



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

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/87250659105>  
or call 1-669-900-6833 / Meeting ID: 872 5065 9105 / Password: 3898**

**AGENDA**

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

- a. 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 December 1, 2020 Board Meeting**

*Action Item*

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

**4) Committee Reports**

Org Committee / Steve Galasso

- a. "Who am I?" – Ryan Blum
- b. YTD Financial Report / Jeri Keiller & Bryan Thompson
- c. Letter from Mike Zarconi re: Mercato Mask Requirements & Pets
- d. Letter from Mike Zarconi re: Green Lot Fence Damage
- e. Give-or-Get Policy
- f. Next Meeting: TBA

*Action Item*

DISI Committee / Perry Meyer

- a. Olive Creative Strategies
- b. Little Italy Mercato / Catt White
- c. Little Italy Merchandise / Marco Polo Cortes
- d. Little Italy Holiday Special & Tree Lighting I&E Report / Chris Gomez
- e. Hospitality Task Force
  - i. Resolution to County on Re-Opening Restaurants & Retail
  - ii. County Now in Purple Tier
  - iii. Winter Coverings & Decks
  - iv. Sidewalk Dining (PROW Program)
- f. Little Italy Retail Task Force
- g. Public Art Task Force
  - i. Piazza della Famiglia Story Monument
  - ii. Mine-A-Lisa Mural Lighting (I-5 S Entrance)
- h. Next Meeting: Friday, February 5, 2021 at 9:00am via Zoom  
Visit: <https://us02web.zoom.us/j/83908384435> or  
Call: 1-669-900-6833 / Meeting ID: 839 0838 4435  
**Password: 3898**

Parking & Mobility Committee / Luke Vinci

- a. Bollard Program – Progress
- b. Phase II of Enhanced Pedestrian Lighting on Kettner

Sidewalk Operations / Rich Gustafson

- a. Temporary Restraining Order Against Specific Individuals

Finance / Bryan Thompson

- a. FY21 Org & Finance Committee Annual Spending Allotment **Action Item**
- b. Authorized Check Signers **Action Item**
- c. PPP Round 1 Forgiveness (\$252,029) & Round 2 Award (\$274,105)
- d. California Relief Grant (\$25,000) – *Pending*
- e. County Sanitization Grant – Completed
- f. Next Meeting: Tuesday, February 23, 2021 at 11:00am via Zoom  
Visit: <https://us02web.zoom.us/j/84187466871> or  
Call: 1-669-900-6833 / Meeting ID: 841 8746 6871  
**Password: 3898**

**5) Community Reports**

SDPD (Marlo Woods/Larry Turner), City Attorney's Office, Senator Atkins' Office, Assemblymember Ward's Office, Mayor Gloria's office, Supervisor Fletcher's Office, Councilmember Whitburn's Office, OLR, Washington Elementary School, Convivio, LIRA and DCPC.

**6) Next Meeting: Tuesday, March 2, 2021 at 8:30am via Zoom**

Visit: <https://us02web.zoom.us/j/89272081978> or  
Call: 1-669-900-6833 / Meeting ID: 892 7208 1978  
**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, December 1, 2020 - 8:30 a.m.**  
**Little Italy Association Office (Zoom Meeting)**

**Present:** Frank Stiriti, Jack Pecoraro, Steve Galasso, Bryan Thompson, Danny Mocerri, Lou Palestini, Ryan Blum, Domenic Brunetto, Perry Meyer, Sandi Cottrell, Rich Gustafson, Catt White, Joe Cordileone, Jim DeSpenza, Joey Busalacchi, Jocelyn Marcus, Melanie Dellas, Jeri Keiller, Diana Strauss Casey, Vito Altieri, Olivia Connolly, Rich Gustafson, Ryan Blum, Jack Pecoraro, Luke Vinci, Lee Scrivner, Danny Mocerri, Catt White, Dino Cresci

**Excused:** Steve Galasso, Pasquale Ioele, Charlie Coradino, Tom Zolezzi

**Absent:** Father Joe Tabigue

**Staff:** Marco Li Mandri, Rosie DeLuca, Chris Gomez, Dianne T. Serna De León, Larisa Medina

**Guests:** Susan Ranft, Annette Casemero, Kathi Meyer, Makana Rowan, Marsha Lyon, Brittany Bailey, Curt Brooker, Chelsea Heath, Caller (0692)

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	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.	<b>No action taken</b>
<b>2. Review of November 3, 2020 Board Minutes</b>	Minutes from November 3, 2020 were reviewed.	<b>Catt White moved to accept the Board Minutes. Dino Cresci seconded the motion. Unanimously approved.</b>
<b>3. Non-Agenda: Public Comment, Introductions and Announcements</b>	3. Marco reported that Julius Zolezzi passed away at the age of 91 years old, and expressed his condolences to the Zolezzi Family for their loss. The Zolezzi family will be holding a private service in celebration of his life.	<b>3. No action taken</b>

<p><b>4. Committee Reports</b>  <b>Org Committee:</b>  <b>Steve Galasso;</b></p> <p>a. <b>“Who am I?”- Ryan Blum</b></p> <p>b. <b>YTD Financial Report/Jeri Keiller &amp; Bryan Thompson</b></p> <p>c. <b>Board Meeting Dark in January?</b></p> <p>d. <b>Letter to Port on presentation in November/Marco Li Mandri</b></p> <p>e. <b>Next Meeting: TBA</b></p>	<p>4.a. Lou Palestini explained that “Who am I”, is an opportunity for new members to introduce themselves.</p> <p>Ryan Blum was not in attendance.</p> <p>4.b. Bryan Thompson reported on the YTD Financial Report.</p> <p>4.c. The Board will not be meeting in January. We will resume in February.</p> <p>4.d. Marco included a Letter to The Port of San Diego in the Board Packet, signed by Steve Galasso and himself.</p> <p>4.e. The Next Meeting: TBA</p>	<p><b>4.a. No action taken</b></p> <p><b>4.b. Diana Strauss Casey approved the motion to accept the YTD Financial Report. Danny Mocerri seconded the motion. Unanimously approved.</b></p> <p><b>4.c. Perry Meyer approved the Board Meeting going Dark in January. Jack Pecoraro seconded the motion. Unanimously approved.</b></p> <p><b>4.d. No action taken</b></p> <p><b>4.e. No action taken</b></p>
<p><b>Committee Reports</b>  <b>DISI Committee:</b>  <b>Perry Meyer</b></p> <p>a. <b>Olive Creative Strategies</b></p>	<p>4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p>	<p><b>4.a. No action taken</b></p>

<p><b>b. Little Italy Mercato- Catt White</b></p> <p><b>c. <i>Al Fresco</i>- Status in December &amp; Plans for Outdoor Dining</b></p> <p><b>d. Little Italy Holiday Special &amp; Tree Lighting /Chris Gomez</b></p> <p><b>e. Next Meeting: December Cancelled</b></p>	<p>4.b. Catt White reported on the current Mercato activities.</p> <p>4.c. Chris Gomez reported on Little Italy “<i>Al Fresco</i>”. <i>Al Fresco</i> will continue through the month of December on Friday and Saturday nights, from 3:00 p.m. until 10:00 p.m.</p> <p>4.d. Chris Gomez reported on the Virtual Tree Lighting &amp; Christmas Season Experience event that will take place on December 5, 2020.</p> <p>4.e. There will be no DISI meeting in December.</p>	<p><b>4.b. No action taken</b></p> <p><b>4.c. No action taken</b></p> <p><b>4.d. No action taken</b></p> <p><b>4.e. No action taken</b></p>
<p><b><i>Parking &amp; Mobility Committee: Luke Vinci</i></b></p> <p><b>a. FY21 Little Italy Parking District Funds</b></p> <p><b>b. Phase II of Enhance Pedestrian Lighting on Kettner</b></p>	<p>4.a. Chris Gomez reported that Little Italy’s FY 21 Parking District funds are still coming in.</p> <p>4.b. Chris Gomez reported that Phase II of the Enhanced Pedestrian Lighting on Kettner will begin once we receive funding.</p>	<p><b>4.a. No action taken</b></p> <p><b>4.b. No action taken</b></p>
<p><b>Committee Reports Sidewalk Operations: Rich Gustafson;</b></p> <p><b>a. No Report</b></p>	<p>4.a. Marco reported that Attorney Robert Wright has completed four civil stay away orders against the gentlemen who has assaulted a number of people in Little Italy over the past 4 months. The virtual court hearing for these orders will be on January 27, 2021.</p>	<p><b>4.a. No action taken</b></p>
<p><b>Committee Reports Finance Committee: Bryan Thompson</b></p> <p><b>a. Convivio Agreement Amendments</b></p>	<p>4.a. Chris Gomez reported that the Convivio agreement amendments will be brought to the Finance Committee.</p>	<p><b>4.a. No action taken</b></p>

<p><b>b. Agreement with Pasquale Ioele for seeking Alternative Office Sites</b></p>	<p>4.b. Marco, Chris Gomez, Bryan Thompson and Pasquale Ioele met to discuss a potential agreement with Pasquale for seeking property opportunities, whether leased or for sale, in Little Italy. Any potential sites for rent or purchase will be brought to the Finance Committee for discussion.</p>	<p><b>4.b. Jack Pecoraro moved to authorize the Finance Committee to move forward with the agreement to allow Pasquale Ioele to serve as the Broker to seek office sites for the Association. Danny Mocerri seconded the motion. Unanimously approved.</b></p>
<p><b>c. Amici Park Financing Through Developer Impact Fees/Marco Li Mandri</b></p>	<p>4.c. Marco stated that Park and Recreation has the green light from the City Attorney's office to move forward. They will need to work out the details with the school district to get them on board with the construction. We hope to get some clarity by the end of December regarding the \$3 million that was requested through the Mayor's office.</p>	<p><b>4.c. No action taken</b></p>
<p><b>d. Trammel Crowe Grant for Public Art in Little Italy</b></p>	<p>4.d. Marco reported that Trammel Crowe will donate \$50,000 towards public art in Little Italy. Marco expressed his deep appreciation to Trammel Crowe for their contribution.</p>	<p><b>4.d. No action taken</b></p>
<p><b>e. Holiday LIA Staff Bonuses</b></p>	<p>4.e. Bryan Thompson reported that the Finance committee approved Christmas bonuses for LIA Staff, which includes Maintenance, Landscaping and Valet.</p>	<p><b>4.e. No action taken</b></p>
<p><b>f. Next Meeting:</b></p>	<p>4.f. The Next Meeting will be Monday, January 11, 2020 at 11:00 a.m. via Zoom</p>	<p><b>4.f. No action taken</b></p>
<p><b>5. Community Reports</b></p>	<p>5. Councilmember Chris Ward thanked Little Italy for the leading the way in trendsetting. He hopes to help rebuild San Diego's economy in 2021-2022.</p> <p>Marco shared articles included in the Board packet regarding the Covid-19 shutdown.</p>	<p><b>5. No action taken</b></p>

	<p>Makana Rowan from Supervisor Fletcher's office expressed his condolences to the Zolezzi family for their loss. He also stated that due to COVID-19, San Diego Hospitals are at 80% capacity and encouraged continued precautions.</p> <p>Lou Palestini wished everyone a Merry Christmas and a Happy New year! Sempre Avanti!</p>	
<b>6. Next Meeting</b>	6. The Next Meeting will be on Tuesday, February 2, 2020 at 8:30 a.m. via Zoom	<b>6. No action taken</b>
<b>7. Adjournment</b>	7. Meeting Adjourned.	<b>7. No action taken</b>

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>2/2/2021</b>						
<b>Accrual Basis Report through December 2020</b>							
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	<u>NET BUDGET YTD</u>	<u>ANNUAL BUDGET (GROSS)</u>	<u>ANNUAL BUDGET (NET)</u>
<b>SAN DIEGO CONTRACTS</b>							
	<b>BID</b>	81,821	64,366	17,455	12,250	126,000	0
	<b>MAD<sub>1</sub></b>	568,187	585,766	-17,579	24,817	1,136,754	0
	<b>PARKING METER<sub>2</sub></b>	435,849	435,849	0	-84	750,000	3,780
	<b>TOTAL</b>	<b>\$1,085,857</b>	<b>\$1,085,981</b>	<b>-\$124</b>	<b>\$36,983</b>	<b>\$2,012,754</b>	<b>\$3,780</b>
1. Supplemental Maintenance program: YTD net gain \$26,007. (Budget net gain YTD \$11,963.)							
2. Additional Parking Program operations has a loss ytd \$3,972. (Budget YTD 0)							
Programs and Operations YTD loss is 29,336 (Budgeted net loss was 36,980)							
Net Advance for Bollard program		\$247,375					
		<b>Dec-20</b>					
<b>Total income for Little Italy Association</b>		\$ 1678780					
<b>Total expense for Little Italy Association</b>		1,678,262					
<b>Operational Net income over expense YTD</b>		<u>\$518</u>					
<b>Balance Sheet</b>		<b>12/31/2020</b>	<b>12/31/2019</b>				
<b>Assets</b>							
Bank Account balances		954,628	419,306				
Account Receivable		268,994	451,018				
Other Current Assets		11,202	12,222				
Fixed Assets		157,369	74,598				
<b>Total Assets</b>		<u>1,392,193</u>	<u>957,144</u>				
<b>Liabilities &amp; Equity</b>							
Accounts Payable		29,852	55,440				
Advances		531,468	262,457				
EIDL loan		149,117	0				
Auto loans		39,992	28,948				
Equity		641,764	610,299				
<b>Total Liabilities &amp; Equity</b>		<u>1,392,193</u>	<u>957,144</u>				

