b>61,105</b>	<b>229,101</b>	<b>413,682</b>	<b>1,157,522</b>
<b>Gross Profit</b>	<b>49,038</b>	<b>404,596</b>	<b>61,105</b>	<b>229,101</b>	<b>413,682</b>	<b>1,157,522</b>
<b>Expense</b>						
MISC MAINT EXPENSE	0	0	0	0	0	0
OFFICE OPERATIONS	12,498	51,374	0	0	12,143	76,014
LANDSCAPE OPERATIONS	0	26,876	1,000	0	0	27,876
ASSESS DIST OPERATIONAL EXP	0	48,275	1,370	0	319	49,963
PERSONNEL EXPENSE	0	271,263	-4,686	-5,082	4,683	266,178
ACCOUNTANT EXPENSE ENTRIES	0	0	8,120	0	5,445	13,566
PROGRAM EXPENSE	11	0	13,677	0	102,562	116,250
Maintenance Personnel	0	0	-9,636	0	755	-8,881
NCA Management	17,960	8,000	0	0	74,320	100,280
Office Operational	0	771	6,155	0	2,661	9,587
Consulting Services	11,000	0	0	0	0	11,000
SBEP EXPENSES	2,040	0	0	0	0	2,040
MERCATO EXPENSE	0	0	0	0	184,698	184,698
PARKING DISTRICT EXPENSE	0	0	0	226,011	0	226,011
<b>Total Expense</b>	<b>43,508</b>	<b>406,558</b>	<b>16,000</b>	<b>220,930</b>	<b>387,586</b>	<b>1,074,582</b>
<b>Net Income</b>	<b>5,530</b>	<b>-1,963</b>	<b>45,105</b>	<b>8,171</b>	<b>26,097</b>	<b>82,940</b>



**Christopher M. Gomez**

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**From:** FGG, CENRP grants <CENRPgrants@sdcounty.ca.gov>  
**Sent:** Thursday, November 03, 2022 8:38 AM  
**To:** Christopher M. Gomez  
**Subject:** NRP October 25, 2022, D3 - Little Italy Association  
**Attachments:** 10-2 - Little Italy Assn.pdf

Good morning,

Congratulations! Your organization has been awarded a Neighborhood Reinvestment Program grant award. Please review the attached agreement form. The effective date is defaulted to the date of the Board Letter; if an alternate date may be necessary, please reply and request for a revision with the specified date. The form may be signed electronically. Payment process will be initiated, once received. Please allow up to 6-8 weeks for processing of checks.

Thank you and congratulations on your grant,

Best Regards,

Jessica Demirdjian, MAcc & MTax  
Administrative Analyst  
Finance and General Government  
Economic Development and Government Affairs  
Direct: 619.385.9963  
[Jessica.Demirdjian@sdcounty.ca.gov](mailto:Jessica.Demirdjian@sdcounty.ca.gov)

**Christopher M. Gomez**

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**From:** ertc\_service@paychex.com  
**Sent:** Monday, November 14, 2022 12:26 PM  
**To:** Christopher M. Gomez  
**Cc:** jlryan1@paychex.com  
**Subject:** ERTC Service 942 16075377  
**Attachments:** Prior to Paychex (PTP) Employee Retention Tax Credit (ERTC) Process v4.pdf; ERTC-Brochure-032921.pdf; COVID-19 ERTC Report\_Little Italy Association of San Diego\_16075377\_Review\_v6.1.xlsx

Hello,

Thank you for your request to process 2020, however the enhanced ERTC services is only available for time periods that payrolls were processed on Paychex services and unfortunately the 2020 period(s) will not be able to be completed via this service.

You can still self-identify and report your ERTC wages for periods prior to Paychex services and obtain the credit. Please see our ERTC Brochure that can help walk you through the process of identification and reporting of the wages.

In addition, I have included the Prior-to-Paychex processing document which you can record your ERTC wages and report them to us for the out of service periods. Please send completed forms and any documentation to [PTP\\_ERTC@paychex.com](mailto:PTP_ERTC@paychex.com).

With the information you have provided, we were unable to make any changes to the ERTC Calculation.