Little Italy Association of San Diego

Profit & Loss

July through December 2020

	BID	MAD	Maintenance Non-Assessment	Parking Programs	Parking Meter Revenues	Programs & Operations	TOTAL OPERATIONS	Bollard program
<b>Income</b>								
PPP Loan	0	0	0	0	0	129,247	129,247	0
PROGRAM INCOME	0	0	5,850	0	0	357,614	363,464	0
BID INCOME	81,821	0	0	0	0	0	81,821	0
MAINTENANCE DISTRICT INCOME	0	568,187	0	0	0	0	568,187	0
MAINTENANCE NON-ASSESS INCOME	0	0	38,300	0	0	275	38,575	0
PARKING DISTRICT INCOME	0	0	0	0	435,849	0	435,849	264,000
PARKING DISTRICT REVENUES	0	0	0	61,637	0	0	61,637	0
<b>Total Income</b>	<b>81,821</b>	<b>568,187</b>	<b>44,150</b>	<b>61,637</b>	<b>435,849</b>	<b>487,136</b>	<b>1,678,780</b>	<b>264,000</b>
<b>Expense</b>								
MISC MAINT EXPENSE	0	0	731	0	0	0	731	0
OFFICE OPERATIONS	17,366	80,234	1,089	0	0	3,820	102,509	0
LANDSCAPE OPERATIONS	0	37,768	75	0	0	0	37,843	0
ASSESS DIST OPERATIONAL EXP	0	72,419	8,257	0	0	7,131	87,807	0
PERSONNEL EXPENSE	0	391,495	7,002	0	4,905	69,312	472,714	0
PROGRAM EXPENSE	0	0	988	0	0	230,071	231,060	0
Maintenance Personnel	0	95	0	0	0	0	95	0
Maintenance Non-Personnel	0	900	0	0	0	0	900	0
NCA Management	23,875	0	0	0	0	95,797	119,673	0
Office Operational	0	2,856	0	0	0	7,461	10,317	0
Consulting Services	17,000	0	0	0	0	0	17,000	0
SBEP EXPENSES	6,125	0	0	0	0	0	6,125	0
MERCATO EXPENSE	0	0	0	0	0	96,096	96,096	0
PARKING DISTRICT EXPENSE	0	0	0	57,665	430,944	6,783	495,392	16,625
<b>Total Expense</b>	<b>64,366</b>	<b>585,766</b>	<b>18,143</b>	<b>57,665</b>	<b>435,849</b>	<b>516,472</b>	<b>1,678,262</b>	<b>16,625</b>
<b>Net Income</b>	<b>17,455</b>	<b>-17,579</b>	<b>26,007</b>	<b>3,972</b>	<b>0</b>	<b>-29,336</b>	<b>518</b>	<b>247,375</b>



LITTLE ITALY ASSOCIATION  
PROJECTED INCOME FY 2020-2021

	ORIGINAL BUDGET	NEW PROJECTIONS
<b>BID</b>	0	0
<b>MAD</b>	0	-10,793
<b>MAD N-A</b>	43,925	63,581
<b>PARKING</b>	0	0
<b>PROGRAMS/OPERATIONS</b>	2,633	-69,731
<b>DEPRECIATION EXPENSE</b>		-36,600
<b>TOTAL</b>	46,558	-53,543
<b>EXPENSES NOT INCLUDED</b>		
ADDITIONAL INSURANCE APPROX		-17,000
FOUNTAIN@PdF GRAFITTI		-8,000
<b>STIMULUS/GRANT REQUESTS</b>		
PPP ROUND 2		286,600
CALIFORNIA GRANT		25,000

Begin forwarded message:

**From:** Mike Zarconi <zarconi@sullivanhill.com>

**Date:** January 22, 2021 at 4:50:56 PM PST

<farmers@sullivanhill.com>, Christopher M. Gomez" <chris@littleitalysd.com>, Shauna Matheny <matheny@sullivanhill.com>

**Subject: Little Italy Farmers Market - ADA Accommodation**

My name is Michael Zarconi and my firm represents the Little Italy Association in connection with a variety of legal matters. I understand that you have been corresponding with Christopher Gomez regarding the Association's policy requiring face coverings to be worn by all persons entering the farmers market because of the ongoing Covid-19 pandemic. Due to what appeared to be a threat of litigation in your most recent response to Mr. Gomez on January 18, please direct all future correspondence on this matter to me.

As a preliminary matter, your suggestion that a policy requiring all persons entering the farmers market to wear a mask is a "discriminatory policy" *per se* is misplaced. Mandatory mask policies have withstood ADA challenges in a variety of contexts, including grocery stores, where a reasonable accommodation can be made. The ADA simply does not require business organizations to disregard state and local public health guidelines in order to accommodate persons claiming a medical disability prevents them from wearing a mask. This is particularly so when the accommodation you request—full and free access to the farmers market without any face covering at all—places the health and wellbeing of potentially hundreds of shoppers, volunteers, staff, and vendors at greater risk of exposure to a deadly virus. What the ADA requires is for business organizations to make *reasonable* accommodations to ensure people with disabilities have equal access to the goods, services, or employment opportunities the business provides. It does not require *unreasonable* accommodations that put the business' employees, vendors and the general public at increased risk.

Mr. Gomez in no way insinuated that you are a horrible person because you are unable to wear a mask. Nor did Mr. Gomez or anyone else at the Association so much as suggest that "an individual with a disability and/or medical condition is a direct threat 100% of the time." The Association is at all times committed to affording equal access and opportunities to all individuals, regardless of any disability they may have. Mr. Gomez and the staff of the farmers market merely stated—and correctly so—that allowing individuals who refuse or are medically unable to wear a face covering into the farmers market increases the *risk* of exposure to others there. Unfortunate as it is, there are currently 220,000+ confirmed Covid-19 cases in San Diego County—the number

of confirmed cases has *tripled* in the last sixty days alone. Sixty days ago there were approximately 75,000 cases across the entire county, today there are nearly that many cases within the San Diego city limits alone. Enforcing mask policies is one of the easiest and most effective ways we have as a community to curb the spread of this virus. There is no legally necessary or justifiable reason that the Association should be required to exempt you from the policy requiring face coverings, thereby increasing the risk of further community spread, when they are willing to make any other reasonable accommodation available for you to ensure equal access to the goods and services offered at the market.

The association has offered you at least two reasonable accommodations to afford you access if you are unable to wear a mask due to your medical disability. You are free to enter the market with a face shield, which in no way impairs breathing or requires a cloth material to cover your nose and mouth. The Association also offered to assemble the goods you seek from the market and bring them to you at a pre-arranged pickup location adjacent to the market to ensure you have equal access to the items being sold. While the latter suggestion may have been provided on too short of notice for you to take advantage of it last Saturday, it remains unclear why that accommodation would not serve your needs moving forward.

To be clear, the Association will make every effort to reasonably accommodate your disability and ensure your access to the farmers market. It is my sincere hope that we can work together to come up with a reasonable accommodation that meets your needs without subjecting others to an avoidable increased risk. To that end, I encourage you to give me a call at your convenience so that we can discuss alternative accommodations that might better serve you. Please feel free to call me any day/time on my direct line below—which will forward to my cell phone if I am away from my desk. I look forward to speaking with you and finding a solution we can implement going forward.

Respectfully,

**Michael A. Zarconi**  
Attorney  
DIRECT 619.595.3221



**Sullivan Hill Rez & Engel**  
A Professional Law Corporation

600 B Street, 17th Floor | San Diego, CA 92101  
T 619.233.4100 | F 619.231.4372

[sullivanhill.com](http://sullivanhill.com)

San Diego - Las Vegas

**Marco Li Mandri**

---

**From:** Mike Zarconi <zarconi@sullivanhill.com>  
**Sent:** Monday, December 7, 2020 4:07 PM  
**To:** Marco Li Mandri; Catt Fields White (cattfieldswhite@gmail.com); Steven J. Galasso; Christopher M. Gomez  
**Cc:** Shauna Matheny  
**Subject:** LIA Mercato - Proposed Response to Ross Steven  
**Attachments:** 6.16.20\_city\_of\_san\_diego\_-\_farmers\_markets-updated\_guidelines\_covid-19\_prevention.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

All,

My name is Michael Zarconi and my firm represents the Little Italy Association. I understand that you contacted the Association over the weekend to express concerns regarding the Little Italy Farmers Market ("Mercato") based primarily on your inability to bring your dog into the market on Saturday. While we can appreciate and relate to your desire to enjoy the Piazza with your dogs, please be advised that the Association is unable to permit pets into the Mercato.

As you are no doubt aware, the Association is bound to follow statewide and local rules and regulations that govern the operations of farmers' markets. With limited exceptions not applicable here, California Health & Safety Code section 114259.5 states that, "live animals may not be allowed in a food facility." Health & Safety Code section 113789 defines the term "food facility" to include farmers markets like the Mercato. For that reason, the Association has always—for the past 12 years or so—posted signs stating "No Pets" at all entrances to the Mercato.

Prior to the COVID-19 pandemic, neither the Association nor the Health Department has had any viable enforcement mechanism to prevent people with pets from walking through the Mercato. As a result, people frequently entered the Mercato with pets and there was little if anything the Association could do to stop them. However, with the onset of the pandemic the City of San Diego has implemented additional restrictions that must be followed as a condition of the Association's event permit for the Mercato. As stated in the City's Supplemental Guidelines on Farmers' Markets & COVID-19 Prevention, which I have attached for your reference, "No Pets allowed" is now a strict condition of the Mercato's event permit. (See Customer Metering/Capping No. 3.) Thus, if the Association were to permit people to freely bring pets into the Mercato at this time, the City could suspend the Mercato's event permit and effectively shut down the Mercato entirely.

While in the past the flow of foot traffic through the Mercato was relatively unimpeded, the recent COVID-19 guidelines imposed strict monitoring requirements that must be followed in the interests of public health. The Association is required to limit ingress and egress from the Mercato to marked entrances/exits and to staff monitors at such points of entry to ensure compliance with the rules. (See City Guidelines; p. 3 "Monitors.") In accordance with this monitoring requirement and the long-standing posted signage, the Mercato staff is now required to inform all persons attempting to enter the Mercato that they may not enter with a pet.



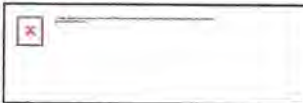
As you are also no doubt aware, an exception to the prohibition against animals in the Mercato applies with respect to "Service Animals" under ADA rules. Under the ADA, the Association is not permitted to refuse entry to individuals accompanied by Service Animals. Thus, while the monitors staffed at points of entry must refuse entry to individuals with pets, they are not permitted to deny entry to individuals with Service Animals. To the extent that you may have observed people with animals in the Mercato since the stricter COVID-19 restrictions took effect, those animals were permitted entry for no reason other than because the monitor was informed that the animal was a Service Animal.

In your email on Saturday you stated, "I promise I will not let up on this until [the Association] allows people to walk their dogs through the Market, or they shut down." Unfortunately, however, complying with your demand would violate the Mercato's permit as well as statewide and local rules and regulations promulgated in the interest of public health thereby risking the suspension of the Mercato's permit. For precisely that reason, any legal action against the Association to force access to the Mercato for pets (as opposed to Service Animals) would be ill-advised. It is of course your right to seek any public records you might desire and to petition your elected representatives to urge changes to these rules, but the Association simply has no choice but to comply with these rules and regulations unless and until they are changed. We apologize for any inconvenience this may cause for you and other pet owners in the community.

If you would like to discuss this matter further, please do not hesitate to reach out to me directly. Likewise, if you would like to discuss any of your other concerns about the Mercato such as parking, noise, garbage, smoking, etc., the Association always strives to improve the services it provides to the community and welcomes your input as an interested resident of the neighborhood.

Sincerely,

**Michael A. Zarconi**  
Attorney  
DIRECT 619.595.3221



**Sullivan Hill Rez & Engel**  
A Professional Law Corporation

600 B Street, 17th Floor | San Diego, CA 92101  
T 619.233.4100 | F 619.231.4372

[sullivanhill.com](http://sullivanhill.com)

**San Diego - Las Vegas**

PLEASE NOTE: Sullivan Hill remains open for business to continue serving our clients and the community during the COVID-19 pandemic. As good citizens and abiding by the dictates of public health authorities, we are working remotely, and have only limited personnel during limited hours at our offices as required to handle essential functions including processing mail, filings, and deliveries. Accordingly, with the exception of service of process or legal notices regarding our clients—which may only be effected by our express, prior written authorization—we encourage all persons during this time to transmit all communications and documents to us electronically until further notice. If you would like to discuss other alternate transmittal arrangements and courtesies, please contact the attorney handling your matter.



December 14, 2020

**VIA ELECTRONIC MAIL AND FIRST CLASS MAIL****Re: Little Italy Association Property Damage**

Dear Messrs.

My firm represents the Little Italy Association of San Diego in connection with a variety of legal matters. As you may be aware, last year the Association worked with the City of San Diego and Caltrans in an effort to make use of and improve the vacant lot of property owned by Caltrans and located across Columbia Street from your business. As a result of these efforts, a Landscape Maintenance Agreement (LMA) was signed between the City and Caltrans, followed by a LMA between the City and the Association, thereby authorizing the Association to take over the use and maintenance of the Caltrans lot. Under a separate Encroachment Maintenance Removal Agreement (EMRA) reached between the City and the Association, the Association was further permitted to encroach into City property along Columbia Street abutting the Caltrans lot. The EMRA was issued with a one-foot setback from the curb by the City of San Diego Development Services Department. Based on the parameters set forth in these agreements, the Association applied for and was granted permits in November of 2019 in order to construct a fence securing the perimeter of the Caltrans lot subject to the one-foot setback required under the EMRA. Since the fence was constructed, the Association has assumed responsibility for maintaining both the fence and the property it encloses.

The purpose of this letter is to inform you that a large truck associated with your business, San Diego Film Equipment, has been seen on multiple occasions backing into and causing damage to the fence enclosing the Caltrans lot across from your property on Columbia Street, and to request your cooperation in covering the resulting costs of repairs. The impacts between your company truck and the fence have not only been witnessed personally by Association employees, but also have been recorded on video by security cameras located at the Association's office adjacent to your business. As a result of the collisions, the fence has been damaged and must be repaired in order to ensure the ongoing security and beneficial use of the enclosed property.

Enclosed with this letter is a quote the Association obtained for repairing the fence to its original condition prior to the damage it sustained from your company truck. While the Association welcomes you to obtain a competing bid for this repair work, please be

*Josh Oliver & Trevor Elliott*  
*December 14, 2020*  
*Page 2*

---

advised that the ultimate repair contractor must go through the permitting process with Caltrans and the City to qualify and obtain their authorization to perform the repair work on the property.

Please contact me at your earliest convenience to discuss the necessary repair work and payment therefor. Recognizing that the holidays are upon us, we ask that you contact us by no later than Monday, January 4, 2021. While it is of course our preference to resolve this issue cooperatively, please be advised that if we do not hear from you on or before January 4, 2021, the Association reserves the right to immediately proceed with the repair work as quoted and pursue any legal remedies available to recover the costs of the repairs. Thank you in advance for your prompt attention to this matter.

Sincerely,

SULLIVAN HILL REZ & ENGEL  
A Professional Law Corporation

By: \_\_\_\_\_  
Michael A. Zarconi

MAZ/mz  
c:





## Board Meeting

### PR Agenda

Tuesday, February 2, 2021

---

#### PITCHING

##### Recap

- Reflecting on 2020
- Valentine's Day in Little Italy
- Little Italy Retail Community

##### Current/Upcoming Focus

- Spring is Here: Little Italy Mercato & Wednesday Market
- BIPOC Owned Business Roundup

#### BLOGS

##### Recap

- New Year, New You
- Celebrating Valentine's Day in Little Italy

##### Upcoming

- Little Italy Mercato and Wednesday Market Shopping Guide
- BIPOC Owned Business Roundup

#### SECURED COVERAGE

- **1/27 secured print coverage in Crown City Magazine**
  - Article highlighted all the great things Little Italy has to offer, including the Mercato, various eateries, and Blick Art Supply which the author describes as "Disneyland for creative people"
- **1/26 secured online coverage in Ramona Sentinel**
  - Syndicated San Diego Union-Tribune article discussing Governor Newsom's lift of the stay-at-home order featuring several photos of The Waterfront Bar and Grill and insight from owner, Chad Cline
- **1/26 secured online coverage in PACIFIC San Diego**
  - Syndicated San Diego Union-Tribune article discussing Governor Newsom's lift of the stay-at-home order featuring several photos of The Waterfront Bar and Grill and insight from owner, Chad Cline
- **1/26 secured online coverage in San Diego Union-Tribune**
  - Article discussing Governor Newsom's lift of the stay-at-home order featuring several photos of The Waterfront Bar and Grill and insight from owner, Chad Cline

- **1/25 secured online coverage in CBS 8**
  - Article in regard to Governor Newsom lifting the stay-at-home order and how businesses are now shifting gears to open as quickly as possible. Features insight from Little Italy salon owner on the difficulty of re-opening with no warning.
- **1/9 secured online coverage with NBC 7**
  - Article discussing the enforcement of public health order and citations for repeat offenders, featuring interview with Francesco Bucci, owner of Pappalecco and the community in regard to frustrations with consistency.
- **1/8 secured online coverage in San Diego Downtown News**
  - Article highlighting the perspective of several small businesses in Little Italy and how the community can continue to support
- **1/8 secured print coverage in San Diego Downtown News**
  - Article highlighting the perspective of several small businesses in Little Italy and how the community can continue to support
- **1/7 secured online coverage in San Diego Magazine**
  - Online piece following print coverage in the winter issue. Full feature on the experience of dining out in San Diego during the pandemic and the impact of outdoor dining on restaurants and restaurant owners.
- **1/5 secured online coverage on ABC 10**
  - Online piece following print coverage in the winter issue. Full feature on the experience of dining out in San Diego during the pandemic and the impact of outdoor dining on restaurants and restaurant owners.
- **1/1 secured online coverage with Univision San Diego – Noticias YA**
  - Article features an interview with Marco Li Mandri in regards to Mayor Todd Gloria's new mandates and how it'll affect small businesses.
- **1/1 secured broadcast coverage with Univision San Diego – Noticias YA**
  - Segment features an interview with Marco Li Mandri in regards to Mayor Todd Gloria's new mandates and how it'll affect small businesses.
- **1/1 secured online coverage in Marie Claire**
  - Article included Civico 1845's mocktail created for JOY! in mocktail roundup for 2021
- **12/31 secured online coverage on Noticias Ya San Diego**
  - Article featured interview with Marco regarding Mayor Todd Gloria's new mandates and how they will affect small businesses.
- **12/31 secured broadcast coverage on KBNT 17 (Early News)**
  - Segment featured interview with Marco regarding Mayor Todd Gloria's new mandates and how they will affect small businesses.
- **12/31 secured broadcast coverage on CBS 8 (Morning Extra)**
  - Segment featured Nolita Hall's bar manager and executive chef creating NYE mocktails/cocktails and small bites. Highlights Little Italy Instagram's JOY! to find more mocktail recipes for NYE.
- **12/31 secured broadcast coverage on KUSI (Good Morning San Diego News at 9 a.m.)**
  - Segment featured Dan Plante, live from Little Italy, speaking about Mayor Todd Gloria's new mandates. He highlighted how the Piazzas will continue to stay open, although outdoor dining is closed and interviewed locals that were eating at Piazza della Famiglia.
- **12/30 secured broadcast coverage on KUSI (News at 11 p.m.)**

- Segment featured Dan Plante, live from Little Italy, speaking about Mayor Todd Gloria's new mandates. He highlighted how the Piazzas will continue to stay open, although outdoor dining is closed and interviewed locals that were eating at Piazza della Famiglia.
- **12/30 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment featured Dan Plante, live from Little Italy, speaking about Mayor Todd Gloria's new mandates. He highlighted how the Piazzas will continue to stay open, although outdoor dining is closed and interviewed locals that were eating at Piazza della Famiglia.
- **12/30 secured broadcast coverage on Fox 5 (News at 9 a.m.)**
  - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 7 a.m.)**
  - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 7 a.m.)**
  - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 6 a.m.)**
  - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 5 a.m.)**
  - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 5 a.m.)**
  - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 4:30 a.m.)**
  - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/29 secured broadcast coverage on Fox 5 (News at 11 p.m.)**
  - Segment featured interview with PJ from Barbuda discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/30 secured broadcast coverage on Fox 5 (News at 10 p.m.)**

- Segment featured interview with PJ from Barbusa discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/29 secured online coverage on News Break**
  - Syndicated Fox 5 article featured interview with PJ from Barbusa discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/29 secured online coverage on Fox 5**
  - Article featured interview with PJ from Barbusa discussing how the extension of the stay-at-home order will impact business for New Year's Eve along with a statement Marco provided on the financial impact these shutdowns are having on small businesses overall.
- **12/18 secured broadcast coverage on ABC 10 (News at 11 p.m.)**
  - Segment featured interview with Joey from Barbusa regarding the new order to close restaurants after the reversal.
- **12/18 secured broadcast coverage on ABC 10 (News at 11 p.m.)**
  - Segment featured interview with Joey from Barbusa regarding the new order to close restaurants after the reversal.
- **12/18 secured broadcast coverage on Fox 5 (News at 11 p.m.)**
  - Segment featured interviews with Cesar with Cloak & Petal and Joey from Barbusa regarding new order to shut down restaurants
- **12/18 secured broadcast coverage on Fox 5 (News at 10 p.m.)**
  - Segment featured interviews with Cesar with Cloak & Petal and Joey from Barbusa regarding new order to shut down restaurants
- **12/18 secured online coverage on Fox 5**
  - Article discussed the order to shut restaurants down again and featured insights from Cesar with Cloak & Petal and Joey from Barbusa
- **12/18 secured online coverage in the San Diego Union-Tribune**
  - Article featured interviews from shoppers during 'Super Saturday' as they stopped at Café Italia and the Little Italy Mercato for their last-minute holiday shopping.
- **12/17 secured radio coverage in KOGO-AM (Rush Limbaugh)**
  - Syndicated KOGO segment featured interview with Marco Li Mandri regarding the resolution backed by more than 1,000 business owners
- **12/17 secured online coverage in Del Mar Times**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/17 secured online coverage in Santa Fe Review**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/17 secured radio coverage in KOGO-AM (Morning news at 7 a.m.)**
  - Segment featured interview with Marco Li Mandri regarding the resolution backed by more than 1,000 business owners
- **12/17 secured radio coverage in KOGO-AM (Morning news at 5:30 a.m.)**
  - Segment featured interview with Marco Li Mandri regarding the resolution backed by more than 1,000 business owners
- **12/17 secured radio coverage in KOGO-AM (Morning news at 5 a.m.)**

- Segment featured interview with Marco Li Mandri regarding the resolution backed by more than 1,000 business owners
- **12/17 secured online coverage in SoCal Pulse**
  - Article included Little Italy Dine, Shop, and Support #LittleItalySD in a holiday weekend roundup.
- **12/16 secured online coverage in News Bug**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Cherokee Tribune & Ledger News**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Finger Lakes Times**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Register-Guard**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Union-Bulletin**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Herald Mail Media**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Bakersfield.com**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Myrtle Beach Online**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Fort Worth Star-Telegram**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The News and Observer**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Merced Sun-Star**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Lexington Herald Leader**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Idaho Statesman**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Island Packet**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Sun Herald**

- Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Herald Sun**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Herald**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Miami Herald**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Bradenton Herald**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Belleville News-Democrat**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Olympian**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in News Press Now**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Charlotte Observer**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Ledger-Enquirer**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Telegraph**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The News Tribune**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in San Luis Obispo Tribune**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Bellingham Herald**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in The Wichita Eagle**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Centre Daily Times**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Lancaster Online**

- Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Gazette Extra**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in Los Angeles Times**
  - Syndicated San Diego Union Tribune article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured online coverage in San Diego Union Tribune**
  - Article on judge's decision to cease enforcing restrictions against restaurants included a quote from Marco Li Mandri
- **12/16 secured broadcast coverage on Fox 5 (News at 10 p.m.)**
  - Segment from Little Italy discussing the county's decision on suspending enforcement of outdoor dining.
- **12/16 secured online coverage on Fox 5**
  - Article featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 7 p.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 6 p.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 5 p.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 4 p.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on Fox 5 (News at 1 p.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on CBS 8 (News at 9 a.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on CBS 8 (News at 5 a.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/16 secured broadcast coverage on CBS 8 (News at 4:30 a.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential



- **12/16 secured broadcast coverage on CBS 8 (News at 4:30 a.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/15 secured broadcast coverage on CBS 8 (News at 11 p.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/15 secured broadcast coverage on CBS 8 (News at 10 p.m.)**
  - Segment featured interview with Marco Li Mandri on the resolution and business owners supporting the petition to allow outdoor dining and consider restaurants essential
- **12/14 secured online coverage in Times of San Diego**
  - Article included Little Italy's resolution in piece on state senators urging Gov. Gavin Newsom to deem restaurants essential.
- **12/14 secured online coverage in News Break**
  - Syndicated San Diego Food Finds article included what Little Italy is doing to come together and support their community as well as Shop, Dine, and Support #LittleItalySD.
- **12/14 secured online coverage in San Diego Food Finds**
  - Article included what Little Italy is doing to come together and support their community as well as Shop, Dine, and Support #LittleItalySD.
- **12/14 secured print coverage in Presidio Sentinel**
  - Article included Little Italy events in holiday roundup.
- **12/14 secured online coverage in Presidio Sentinel**
  - Article included Little Italy events in holiday roundup.
- **12/14 secured online coverage in the San Diego Union Tribune**
  - Article included JOY! in New Year's Eve virtual event Roundup
- **12/14 secured online coverage in Pacific Magazine**
  - Article included JOY! in New Year's Eve virtual event Roundup
- **12/12 secured online coverage in ABC 10**
  - Article included the Little Italy Toy Drive in roundup of San Diego toy drives you can still donate to
- **12/9 secured online coverage in LOCALE**
  - Article included Little Italy shops for a Shop Small roundup. They also included how to support with Dine, Shop, and Support #LittleItalySD
- **12/9 secured online coverage in Oside News**
  - Article discussed the expansion of Small Business Saturday to Small Business Season and the Small Business Season Holiday Gift Guide
- **12/9 secured broadcast coverage on KUSI (News at 6 p.m.)**
  - Segment featured an interview with Marco on how businesses are coping during the stay-at-home order, as well as hope for the future in light of LA County Superior Court's prohibition on ban of outdoor restaurants past the 3-week mandate.
- **12/9 secured broadcast coverage on KUSI (News at 4 p.m.)**
  - Segment featured an interview with Marco on how businesses are coping during the stay-at-home order, as well as hope for the future in light of LA County Superior Court's prohibition on ban of outdoor restaurants past the 3 week mandate.
- **12/9 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**