- This review has been completed for 3Q 2021 only. It has been determined that Little Italy Association of San Diego previously calculated and reported the 1Q and 2Q 2021 ERTC amounts to the IRS. Wages loaded into the payroll system prior to your start date were not loaded by check date, which would be required for us to be able to accurately review the previously reported ERTC for those quarters.
- We could consider any eligible health expenses that you may have that could potentially change your ERT Credit. Health amounts need to be broken down by employee, based on the information on the questionnaire, we could not determine what portion the employer paid per employee. The workbook includes any pre-tax qualified health expenses, in column U. If you have any additional qualified health expenses, please enter them directly in the worksheet under column X. This can include, but not limited to, the employer expense of health and dental. This only needs to be entered on the employee(s) who did not hit the maximum 10k (10k YTD in 2020 and 10K QTD in 2021). Please Note: We cannot consider any health expenses for Owners, Family Members, or on Check Dates outside of the ERTC Calculation Date Range.

I am pleased to share we have calculated your business is eligible for \$167,551.68 for 2021 in addition to what was already completed. Attached you will find the enclosed documentation:

· Original Calculation worksheet

Paychex will create and file your amended returns and process any required payroll supporting the amended returns on or after 11/17/2022 unless you provide us any changes. As set forth in the addendum to your service agreement, you will be billed \$3700 on your next payroll invoice. It is important to contact Paychex in the next three business days if you require any changes.

After we have submitted the amended return, you will receive a confirmation email. As a reminder, the IRS issues any refunds after it processes your amended return. Processing times can fluctuate.

Thank you again for your business.

ERTC Service Representative



HR | Payroll | Benefits | Insurance

**The Power of Simplicity®**

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Hi, Christopher !

Grant Application

#DIR70153672

Applied for: CRG NPO

In closing, docs out/pending for funding

**\$25,000.00**

Grant Amount

Upload Documents & Bank Info

**Fwd: One Paseo // Little Italy Association**

Marco Li Mandri &lt;marco@newcityamerica.com&gt;

Tue 11/8/2022 11:20 AM

To: STEVEN GALASSO <scoozza@aol.com>; Bryan Thompson <ebthompson3@gmail.com>; Jeri Keiller <Jeri@littleitalysd.com>; Christopher M. Gomez <chris@newcityamerica.com>; Luke Vinci <luke.vinci@gsmiweb.com>; Danny Mocerri <dvmsr1969@gmail.com>; Louis 2018 <loupalestini42@gmail.com>

FYI. Chris let's put this in the agenda for finance. Thx.

Marco

Sent from my iPhone

Begin forwarded message:

**From:** "Pacheco, Adrienne" <apacheco@kilroyrealty.com>  
**Date:** November 8, 2022 at 12:00:17 PM MST  
**To:** Marco Li Mandri <marco@newcityamerica.com>  
**Subject: One Paseo // Little Italy Association**

Hello Marco –

Hope this email finds you well.

I wanted to reach out directly and thank you and your team for your support of Kilroy and One Paseo! We value your partnership and look forward to a long standing relationship. I've received final approval for our 2022 non-profit contributions and am excited to share that Kilroy would like to provide a donation to the Little Italy Association in the amount of \$20,000 for our continued partnership next year. We'd like to pay the funds by the end of November to support our partnership for 2023.

Can you please provide the following in order to get the funds processed:

- \* 501c3 status and ID
- \* Letter of acknowledgement
- \* W9
- \* Invoice in the amount of \$20,000

Thanks so much!

Adrienne

ADRIENNE PACHECO

Senior Director, Events and Business Development, One Paseo

KILROY REALTY CORPORATION

12770 El Camino Real, Suite 250 | San Diego, CA 92130

858.523.226 &lt;tel:858.523.2260&gt; 1 DIRECT

## *Sotto le Stelle*



### Little Italy – Piazza della Famiglia Sunday, October 1st & 8th (Tentative Dates)

Fuse Events proposes to kick off Italian Heritage month by holding two Italian themed concerts under the stars.

Sotto le Stelle will be held in the Piazza della Famiglia and guests will be treated to Italian concerts focusing on vocals and string instruments. Traditional Italian music will be played for the attendees while they enjoy beverages and appetizers served from Little Italy restaurants.

Two concerts are planned for each night. One at 5:00pm for the before dinner crowd and another set scheduled for 7:00pm for the attendees wanting to enjoy an early dinner. Each performance will seat a maximum of 200 guests.

This will be a ticketed event and tickets are tentatively priced at \$65 each. The pricing model is similar to the Taste of Little Italy with a profit split format.

Details:

Dates: October 1<sup>st</sup> and 8<sup>th</sup>

Location: Piazza della Famiglia

Times: 5:00pm and 7:00pm

Ticket prices: Tentative \$65

Guest counts: 200 per show

# LEGEND



**BELLA VITA EVENT FOOTPRINT**

Saturday, 10/21 | 11AM - 6PM

Sunday, 10/22 | 10AM - 5PM



**MERCATO FOOTPRINT**

Saturday, 10/21 | 8AM - 2PM



**PERIMETER FENCE**



**HARD STREET CLOSURE**



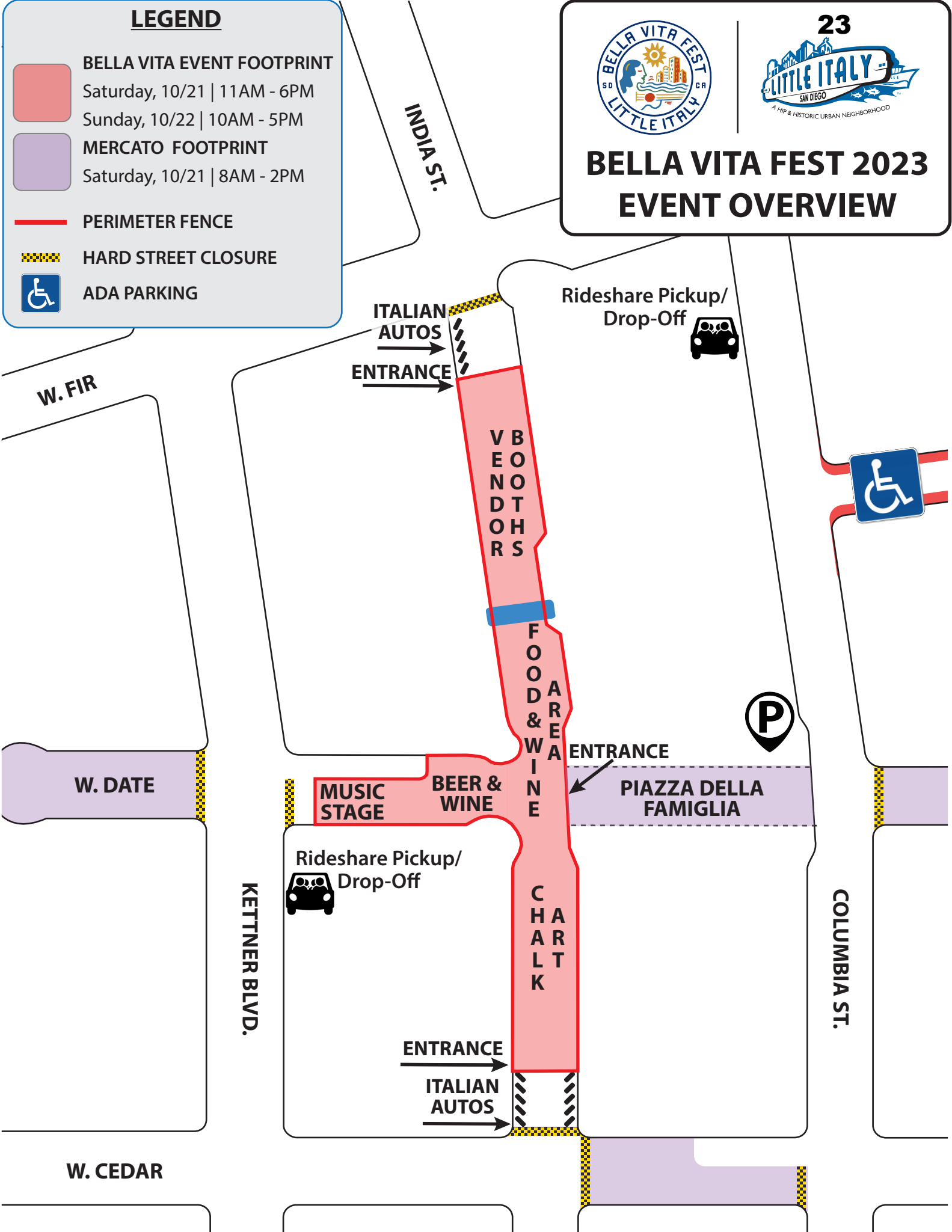
**ADA PARKING**



23



# BELLA VITA FEST 2023 EVENT OVERVIEW





## LIA Board Meeting PR Agenda Tuesday, December 6, 2022

### PITCHING

#### Recap/Upcoming Focus

- Small Business Season (Short Leads)
- Little Italy Tree Lighting & Christmas Village (Long Leads)
- Little Italy Tree Lighting & Christmas Village (Short Leads)
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego (Short Leads)

### BLOGS

#### Current

- Small Business Season

#### Upcoming

- Little Italy Tree Lighting & Christmas Village

### WRITING

#### Recap/Upcoming Focus

- Trick-or-Treat on India St Long Leads (Short Leads)
- Small Business Season (Short Leads)
- Little Italy Tree Lighting & Christmas Village (Long Leads)
- San Diego Downtown News November | Small Business Season
- Little Italy Tree Lighting & Christmas Village (Short Leads)
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego
- San Diego Downtown News December | Little Italy Tree Lighting & Christmas Village

### Social Media

#### Highlights / Recap




- Gained 1,044 total new followers on all platforms
- Earned over 733K total impressions
- Garnered over 19K total engagements
- Tree Lighting Facebook event page has 16.4K responses to date