- Segment with Chef Moira from Nolita Hall on how they pivoted with the new Covid-19 closures
- **12/8 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment with Chef Moira from Nolita Hall on how they pivoted with the new Covid-19 closures
- **12/8 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
  - Segment with Chef Moira from Nolita Hall on how they pivoted with the new Covid-19 closures
- **12/8 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
  - Segment with Chef Moira from Nolita Hall on how they pivoted with the new Covid-19 closures
- **12/7 secured online coverage on ABC 10**
  - Article featured insight from Little Italy business owners regarding their frustration with the new restrictions.
- **12/7 secured online coverage on KUSI**
  - Article featured how Little Italy handled the newest restrictions, how businesses are coping and encouraging the community to support local.
- **12/7 secured broadcast coverage on KUSI (News at 5 p.m.)**
  - Segment with Dan Plante spending time in Little Italy discussing the newest restrictions, how businesses are coping and encouraging the community to support local.
- **12/7 secured broadcast coverage on KUSI (News at 6 p.m.)**
  - Segment with Dan Plante spending time in Little Italy discussing the newest restrictions, how businesses are coping and encouraging the community to support local.
- **12/7 secured broadcast coverage on KUSI (News at 5 p.m.)**
  - Segment with Dan Plante spending time in Little Italy discussing the newest restrictions, how businesses are coping and encouraging the community to support local.
- **12/7 secured broadcast coverage on KSDY (50 en 50)**
  - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays.
- **12/7 secured broadcast coverage on FOX 5 (News at 6 a.m.)**
  - Segment on new Covid-19 closures and the impact on businesses
- **12/6 secured broadcast coverage on KUSI (Good Evening San Diego at 11 p.m.)**
  - Segment on the airing of the Little Italy Holiday Special
- **12/6 secured broadcast coverage on KUSI (Good Evening San Diego at 10 p.m.)**
  - Segment on the airing of the Little Italy Holiday Special
- **12/6 secured broadcast coverage on ABC 10 (News at 8 a.m.)**
  - Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/6 secured broadcast coverage on ABC 10 (News at 6 a.m.)**
  - Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/6 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
  - Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/6 secured online coverage on SanDiegoVille**
  - Streamed the Little Italy Holiday Special on their platform for a higher viewership.
- **12/5 secured broadcast coverage on FOX 5 (News at 10 p.m.)**

- Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/5 secured broadcast coverage on FOX 5 (News at 4 p.m.)**
  - Segment on how businesses and the community and bracing for another shutdown, as well as how it impacts business.
- **12/5 secured broadcast coverage on KUSI (Good Morning San Diego Weekend at 9 a.m.)**
  - Segment included interview with Chris Gomez on how businesses are preparing for the stay-at-home order and how to continue to support small businesses all season long.
- **12/5 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
  - Segment included interview with Chris Gomez on how businesses are preparing for the stay-at-home order and how to continue to support small businesses all season long.
- **12/4 secured radio coverage on La Poderosa 860AM (Al Dia con Paola Hernandez)**
  - Included the Little Italy Holiday Special in weekend roundup.
- **12/4 secured online coverage in Patch West Hollywood**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Venice-Mar Vista**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Westwood-Century City**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Encino-Tarzana**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch La Jolla**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch La Mesa-Mt. Helix**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Montrose-La Crescenta**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Imperial Beach**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Arcadia**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Echo Park-Silver Lake**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Fountain Valley**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Glendora**

- Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Monrovia**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Banning-Beamont**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Santa Monica**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Highland Park-Mount Washington**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Moorpark**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch La Cañada Flintridge**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Marina del Rey**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Lemon Grove**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Murrietta**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch North Hollywood-Toluca Lake**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Coronado**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Carlsbad**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Mission Viejo**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Beverly Hills**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Belmont Shores-Naples**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Newport Beach-Corona del Mar**

- Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Lake Elsinore-Wildomar**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Northridge-Chatsworth**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Hollywood**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Hermosa Beach**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Culver City**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Cerritos-Artesia**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Oceanside-Camp Pendelton**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Diamond-Bar Walnut**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Eagle Rock**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Malibu**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Long Beach**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Laguna Niguel**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Calabasas**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Brentwood**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch Laguna Beach**
  - Syndicated Patch San Diego article including the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured online coverage in Patch San Diego**

- Article included the Little Italy virtual tree lighting in a SoCal weekend roundup.
- **12/4 secured radio coverage on Channel 93.3 (Geena the Latina and Frankie V Morning Show)**
  - Segment mentioned the Little Italy Holiday Special as a way to safely celebrate the holidays this month, as well as everything else Little Italy has planned for the holidays.
- **12/4 secured broadcast coverage on Fox 5 (San Diego Morning News)**
  - Segment with Geena the Latina from Channel 93.3 mentioning the Little Italy Holiday Special as a way to safely celebrate the holidays this month.
- **12/4 secured broadcast coverage on KUSI (News 5 p.m.)**
  - Segment included interview with Chris Gomez on how businesses are preparing for the stay-at-home order and how to continue to support small businesses all season long.
- **12/4 secured broadcast coverage on CBS 8 (News at 6 p.m.)**
  - Segment included interview with Chris Gomez on what Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market, as well as shop small business season.
- **12/4 secured broadcast coverage on CBS 8 (The Four at 4 p.m.)**
  - Segment included interview with Chris Gomez on what Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market, as well as shop small business season.
- **12/4 secured online coverage in Del Mar Times**
  - Article included all of the events Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market
- **12/4 secured online coverage in Times of San Diego**
  - Article discussed the holiday events in Little Italy and the Little Italy Holiday Special.
- **12/3 secured online coverage in Family Entourage**
  - Article included Letters to Santa in interview with Together SD for the San Diego Union-Tribune, as a way for kids to practice their writing this holiday season.
- **12/3 secured online coverage in San Diego Downtown News**
  - Ghost-written article by Chris around what to expect from Little Italy this holiday season. The article included the Little Italy Holiday Special, JOY!, Gio the Elf, and Letters to Santa.
- **12/3 secured print coverage in San Diego Downtown News**
  - Ghost-written article by Chris around what to expect from Little Italy this holiday season. The article included the Little Italy Holiday Special, JOY!, Gio the Elf, and Letters to Santa.
- **12/3 secured online coverage in Thrillist**
  - Article included the Little Italy Holiday Special in a weekend roundup.
- **12/3 secured online coverage in San Diego Food Finds**
  - Article included the Little Italy Shop Small Business Shopping Guide and Dine, Shop, and Support #LittleItalySD
- **12/2 secured broadcast coverage on KUSI (Good Evening San Diego at 10 p.m.)**
  - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays this year.
- **12/2 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
  - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays this year.
- **12/2 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
  - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays this year.

- **12/2 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
  - Segment included an interview with Chris Gomez on what to expect in Little Italy during the holidays this year.
- **12/2 secured online coverage in SoCal Pulse**
  - Included Little Italy Wednesday Holiday Market as part of small business season roundup.
- **12/1 secured print coverage in Los Angeles Magazine**
  - Article listed Little Italy as where to go eat, while in San Diego with specific mentions to Civico and Ironside.
- **11/30 secured online coverage in Oside News**
  - Article on the Little Italy Holiday Special and when to watch it.
- **11/30 secured online coverage in News Break**
  - Syndicated THERE San Diego article included all of the events Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market
- **11/30 secured online coverage in THERE San Diego**
  - Article included all of the events Little Italy has planned for the holidays – Little Italy Holiday Special, JOY!, Letters to Santa, Gio the Elf and the Wednesday Holiday Market
- **11/29 secured print coverage in San Diego Family Magazine**
  - Article included the Little Italy virtual tree lighting in a holiday roundup.
- **11/29 secured broadcast coverage in ABC 10**
  - Segment on Little Italy's virtual tree lighting.

#### **SECURED OPPORTUNITIES**

- **Secured San Diego Downtown News**
  - Ghost-written article by Chris on Little Italy Businesses prevailing despite the pandemic.

#### **SECURED INTEREST**

- **Secured Gannet Media**
  - Journalist interested in highlighting Little Italy in cross-country road trip piece from Florida to California.
- **Secured KSDY-TV**
  - Interested in interviewing Marco Li Mandri on the re-opening of Little Italy.

#### **Social Media Statistics: December 1-Jan 27**

- **Facebook**
  - Fans: 84,802 (+1,295)
  - Impressions: 1,748,731
  - Engagements: 63,259
- **Twitter**
  - Followers: 8,492 (+21)
  - Impressions: 44,854
  - Engagements: 1,430
- **Instagram**
  - Followers: 74,424 (+1,700)
  - Impressions: 1,022,458
  - Engagements: 33,492

#### **Highlights**

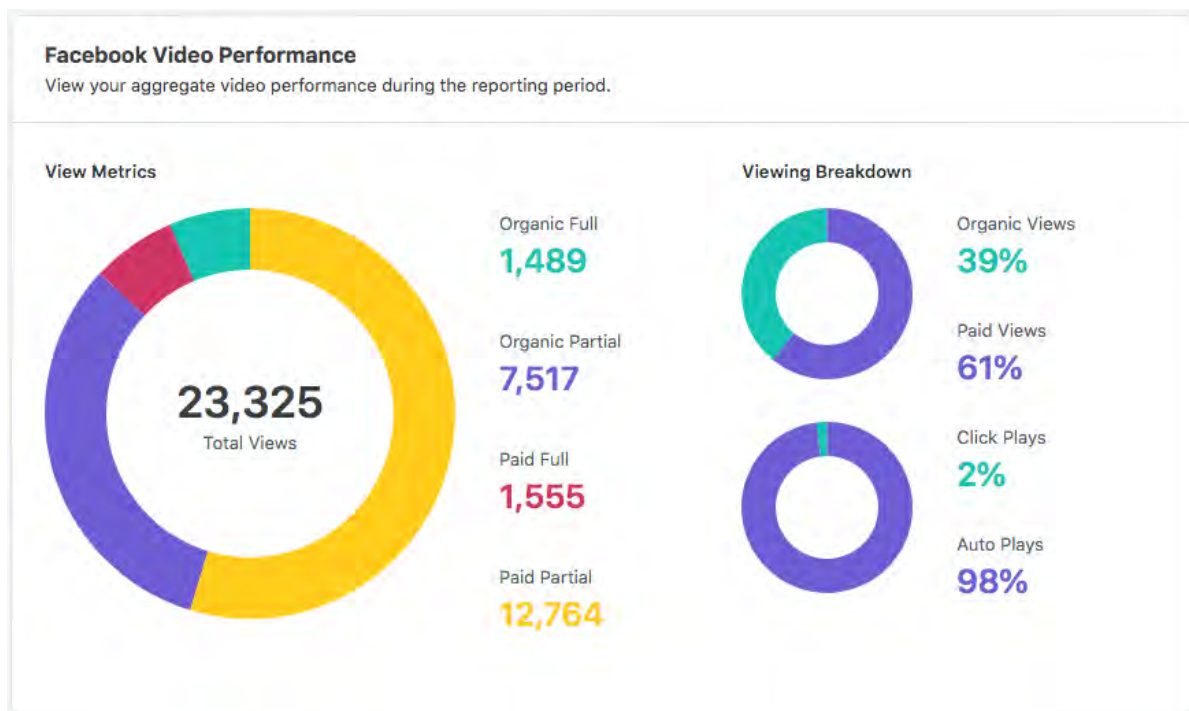


- Broke 84K on Facebook and 74K on Instagram
- Garnered more than 2.8M impressions across all platforms
- Earned over 98K engagements across all platforms
- Garnered 3,016 new followers across all platforms
- Total paid impressions at **138,633** at CPM of \$3.02
- Total paid engagements at **19,165** at CPE 2 cents
- Total paid clicks **6,609** at CPC 6
- **Little Italy Holiday Special Premiered 12/5**
  - **YouTube:** 1.5K views (1.1K unique), 8K impressions,
  - **Facebook:** 20.4k views, 1.8k post clicks, 708 engagements (101 shares, 130 comments)
- Shared & put together weekly Joy! Little Italy Mixologists' Holiday Cocktail and Mocktail video tutorials
- Shared daily Gio the Elf posts highlighting Little Italy businesses in Instagram + Facebook stories through the 24<sup>th</sup>
- Created Shop, Dine & Support #LittleItalySD group on Facebook to create a community where business owners can share their offerings. As of Jan 27 there are 320 members