#### Upcoming

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



### Social Media Analytics (Last 30 days as of November 23)

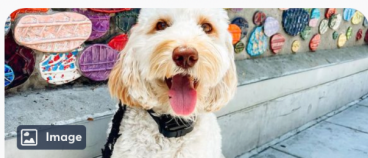
Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	902	89913	5531	205120
 Little Italy	113	93304	13652	527414
 Little Italy SD	-77	8733	69	-

#### TikTok

- Followers: **480 (+29)**
- Likes: **568 (+55)**

#### Top content - Facebook (Based on reach)

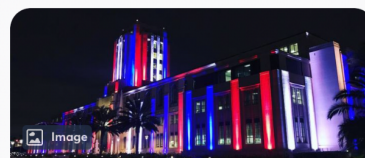
Best performing content published during the selected period.



Oct 24, 2022 · Little Italy  
**Buongiorno! 🌞😊 We hope you have a week full of smiles ahead. 🥰...**  
 📶 Reach 7,399  
 📊 Engaged users 334  
 🖱️ Clicks 30  
 🖱️ Other clicks 59



Oct 29, 2022 · Little Italy  
**Fall is in the air here at the Little Italy Mercato Farmers Market! 🍂🥰...**  
 📶 Reach 4,332  
 📊 Engaged users 173  
 🖱️ Clicks 13  
 🖱️ Other clicks 45



Nov 11, 2022 · Little Italy  
**Happy Veteran's Day! 🇺🇸 Today we honor the sacrifices and hard work ...**  
 📶 Reach 3,982  
 📊 Engaged users 204  
 🖱️ Clicks 9  
 🖱️ Other clicks 17

### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Nov 1, 2022 • Little Italy San Diego

There are countless hidden gems in #LittleItalySD. 🌟 📍 ...

👁️ Reach	58,147
💬 Comments	33
❤️ Likes	2,276
📌 Saves	885
📊 Engagement	3,986



Oct 27, 2022 • Little Italy San Diego

🌟 TOMORROW NIGHT 🌟 Little ghouls and goblins will take over Little Italy...

👁️ Reach	16,376
💬 Comments	4
❤️ Likes	468
📌 Saves	5
📊 Engagement	477



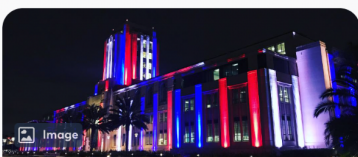
Nov 8, 2022 • Little Italy San Diego

Can you think of a more egg-celent way to start the day?! 🍳 📍 ...

👁️ Reach	9,103
💬 Comments	9
❤️ Likes	298
📌 Saves	14
📊 Engagement	321

### Top content - Twitter (Based on engagement)

Best performing content published during the selected period.