### Upcoming

- Continue to promote take-out and Small Business Season, shopping local 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


### All video views Facebook (includes JOY! Cocktail videos):



**FACEBOOK: Top Performing Posts:**

**LITTLE ITALY** Little Italy  
Sat 12/5/2020 5:30 pm PST

This year, we bring you an evening of music, cheer, storytelling and more with the Little Italy Holiday Special



<b>Total Engagements</b>	<b>2,460</b>
Reactions	478
Comments	129
Shares	101
Post Link Clicks	17
Other Post Clicks	1,735

**LITTLE ITALY** Little Italy  
Sun 12/13/2020 5:05 pm PST

We are resilient. We are in this together and we are so grateful for our community that continues to



<b>Total Engagements</b>	<b>2,087</b>
Reactions	809
Comments	36
Shares	46
Post Link Clicks	109
Other Post Clicks	1,087

**LITTLE ITALY** Little Italy  
Wed 1/13/2021 11:58 am PST

Now more than ever it's important to take care of our health. Get a jump on your 2021 goals by embarking



<b>Total Engagements</b>	<b>1,893</b>
Reactions	1,205
Comments	59
Shares	72
Post Link Clicks	-
Other Post Clicks	557

**TWITTER: Top Performing Tweets:**

 **LittleItalySD**  
Thu 12/3/2020 1:30 am UTC

This Saturday, December 5th at 5:30pm we bring you our time-honored tradition, the Little Italy Tr




<b>Total Engagements</b>	<b>82</b>
Likes	18
@Replies	0
Retweets	4
Post Link Clicks	1
Other Post Clicks	59
Other Engagements	0

 **LittleItalySD**  
Fri 12/4/2020 7:44 pm UTC


Keep an eye out for the Big Red Mailbox in the Piazza della Famiglia to drop-off your letters to Santa. T



<b>Total Engagements</b>	<b>64</b>
Likes	8
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	55
Other Engagements	0


 **LittleItalySD**  
Tue 1/5/2021 4:24 pm UTC

No truer words. We are. They are. I am Little Italy! 🇮🇹 🇺🇸 @obpaladino #LittleItalySD




<b>Total Engagements</b>	<b>61</b>
Likes	9
@Replies	0
Retweets	0
Post Link Clicks	-
Other Post Clicks	52
Other Engagements	0

**INSTAGRAM: Top Performing Posts:**

 **littleitalysd**  
Sun 12/13/2020 5:04 pm PST

We are resilient. We are in this together and we are so grateful for our community that continues to




<b>Total Engagements</b>	<b>3,115</b>
Likes	3,007
Comments	51
Saves	57

 **littleitalysd**  
Fri 12/25/2020 6:51 am PST


Buon Natale! Merry Christmas, Little Italy! This is what we mean when we say "Merry and Bright". If you have-



<b>Total Engagements</b>	<b>2,532</b>
Likes	2,469
Comments	21
Saves	42

 **littleitalysd**  
Wed 12/30/2020 5:08 pm PST

Sugar and spice and everything nice. Have you taken a drive by our very own gingerbread house



<b>Total Engagements</b>	<b>1,893</b>
Likes	1,830
Comments	20
Saves	43

**IL MERCANTE, INC.**  
**640 WEST BEECH STREET, STE. 3-B**  
**SAN DIEGO, CA 92101**  
**619-852-4690**

**DATE: JANUARY 8, 2021**

**REOPENING / CIAO BELLA PROGRAM**

PROGRAM TO SUPPORT LITTLE ITALY ASSOCIATION (LIA) MERCHANTS AT THE BEGINNING OF JUNE 2020. A TOTAL OF 550 BLACK V-NECK T-SHIRTS WERE ORDERED FOR BOTH MEN AND WOMEN.

INITIAL ORDER OF 300 AND A SUBSEQUENT ORDER OF 250 TO HAVE AS ADDITIONAL INVENTORY.

- SOLD TO RESTAURANTS: 205 X \$9.75 = \$1,998.75;  
LIA = \$205.00 (\$1.00 X SHIRT SOLD);
- SOLD TO NON-RESTAURANTS: 100 X \$25 = \$2,500.00;  
LIA = \$750.00 (30% OF SALES);
- TOTAL TO LIA: \$955.00

**NEW LOGO / CONCEPTS AT LITTLE ITALY MERCATO**

IL MERCANTE, INC. CREATED NEW LOGOS AND VARIOUS APPAREL CONCEPTS WERE PRESENTED AND SUBSEQUENTLY SUPPORTED BY THE LITTLE ITALY ASSOCIATION MERCHANT COMMITTEE.

SUBSEQUENTLY, IL MERCANTE, INC. BEGAN TO UTILIZE LIA'S SPACE / CANOPY AT THE LITTLE ITALY MERCATO EVERY SATURDAY BEGINNING IN OCTOBER 2020.

INITIALLY, T-SHIRTS, TANG TOPS AND MUSCLE TEES WERE PRESENTED. AS THE WEATHER BECAME COLDER – ZIP UP HOODIES, SWEAT SHIRTS, LONG SLEEVE T-SHIRTS AND LONG SLEEVE T-SHIRT HOODIES WERE CREATED TO SUPPORT LOCAL DEMAND AND INDIVIDUAL REQUESTS.

A SMALL BATCH OF ORDERS AND VARIOUS COLOR SCHEMES FOR BOTH MEN AND WOMEN ARE CONTINUOUSLY BEING PRESENTED TO TEST THE LOCAL MARKET.

- SOLD AT LITTLE ITALY MERCATO: 77 ITEMS X \$35 = \$2,695.00;  
LIA = \$810.00 (30% OF SALES);

3:24 PM

01/28/21

Accrual Basis

**Little Italy Association of San Diego**  
**CHRISTMAS PROGRAMS Profit & Loss**  
 July 2020 through June 2021

---

	Jul '20 - Jun 21
<b>Income</b>	
<b>PROGRAM INCOME</b>	
NCA Fundraising (Sponsorships)	500.00
LIA Board Give or Get	9,475.00
Donation	50.00
Sponsors	5,983.18
<b>Total PROGRAM INCOME</b>	16,008.18
<b>Total Income</b>	16,008.18
<b>Gross Profit</b>	16,008.18
<b>Expense</b>	
<b>PROGRAM EXPENSE</b>	
Public Relations	500.00
Entertainment	600.00
Equipment Rentals	3,474.21
Landscaping & Nursery Supplies	2,000.00
Merchant Services	12.08
Meals / Entertainment / Travel	21.23
Program Operations	11,746.19
Program Supplies	2,001.78
<b>Total PROGRAM EXPENSE</b>	20,355.49
<b>Total Expense</b>	20,355.49
<b>Net Income</b>	-4,347.31



**Resolution on Outdoor Dining in San Diego County, Submitted to  
the Board of Supervisors by Restaurants, Bars, Cafes  
and Retailers in San Diego.**

**December 11<sup>th</sup>, 2020**

The following resolution has been initiated by the restaurants in Little Italy and endorsed by them. We ask that you circulate this resolution on the 11<sup>th</sup> and 12<sup>th</sup> and submit to the Little Italy office so we can gather them and deliver the petitions to all of the Supervisors' offices on Monday the 14<sup>th</sup>. We also acknowledge that the virus is real and is spreading rapidly in the County and all protocols for wearing masks, social distancing and minimizing gatherings are critical to arrest the spread of the virus.

**WHEREAS** a Superior Court Judge in Los Angeles has just ruled the "*The Restaurant Closure order is an abuse of the Department's (LA Health Dept) emergency powers, is not grounded in science, evidence or logic and should be adjudicated to be unenforceable as a matter of law.*" And further that COVID cases traced back to bars and restaurants accounted for just 3.1% of the non-residential outbreak locations "*the vast majority of which were chain/fast food type restaurants and almost exclusively involved employees rather than customers*"; and

**WHEREAS** on December 9<sup>th</sup>, the San Diego Union Tribune stated that 20% of the intensive care beds remained unoccupied across San Diego County, and the state requires a shutdown of outdoor dining once it has hit the threshold of 15% as being unoccupied. Furthermore, the article states "*That's not to say that action cannot be taken to spread out the load. Hospitals could intensify the current trend of delaying non-emergency surgeries and other procedures, or they could, with the cooperation with the state health department, consider using field hospital beds already set up and waiting at Palomar Medical Center Escondido.*" and;

**WHEREAS** San Diego County has been placed in a mega-region under the Governor's Emergency Health order which includes counties from San Luis Obispo on the coast to the border, (Santa Barbara, Ventura, LA, Orange, San Diego) and Imperial and Yolo Counties – representing over 20 million Californians with varying rates of COVID cases; and

**WHEREAS** the Center for Disease control has stated that it is very difficult for the COVID 19 virus to spread in an outdoor environment and the "Purple Zone" of the state restrictions allowed for full outdoor restaurant, bar and retail activities in that phase; and

1. Vote as other Board of Supervisors have done to insist that the Governor eliminate his mega-region approach to monitoring ICU bed thresholds and allow County Health administrators base any decision of eliminating outdoor dining and retail sales on specific County conditions and accommodation of health care needs in that County.
2. That the County work with all regional hospitals to immediately increase the supply of available ICU beds by banning non-elective surgeries for now as well as using field hospital beds already set up at Palomar Medical Center Escondido.
3. That County Counsel review the California Restaurant Association case against the LA County Health Dept and report to the San Diego Board of Supervisors on the LA Superior Court judge's ruling on the legal implications of that case ruling in San Diego County.
4. That the County immediately set up a COVID Hospitality Advisory Board consisting up all 5 Supervisorial District and include reps from the restaurant, retail, hotel and visitor related industry to give input on future County directives impacting this industry.
5. That the County Board of Supervisors vote to reduce the 3-week period of shutting down outdoor dining and retail sales to allow Purple zone outdoor dining protocols to commence again at 12:01 a.m., Saturday December 19th, 2020 and apply such an order County wide.

We ask this on behalf for tens of thousands of restaurant, bar and retail small business owners and employees who see their work as "essential" and are all attempting to survive the crushing and indiscriminate policies that have been adopted by the Governor and County Board of Supervisors.

Supported by the undersigned organizations and business owners in San Diego County.

#### **Organizations**

Little Italy Association of San Diego  
Representing 800+ Businesses

Ocean Beach Main Street Association  
Representing 520+ Businesses

Gaslamp Quarter Association  
Representing 400+ Businesses

La Jolla Village Merchants Association  
Representing 1,250+ Businesses

Mission Hills Business Improvement District  
Representing 500+ Businesses

San Diego Event Coalition  
Representing 35+ Businesses

#### **Added After Submission to Supervisors:**

La Mesa Village Association  
Representing 250+ Businesses

#### **Businesses**

4864 Newport Avenue, LLC

AMN Real Estate Services, Inc.

Andaz San Diego

Annette Crutchfield Insurance Agency, Inc.

ArtWalk San Diego

Bar One

Barbusa

Barleymash

Batten Accountancy, Inc.

Bencotto

BK Printing

Blarney Stone Pub

Bolt Brewery

Born & Raised

Broken Yolk Café

Broken Yolk Café (7 Locations)

Broken Yolk Café (8 Locations)

Buon Appetito  
 Café Gratitude  
 Café Zuccherò  
 Caffè Italia  
 California Wild Ales  
 Chapter One Tattoo  
 CheckerboardSTUDIOS  
 Cheswicks  
 Ciro's  
 Civico 1845  
 Cloak & Petal  
 Coleman Moving Systems, Inc.  
 Convivio  
 Craft & Commerce  
 Davanti Enoteca  
 Daybreak Island Grill  
 Details SalonSpa, Inc.  
 Diane Sullivan Realty  
 Dirty Birds OB  
 Dreamgirls  
 EcoLux Interiors  
 EdITS, LLC  
 Edward Jones Investments  
 El Camino  
 Extraordinary Desserts  
 Filippi's Pizza Grotto (14 Locations)  
 Frost Me Café & Bakery  
 Fuse Events  
 Gilmore Family Jewelers  
 Graze by Sam the Cooking Guy  
 H.G. Fenton Co.  
 Harbor Breakfast  
 Hoppy Beer Gear  
 Humble Heart Thrift Store and Boutique  
 Hunter & Maddox Real Estate Intl.  
 Huntress  
 Iannitti Realty Group  
 Ironside Fish & Oyster  
 Isola Pizza Bar  
 James A. Shaw & Company  
 Juniper & Ivy  
 Kaiserhof  
 Karen's Consignment Gallery  
 Kettner Exchange  
 La Puerta  
 Landini's Pizzeria  
 Le Parfait Paris  
 Little Italy Food Hall  
 Lumi  
 M Winehouse  
 Marriott San Diego Gaslamp  
 Matt Kalla Insurance Agency, Inc.  
 Mavericks Beach Club  
 Meyer Fine Art, Inc.  
 Mikes Taco Club  
 Mimmo's  
 Mona Lisa Italian Foods  
 Monello  
 MVP Media Network  
 MVP Real Estate, LLC  
 Nolita Hall  
 Nonna  
 OB Sands Property Management, Inc.  
 OB Theatre Company  
 OB Waves Salon  
 Ocean Villa Inn  
 Pappalecco  
 Parakeet Café  
 Peak Performance Holistic Therapies  
 Petrini's  
 Point Loma/Ocean Beach Landscape  
 Princess Pub & Grille  
 Pruettt Realty, Inc.  
 Puerto La Boca Argentinian Restaurant  
 Queenstown Public House  
 Rabbit Hole  
 Raglan Public House  
 Rest & Relax Real Estate  
 Retired Councilmember  
 Roma Mia  
 Rooftop by STK  
 RoVino Rotisserie & Wine  
 Royal India (5 Locations)  
 Rustic Root  
 Sandbar Sports Grill  
 Sandbox Pizza  
 Seaport Realtors  
 Service Kings  
 Shino Sushi & Kappo  
 Shore Thing Pet Supply



Side Bar  
 Sign Diego  
 Social Syndicate  
 Sogno Di Vino  
 Solunto  
 Sorrento  
 South Beach Bar & Grille  
 Stride  
 Stroll  
 Sunnies Ocean Beach  
 Sunset Cliffs Pilates  
 Tacos El Cabron  
 TapShack  
 Tavern at the Beach  
 Tazza D'Oro  
 TD Himalaya  
 The Black Stores, Inc.  
 The Crack Shack  
 The Double Deuce  
 The Field Irish Pub & Restaurant  
 The Foodery by RoVino  
 The Market by Buon Appetito  
 The Smoking Gun  
 The Stronghold  
 The Tipsey Crow  
 Tockin' Baja Lobster Restaurants  
 TORO  
 Tranquil Home  
 True North Tavern  
 Underbelly  
 Urban Strategies Group  
 Volcano Rabbit  
 Voltaire Beach House  
 Waterfront Bar & Grill  
 Whiskey Girl  
 Wolfie's Carousel  
 Zinque

**Added After Submission to Supervisors:**

Amber Anderson  
 Ashen Salon  
 Berkshire Hathaway HS CA Properties  
 Bernini's Bistro  
 Blue Apparel  
 Buddhi Yoga  
 Café Sevilla

Cody's La Jolla  
 Custom Shirts of La Jolla/Bendls  
 Decker's Dog + Cat  
 Dr. Peter Nordland  
 Ed Witt/FRN of San Diego  
 El Chingon  
 Empress Hotel La Jolla  
 Havana 1920  
 Jewels by the Sea  
 K. Nathan Gallery  
 La Jolla Golf Carts  
 La Jolla Sports Club  
 La Jolla Veterinary Hospital  
 Laura Gambucci Boutique  
 Lifetime La Jolla  
 LJLAW, APLC  
 Lolo  
 Lunisol  
 Manley & Son ACE Hardware  
 Marengo Coastal Development  
 Marengo Morton Architects  
 Mathnasium of La Jolla  
 Meanley & Son Hardware  
 Mermaids & Cowboys  
 Meze Greek Fusion  
 Monarch Luxury Collections  
 Morgan Barnes  
 Nautilus Tavern La Jolla  
 Needle Nook of La Jolla  
 Nine-Ten Restaurant  
 Norma kay  
 Prohibition  
 Pruvit  
 Ralph Lauren  
 Rangoni Firenze Shoes  
 Richard Walker's Pancake House  
 Robina Apparel and Accessories  
 San Diego Fly Rides  
 Serta Capital  
 Solace Realty, Inc.  
 Stratford Square Del Mar  
 The Cottage  
 THE SPOT La Jolla  
 Warwick's  
 We Olive La Jolla

cc: Supervisor Greg Cox  
Supervisor Diane Jacobs  
Supervisor Gaspar  
Supervisor Jim Desmond  
Supervisor-Elect Nora Vargas  
Supervisor-Elect Joel Anderson  
Supervisor-Elect Terra Lawson-Remer  
Mayor Todd Gloria  
Councilmember Jo LaCava  
Councilmember Jennifer Campbell  
Councilmember Stephen Whitburn  
Ocean Beach Main Street Association  
Gaslamp Quarter Association  
La Jolla Village Merchants Association  
Mission Hills Business Improvement District



## County of San Diego – Purple Tier

### Operations

- a. Restaurants – Outdoor Only
  - i. **Sunday-Thursday**: Open 5am, Patron cleared by 10pm
  - ii. **Friday & Saturday**: Open 5am, Patrons cleared by 11pm
  - iii. **Take-Out & Delivery**: 24hrs.
  - iv. **Live Entertainment Okay** (If Permitted)
- b. Wineries – Outdoor Only
- c. Bars, Breweries, Distilleries that Serve Food – **Operate** as Restaurant
- d. Hair Salons, Barbershops, Nail Salons, Tattoo Parlors – Indoors (Follow Safe Reopening Plan)
- e. Grocery Stores – 50% Indoors
- f. **Retail** – 25% Indoors
- g. Hotels – **Open**
- h. Professional Sports – Open without Live Audiences
- i. Offices – Remote
- j. K-12 Schools – Distance Learning
- k. **Amusement Parks** – **Closed**

### Outdoor Activities

- a. Places of Worship – Outdoor Only
- b. **Gyms** – Outdoor Only
- c. Family Entertainment Centers – Outdoor Only (e.g., Kart Racing, Mini Golf, Batting Cages)
- d. Youth & Rec Adult Sports – Outdoor Only, **Low Contact**
- e. Movie Theaters – Outdoor Only
- f. Museums – Outdoor Only
- g. Zoos/Aquariums – Outdoor Only
- h. Outdoor Recreation, Including Camping – **Open**

### Gatherings

- a. Outdoor Only
- b. **Stay 6-Foot** Apart
- c. Wear Face Covering

---

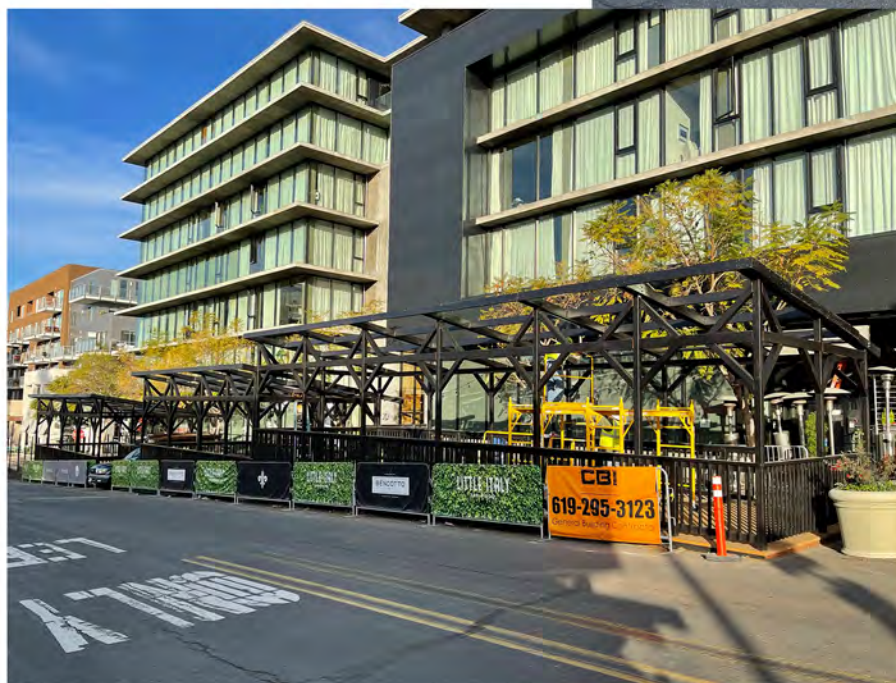
#### LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866  
 Email: [mail@littleitalysd.com](mailto:mail@littleitalysd.com) ▪ Website: [www.littleitalysd.com](http://www.littleitalysd.com)  
 Facebook: Little Italy San Diego ▪ Twitter / Instagram / Pinterest: @LittleItalySD ▪ #LittleItalySD



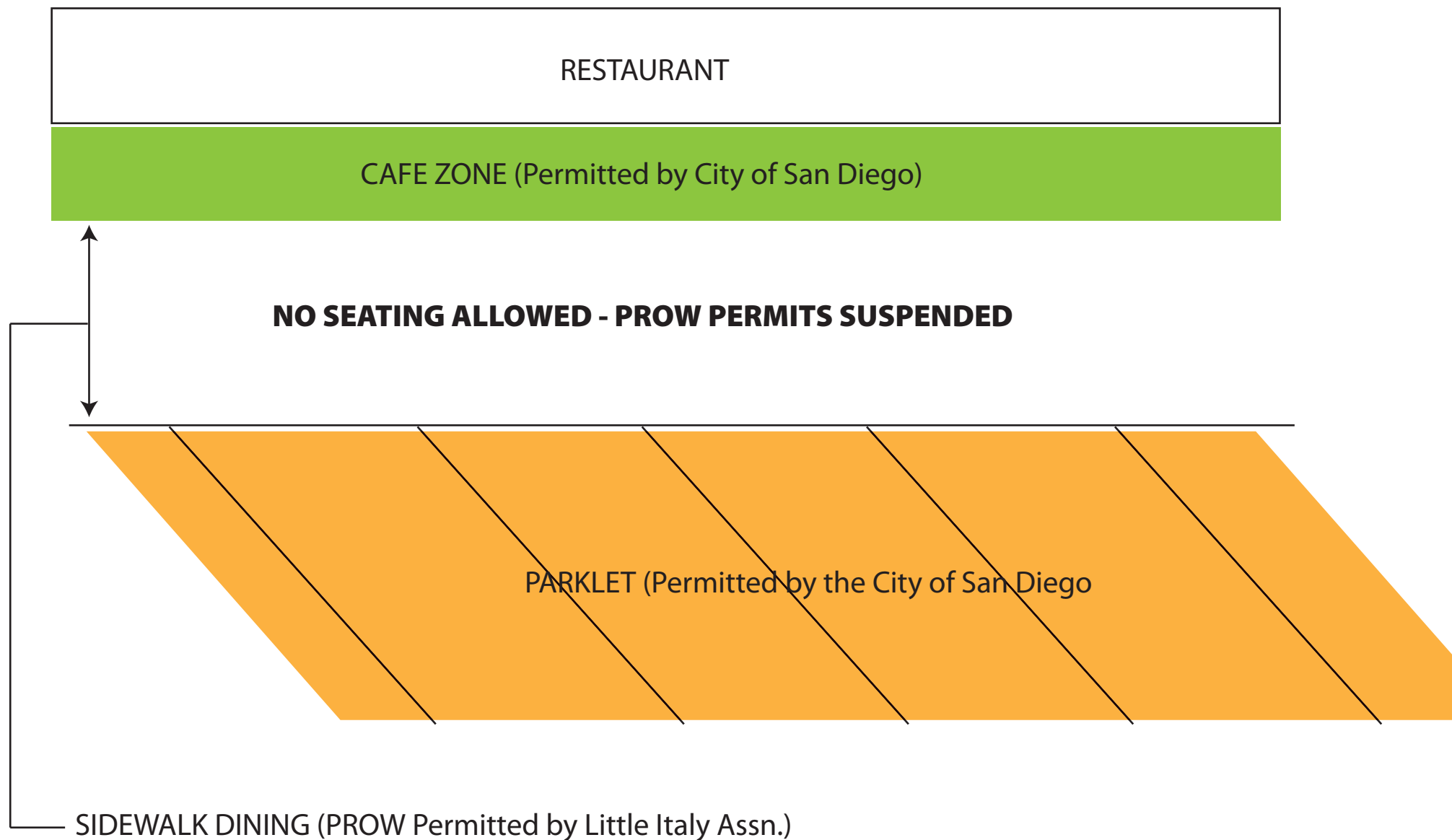
Little Italy  
Winter Covering  
& Deck Standard