Nov 11, 2022 • Little Italy SD

Happy Veteran's Day! 🇺🇸 Today we honor the sacrifices and hard work ...

❤️ Likes	10
🔄 Retweets	1
📊 Engagement	11



Oct 29, 2022 • Little Italy SD

Fall is in the air here at the Mercato! 🍂 📍 @jason\_nato #LittleItalySD...

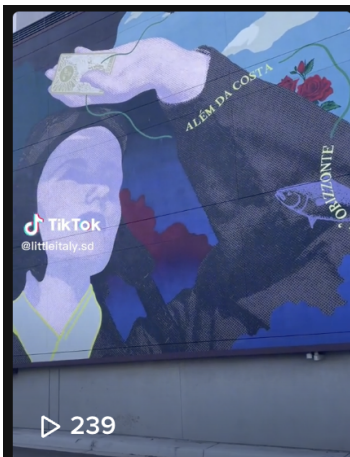
❤️ Likes	8
🔄 Retweets	3
📊 Engagement	11



Nov 3, 2022 • Little Italy SD

Love at first \*bite\* 🍔 Celebrating National Sandwich Day at Mona Lis...

❤️ Likes	9
🔄 Retweets	1
📊 Engagement	10



Art is all around you here i...



'Tis the season to drop off ...



There are countless hidde...

Last holiday season, the Little Italy Association has created and implemented two new modern seasonal displays to add to the 8' Nutcrackers, that traditionally adorn our corners on India Street and Kettner Boulevard.

To make the corners pop a little more, this year the staff and volunteers have refreshed the displays and added some color to add some vibrancy to the holiday season.

Little Italy's seasonal displays draw hundreds of Little Italy visitors and resident to them for great photo opportunities. This is just one of the many ways that we set our neighborhood apart from the rest of San Diego. This year the Winter Displays will be on display from November 21st to January 6th.

In the past, the Association absorbed the costs of the displays through various other funding mechanisms. Our focus, moving forward, is to make all projects revenue neutral so that we can fund other programs and projects. So, we are looking to our businesses, property owners and residents to support our efforts by sponsoring a corner. The cost of each display is \$350 and comes with a small marker identifying your family name, business name or a person you would like to dedicate the display to.

If you are interested, please fill out the form below and email to [chris@littleitalysd.com](mailto:chris@littleitalysd.com).

Thank you for your time, consideration, and support,



Steven J. Galasso  
President  
Little Italy Association of San Diego

# LITTLE ITALY<sup>27</sup> Winter Displays



I, \_\_\_\_\_, hereby agree to sponsor a Winter Display for \$350.

Plaque: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The Little Italy Association of San Diego is a Non-Profit 501(c)(3) Corporation; Tax-ID #33-0752255. Donations and sponsorships made to the Association may be fully or partially tax-deductible. Please confer with your financial advisor or accountant.

**Little Italy Tree Lighting & Christmas Village**  
 Saturday, December 3, 2022 / 4:00pm-8:00pm

12/2/2022

**INCOME**

Sponsorships	Donor/Company	Level	Amount
	SYSCO	Platinum	\$10,000
	H.G. Fenton Co.	Gold	\$5,000
	The Stiriti Family	Gold	\$5,000
	Camino Riviera / Kettner Exchange	Gold	\$5,000
	Kilroy	Silver	\$2,500
	Consortium Holdings	Silver	\$2,000
	Shake Shack	Bronze	\$1,500
	610 W. Ash @ Little Italy	Bronze	\$1,000
	Bencotto/Monello	Bronze	\$1,000
	Bolt Brewery	Bronze	\$1,000
	Buon Appetito	Bronze	\$1,000
	Filippi's Pizza Grotto	Bronze	\$1,000
	Nolita Hall	Bronze	\$1,000
	Onofrio Pecoraro	Bronze	\$1,000
	Solunto/Sorrento	Bronze	\$1,000
	Torrey Pines Bank	Bronze	\$1,000
	Farmer's Table		\$500

<b>TOTAL INCOME</b>	<b>40,500</b>
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**EXPENSE**