Farmer's  
Table

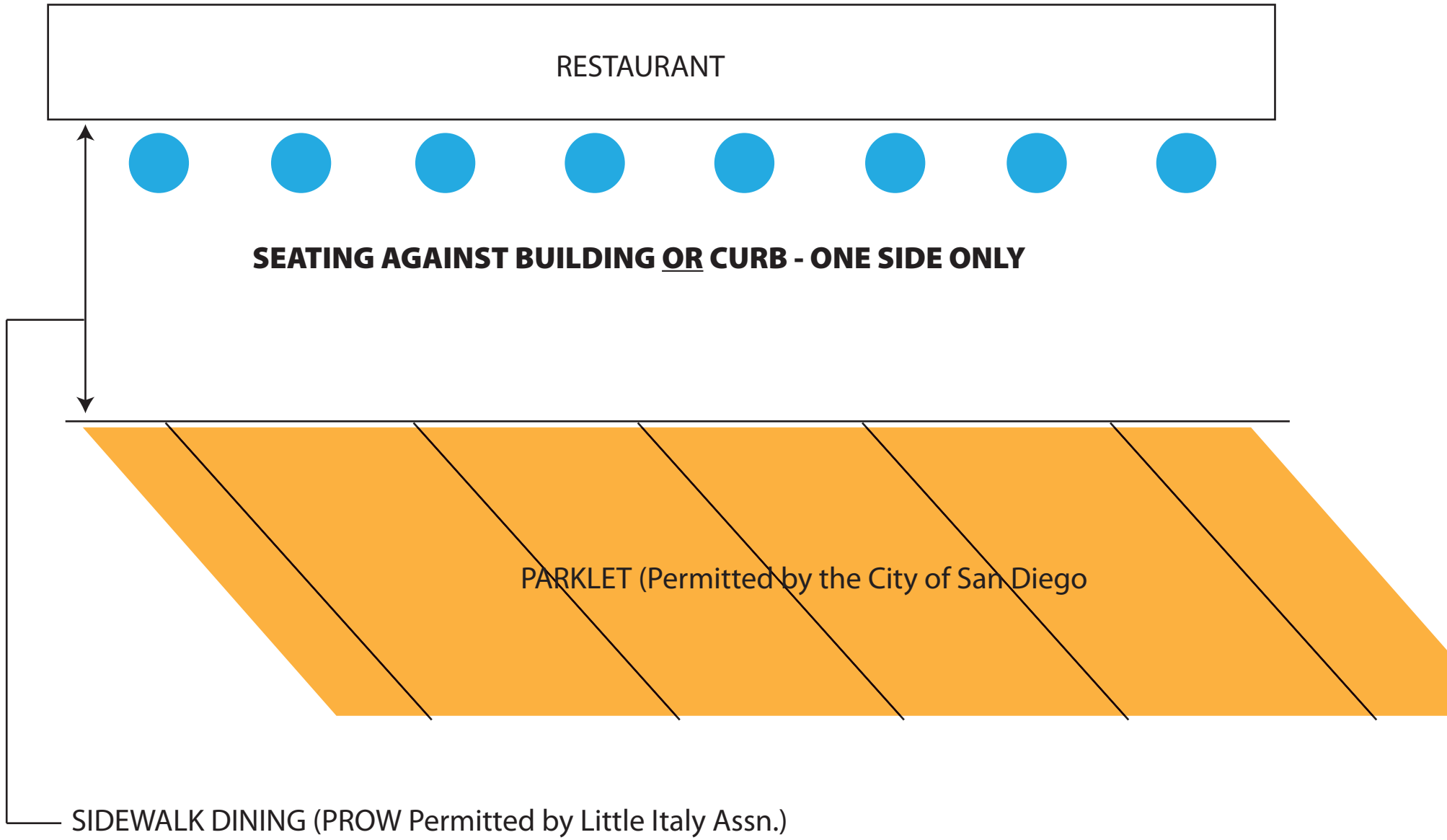


Bencotto/  
Monello

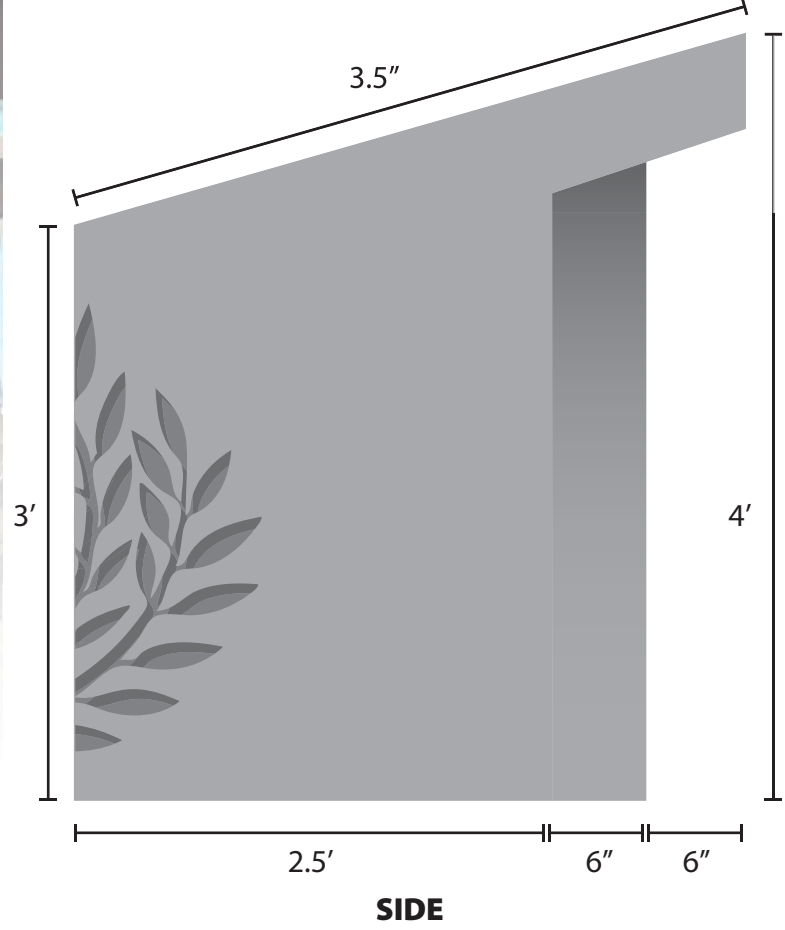
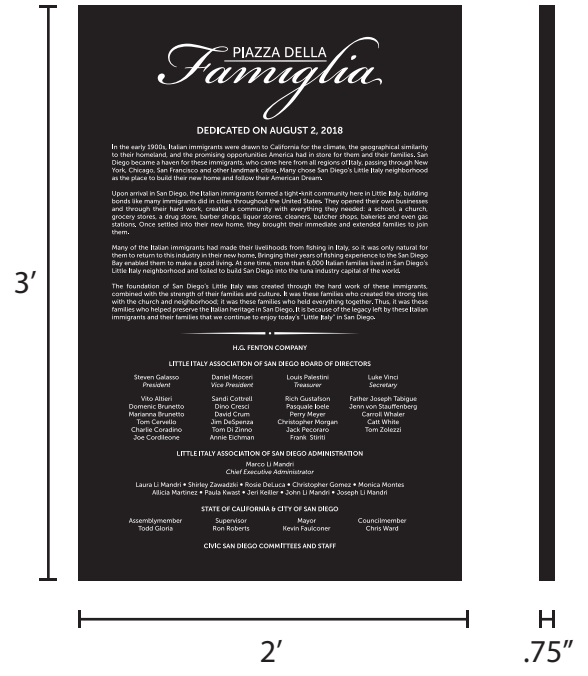
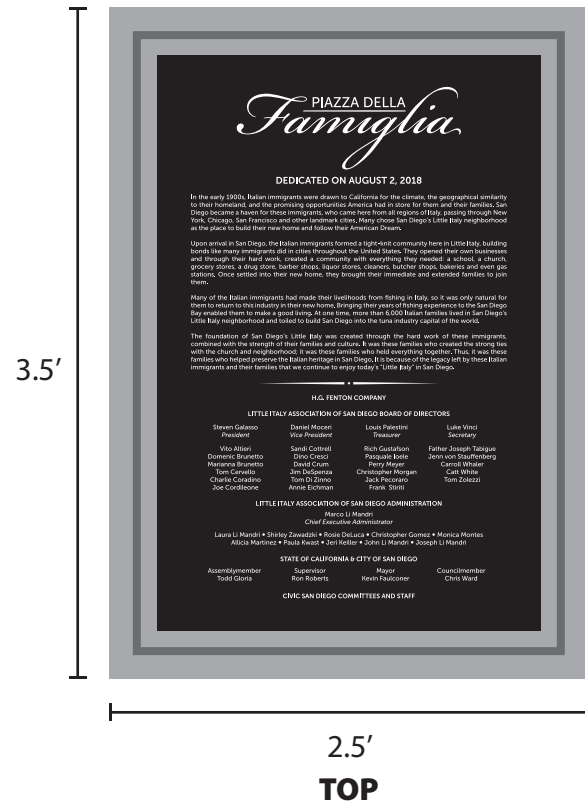
# IF YOU HAVE A CAFE ZONE



# IF YOU DO NOT HAVE A CAFE ZONE









# Little Italy Bollards Design & Construction "Draft" Schedule

ID	Task Name	Duration	Start	Finish	January			April			July			October		
					B	M	E	B	M	E	B	M	E	B	M	E
0	<b>Little Italy Bollards Schedule</b>	<b>579.5 days</b>	<b>Fri 3/8/19</b>	<b>Mon 10/25/21</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>399.5 days</b>	<b>Wed 10/23/19</b>	<b>Mon 5/10/21</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	4 wks	Mon 1/11/21	Mon 2/8/21												
17	Potholing	4 wks	Mon 2/8/21	Mon 3/8/21												
18	Structural Design	3 wks	Mon 3/8/21	Mon 3/29/21												
19	2nd round plan check	6 wks	Mon 3/29/21	Mon 5/10/21												
20	Permit Received	0 wks	Mon 5/10/21	Mon 5/10/21												
21	<b>Bidding</b>	<b>40 days</b>	<b>Mon 4/5/21</b>	<b>Mon 5/31/21</b>												
22	Generate General Contractor RFP and Issue	1 wk	Mon 4/5/21	Mon 4/12/21												
23	RFP and Bid Response Period	3 wks	Mon 4/12/21	Mon 5/3/21												
24	Evaluate RFPs/Bids & Interview General Contractors	1 wk	Mon 5/3/21	Mon 5/10/21												
25	General Contractor Award/Selection	0 days	Mon 5/10/21	Mon 5/10/21												
26	Negotiate Final Contract Terms	2 wks	Mon 5/10/21	Mon 5/24/21												
27	Contracting w/ Subs	1 wk	Mon 5/24/21	Mon 5/31/21												
28	<b>Bollard Construction</b>	<b>105 days</b>	<b>Mon 5/31/21</b>	<b>Mon 10/25/21</b>												
29	Prepare Submittals	1 wk	Mon 5/31/21	Mon 6/7/21												
30	Submittal Approvals	1 wk	Mon 6/7/21	Mon 6/14/21												
31	Order Materials/Receive Bollard Sleeves	4 wks	Mon 6/14/21	Mon 7/12/21												
32	General Construction	20 wks	Mon 5/31/21	Mon 10/18/21												
33	Project Punch	1 wk	Mon 10/18/21	Mon 10/25/21												
34	Project Complete	0 days	Mon 10/25/21	Mon 10/25/21												





## **Finance Committee Recommendations on Board Items: Finance B & C**

### **Finance Item B**

FY21 Organization Committee's annual spending allocation, that is not earmarked in the budget, is a total of \$1,500 for the year. Finance Committee approval will be needed for any amount above this allocation.

FY21 Finance Committee's annual contract approval/spending allocation, without Board approval for items that are within the budget, is a max of \$25,000 per expenditure. Board approval will be needed for any amount above these contract approval/spending allocations.

### **Finance Item C**

Authorized to sign ALL checks:

Steve Galasso, Danny Mocerri, Lou Palestini, Bryan Thompson and Luke Vinci.

Authorized to sign all checks EXCEPT those made out to NCA or to the individual listed below:

Marco Li Mandri and Chris Gomez



### **Current Signers on Little Italy Association Checking Accounts**

Authorized to sign ALL checks.

Steve Galasso  
Danny Mocerì  
Lou Palestini  
Bryan Thompson  
Luke Vinci

Authorized to sign all checks EXCEPT those made to NCA or individual listed below.

Marco Li Mandri  
Christopher Gomez



# WESTERN ALLIANCE BANK

Alliance Association Bank | Alliance Bank of Arizona | Bank of Nevada | Bridge Bank | First Independent Bank | Torrey Pines Bank

Divisions of Western Alliance Bank. Member FDIC.

January 27, 2021

LITTLE ITALY ASSOCIATION

Regarding: Approval of Application for Forgiveness of your Paycheck Protection Program Loan

Loan Number: 3234200117  
Loan Disbursement Amount: \$252,029.00  
Amount of Forgiveness Requested by Lender: \$252,029.00  
SBA Approved Forgiveness Amount: \$253,856.21  
Forgiveness Amount: \$252,029.00 in principal and \$1,827.21 in interest  
Forgiveness Payment Date: 01/25/2021

Dear LITTLE ITALY ASSOCIATION,

We at Western Alliance Bank ("Bank") are pleased to have been able to provide you with the loan described above ("Loan") made under the Paycheck Protection Program ("PPP") administered by the Small Business Administration ("SBA").

In connection with the Loan, the Bank received your application for forgiveness ("Forgiveness Application") as well as the required supporting documentation for the Forgiveness Application, requesting that the Amount of Forgiveness Requested by Lender ("Requested Forgiveness Amount") (indicated above) be forgiven.

This letter is to inform you that your Forgiveness Application was reviewed by the Bank and the SBA, and your request for forgiveness of the Requested Forgiveness Amount has been **approved in full**. Congratulations! The SBA has also remitted the forgiven amount to the Bank which has been applied to your Loan.

Since your request for forgiveness of the Requested Forgiveness Amount has been approved in full, and the Requested Forgiveness Amount was for the full original amount of the Loan, all interest accrued on the Loan has also been forgiven and there is no balance owed on the Loan. Thus, we will be closing your Loan and there is nothing more for you to do at this time.