Service	Ven or	Purpose	Cost
<b>Permit</b>	City of San Diego	Street Closure Permit & Late Fee	
	City of San Diego	Traffic Control	\$2,260
<b>Printing/Graphics</b>	T's & Signs	Street Spanning Banner Update & Toy Drive: 35 Posters	\$90
<b>Rentals</b>	Hudson Safe-T Lite	Barricades (33 Non-Lit)	
	Voice & Video	LED Lights for Stage, Sound Package & Tech	\$5,112
	Safiro Portable Restrooms	Refresh: 1 ADA, 1 ADA Sink / New: 1ADA, 6 Regular, 1 ADA Sink, 2 Regular Sinks	\$993
	SD Lighting Guys	Decorate Pdf Tree	\$5,219
<b>Services</b>	Paul Nestor	Event Photographer	\$500
	San Diego Santas	Santa (4 Hours)	\$600
	Temecula Carriage Co.	Horse & Carriage	
	First Aid Services San Diego	2 EMTs, Registered Nurse, First Aid & Ambulance	\$1,100
<b>Entertainment</b>	Daniel Mocerì	4:00pm-4:30pm / Holiday Sounds by Danny	\$150
	Ernest Mary Grimm	4:30pm-5:30pm / Our Lady of the Rosary	\$600
	Little Italy Food Hall	5:30pm-6:30pm / Steve Antti	-
		6:30pm-7:00pm / Tree Lighting Ceremony	-
	Chula Vista High School	7:00pm-8:00pm / CVHS New Renaissance	\$200
	Kaleidoscope Carolers	India & Fir - 4:00pm-6:00pm / Kaleidoscope Carolers	\$550
	Koki Oga	India & Cedar - 6:00pm-8:00pm / Koki Oga	\$250
<b>Acquisition</b>	San Diego Markets	6 Generators	\$2,835
	Uline	20 Toy Drive Boxes, 30 Trash/Recycle Boxes & Lids	\$920
	iStock.com	Credits for Graphics	\$325
	Oriental Trading Co.	Letters to Santa	
	Amazon	Candy Canes, Lights & Glue Gun	\$248
	LIA	Landscaping	\$3,000
	<b>Ammorization</b>	Joshua Hubert	Aurora Tree (2-Years Remaining)
Luis Vargas		New Tree Frame (1.5-Years Remaining)	

<b>TOTAL EXPENSES</b>	<b>24,951</b>
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<b>VARIANCE</b>	<b>15,549</b>
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## LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

**LOCATION //** Throughout Little Italy - India Street between W. Cedar & W. Grape Streets

**DATE //** Saturday, December 3, 2021

**TIME //** 4:00pm – 8:00pm

This holiday season, Little Italy invites families, friends, neighbors and visitors to our time-honored Christmas season kick-off celebration. Sidewalks in Little Italy will be filled with holiday cheer for the 23rd Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 3rd from 4:00 p.m. to 8:00 p.m.

Guests will be invited to enjoy Little Italy's newest tree - The Aurora, created by California artist Josh Hubert, located in the center of Piazza Basilone and our permanent 25'+ live tree in the Piazza della Famiglia.

As visitors await the traditional Italian countdown tree lighting ceremony in the Piazza della Famiglia, they will be able to peruse and shop from local artisans for the perfect holiday gifts at the Christmas Village as to enjoy the community's festive decor, live music and entertainment, snacks, holiday beverages, and more!

The fun doesn't stop there! Santa will be making a special appearance for a quick, "Hello and Merry Christmas!" greeting.

### SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$15,000**  
Platinum Level + "Presenting" sponsorship.
- **Platinum Level / \$10,000**  
Gold Level + "Presenting" sponsorship for various portions of the event.
- **Gold Level / \$5,000**  
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**  
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**  
Logo on website with hyperlink.

## LITTLE ITALY SAN DIEGO



# Tree Lighting & Christmas Village

## Little Italy Tree Lighting & Christmas Village Sponsor Form

### SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$15,000**  
Platinum Level + "Presenting" sponsorship.
- Platinum Level / \$10,000**  
Gold Level + "Presenting" sponsorship for various portions of the event.
- Gold Level / \$5,000**  
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**  
Bronze Level + logo on street sign and marketing materials.
- Bronze Level / \$1,000**  
Logo on website with hyperlink.

### 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](mailto:Chris@LittleItalySD.com)

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: \_\_\_\_\_