Please note that while the SBA has notified the Bank that your Forgiveness Application for the specified amount has been approved in full, the SBA reserves the right to at any time re-review your PPP Loan, including your eligibility for the PPP Loan, the amount of the Loan and the claimed loan forgiveness amount.

Should you have any questions about the above, or about any other matters related to your Loan, please do not hesitate to contact us at (888) 995-2265.

Sincerely,

Ralph Barnett, Managing Director  
9754594.2



THE CITY OF SAN DIEGO

DATE OF NOTICE: December 18, 2020

# NOTICE OF FUTURE DECISION

## DEVELOPMENT SERVICES DEPARTMENT

As a property owner, tenant, or person who has requested notice, you should know that the Development Services Department Staff will make a decision to approve, conditionally approve, modify or deny an application for a Neighborhood Use Permit (NUP) to remove portions of the second floor roof to add an approximately 1,130 square foot outdoor dining area (outdoor use area) with shade structures for a eating and drinking establishment at 1660 India Street. The site is in the Neighborhood Center Land Use District of the Centre City Planned District (CCPD-NC) zone and the Airport Influence Area (San Diego International Airport Review Area 1) within Little Italy neighborhood of the Downtown Community Plan area and Council District 3.

---

<b>PROJECT NO:</b>	<b>676428</b>
<b>PROJECT NAME:</b>	<b><u>1660 INDIA ROOFTOP PATIO NUP</u></b>
<b>PROJECT TYPE:</b>	<b>NEIGHBORHOOD USE PERMIT, PROCESS TWO</b>
<b>APPLICANT:</b>	<b>NUWAN RANASINGHE</b>
<b>COMMUNITY PLAN AREA:</b>	<b>DOWNTOWN</b>
<b>COUNCIL DISTRICT:</b>	<b>3</b>
<b>CITY PROJECT MANAGER:</b>	<b>Nicole Pare, Program Manager</b>
<b>PHONE NUMBER/E-MAIL:</b>	<b>(619) 446-5001 / <a href="mailto:npare@sanidiego.gov">npare@sanidiego.gov</a></b>

---

The decision by City staff will be made **without** a public hearing no less than thirty (30) calendar days after the date of mailing the Notice of Future Decision. If you want to receive a "Notice of Decision", you must submit a written request to the City Project Manager listed above no later than ten (10) business days from the mailing date of this Notice. This project is undergoing environmental review.

The decision by Development Services Department staff can be appealed to the **Planning Commission** no later than ten (10) business days after the decision date. Appeal procedures are described in [Information Bulletin 505](https://www.sandiego.gov/sites/default/files/dsdib505.pdf) (<https://www.sandiego.gov/sites/default/files/dsdib505.pdf>). During the Statewide "Safer-at-Home" directive to reduce the spread of COVID-19, beginning March 19, 2020, appeals to the Planning Commission must be filed by email or in person as follows:

1. Appeals filed via email: The Development Permit/Environmental Determination Appeal Application Form [DS-3031](https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf) can be obtained at <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf>. Send the fully completed appeal application [DS-3031](https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf) (including grounds for appeal and supporting documentation in pdf format) via email to [PlanningCommission@sanidiego.gov](mailto:PlanningCommission@sanidiego.gov) by 4:00pm on the last day of the appeal period. When received by the City, the appelliant will be invoiced for payment of the required Appeal Fee per this bulletin. Timely payment of this invoice is required to complete processing of the appeal. Failure to pay the invoice within 5 business days of invoice issuance will invalidate the appeal application.



2. Appeals filed in person: The Development Permit/Environmental Determination Appeal Application Form DS-3031 can be obtained at <https://www.sandiego.gov/sites/default/files/legacy/development-services/pdf/industry/forms/ds3031.pdf>. Bring the fully completed appeal application DS-3031 (including grounds for appeal and supporting documentation) to the touchless Payment Drop-Off drop safe in the first-floor lobby of the Development Services Center, located at 1222 First Avenue in Downtown San Diego by 4:00pm on the last day of the appeal period. The completed appeal package must be clearly marked on the outside as "Appeal" and must include the required appeal fee per this bulletin in the form of a check payable to the City Treasurer. This safe is checked daily, and payments are processed the following business day. All payments must be in the exact amount, drawn on US banks, and be made out to "City Treasurer". Include in the memo of the check the Project Number. Cash payments are only accepted by appointment; email [DSDCashiers@sandiego.gov](mailto:DSDCashiers@sandiego.gov) to schedule an appointment.

The final decision by the City of San Diego is not appealable to the California Coastal Commission.

Please note that Community Planning Groups provide citizens with an opportunity for involvement in advising the City on land use matters. Community Planning Group considerations are a recommended, but not required, part of the project review process. You may contact Bill Orabone of the Downtown Community Planning Group at (619) 751-3391 or [orabone@gmail.com](mailto:orabone@gmail.com) to inquire about the community planning group meeting dates, times, and location for community review of this project.

If you have any questions about the project after reviewing this information, you may contact the City Project Manager listed above.

This information will be made available in alternative formats upon request.

Internal Order No.: 11004543



MCRD MUSEUM FOUNDATION

November 30, 2020

Little Italy Association  
 Attn: Mr. Lou Palestini  
 2210 Columbia St  
 San Diego, CA 92101

Dear Mr. Palestini,

On behalf of the MCRD Museum Foundation, we wish to thank the Little Italy Association for the donation of \$650.00 in support of this year's end of year campaign. Thank you!

The MCRD Museum Foundation is chartered as a California non-profit 501 (c)(3) corporation and functions in accordance with federal and state tax laws and regulations which pertain to non-profit organizations. Our Federal Tax ID# is: 33-0290006. No goods or services were received in return. **We recommend you consult with your tax advisor to determine the full extent of your tax deduction entitlement.**

Proceeds from this campaign help promote a deeper understanding of the historical role of the Marine Corps through acquiring historical exhibits and artifacts for the Museum, sponsoring scholarships, and supporting various educational programs and activities that benefit San Diego's military and civilian communities. The MCRD Museum receives over 300,000 visitors per year, and it is considered one of San Diego's more popular tourist attractions. Please visit our website at [www.mcrdmhs.org](http://www.mcrdmhs.org) for additional information.

Again, thank you for your generous support.

Most respectfully,

Paul P. McNamara  
 Colonel, US. Marine Corps (Ret)  
 Executive Director





The San Diego

# Union-Tribune

THURSDAY • DECEMBER 31, 2020

\$1.85  
PLUS TAX



**SAM HODGSON** UT  
Patrons dine and drink in front of Princess Pub & Grille in Little Italy on Wednesday. Later in the day, Mayor Todd Gloria said he signed an executive order for police to intensify enforcement of public health rules.

## REGION VERIFIES FIRST CASE OF U.K. VARIANT

Man with new virus strain has no travel history, indicating it's circulating in county

**BY LYNDSAY WINKLEY,  
PAUL SISSON  
& GARY ROBBINS**

San Diego became the first community in the state, and one of the first in the nation, to detect the presence of a new variant of the novel coronavirus, announcing that a local man in his 30s had tested positive for the strain Tuesday. Confirmed by quick genetic analysis at 3 a.m. Wednesday, the case signals the presence of the same pathogen that caused three-quarters of England's population — about 40 million people —

to go into the strictest tier of that country's lockdown system.

The new strain of the virus appears capable of spreading more quickly than other versions in circulation.

San Diego's case is among three known or suspected to be of the U.K. subtype, called B.1.1.7. Media reports indicate that two National Guard members stationed in Colorado are also thought to have the same type of infection. As of Wednesday evening, one had been confirmed while confirmation was **SEE VARIANT • A9**

### MORE COVERAGE INSIDE

- A4** • McConnell scuttles vote for bigger stimulus checks.
- B1** • Vaccine administered at St. Paul's nursing home.
- C1** • 25 fitness centers suing county and state officials.





The San Diego

# Union-Tribune

sandiegouniontribune.com

TUESDAY • JANUARY 5, 2021

\$1.85  
PLUS TAX



K.C. ALFRED U-T

## SWEEPING IT CLEAN

Teo Galindo sweeps up leaves under a tent that was used for outdoor dining at Solumto restaurant and bakery in Little Italy on

## COVID BACKUP FACILITY FILLING BEDS

Federal overflow station at Palomar Medical Center taking patients

BY PAUL SISSON

The federal medical station that is designed to help decompress overwhelmed hospitals across the region is up and running at Palomar Medical Center Escondido, according to a statement Monday from the California Governor's Office of Emergency Services.

Activated on Dec. 23, the installation, which occupies two empty floors of the larger structure, has a 200-bed capacity. On Monday, 10 people had been admitted so far, said OES representative Brian Ferguson in an email. Staffed capacity was 15, echoing the reality seen around the state and nation that it's not just about the beds, but also about the availability of the trained experts needed to deliver care.

"The number of beds that can be opened is limited by the



# A new axiom for homeless housing units <sup>55</sup>

## L.A. builds 232-bed project, mixing short- and long-term shelter, quickly and cheaply.

By Doug Smith

For years it was just another dreary piece of the downtown Los Angeles backdrop — a vacant lot between the county jail and the rusted hulk of a factory.

But since Thanksgiving, two three-story buildings, flanked by a village of trailer homes, have sprung up on the former industrial site.

When the last touches of landscaping are done next month, the 232-bed Vignes Street development will have shattered the axiom that homeless housing takes years to build and is exorbitantly expensive. From start to finish in under five months and at a cost of about \$200,000 per bed, it has shaved years and hundreds of thousands of dollars off a [traditional homeless housing project](#).

“When did we ever think we would be able to do something so fast at such a low cost at such an opportune time?” said L.A. County Supervisor Hilda Solis, who initiated the project with a motion adopted by the Board of Supervisors on Sept. 29. “I was amazed. By Oct. 11, the site work had begun.”

Conceived as an experiment, the project is a hybrid of permanent and temporary structures and will be used flexibly for both housing and shelter.

Unlike traditional homeless housing projects that are either designed for permanent residency with services or for short-term shelter, the Vignes complex will have both. The two main buildings, constructed of once-used shipping containers, will have 132 units of permanent housing. The trailers, each divided into five units, will be for interim housing.

The administrative building will house dining facilities, laundry and support services such as case management and counseling to serve both the permanent and interim residents.

The main buildings, placed on concrete foundations to make them permanent, may open as interim housing and transition with time.

“The goal is house people as quickly as you can,” said Sarah Dusseault, a commissioner with the Los Angeles Homeless Services Authority who advised Solis on the project. “Get people into housing right away, even if it’s going to be operated as temporary.”



The trailers, placed on temporary supports, can be moved in the future, leaving open the option to build permanent multistory buildings to expand the housing.

The experiment took advantage of unique circumstances and might be difficult to repeat.

In some ways the project was shaped by the COVID-19 pandemic. The bulk of the funding came from the federal CARES Act, allowing the county to sidestep the usual convoluted process of finding money for affordable housing. And the health emergency provided justification for exemptions from environmental review and competitive bidding.

Another bonus was the 4-acre downtown parcel. The property had long been a factory that manufactured oil well equipment and later a machine shop. The buildings were leveled in 2018, and the county had bought the property as part of the jail replacement project that the Board of Supervisors later shelved in its decision to shift resources from jail to community care.

Those advantages, however, don't entirely account for the project's speed and cost.

Miguel Santana, who spent decades as an administrator in both the city and county before serving as the chairman of a citizen committee overseeing the city's \$1.2-billion Proposition HHH housing bond program, credited the county's public works culture as particularly suited to building quickly and efficiently.

The county Department of Public Works typically assembles a team including those responsible for land use, social services and construction, he said. "It's clear whose responsibility it is to get it done, when and by what budget," Santana said.

There were also intangibles that motivated everyone involved, said Mark Pestrella, the director of public works.

"We're so delighted to be part of the solution for homelessness," he said. "Public servants are all so excited to be given the opportunity to make a difference. People just dig in when they need to."

The authorization in Solis' board motion to skip competitive bidding allowed Pestrella to seek out Bernard, a design and construction firm that he said was reliable and would work with the county "hands-on in a construction, not just contracting, relationship."

Bernard subcontracted with VESTA Modular, a national company with experience in handling one of the big roadblocks in modular construction.

VESTA found a manufacturer in Boise, Idaho, for the 20 wood-frame trailers that would be shipped by truck to the site for the interim shelter. A 6,000-square-foot administrative building with offices, meeting space, a commercial kitchen and laundry was shipped in sections from Texas.



The once-used shipping containers that made up the two main buildings came from Carson. By a stroke of luck, CRATE, a 2-year-old container conversion company, had capacity in its factory after another job was delayed by the COVID-19 pandemic.

The modular construction kept the basic cost to just over \$86,000 per bed for the main buildings and \$50,000 per bed for the trailers.

Exterior elevators, the administrative building and site preparation, including removal of underground gas tanks, brought the total to \$48 million, or \$206,000 per unit, not including the county's cost of \$24 million for the land.

Solis said she initially had qualms about using shipping containers but was won over when she saw the interiors.

"The environment is quite impressive," she said. "It's just like being at a Best Western, only smaller."

The trailers "won't be something that typically surrounds a homeless or interim shelter," she said. Each will be divided into five residences with their own refrigerator and bathroom.

"That's going to be the biggest eye-opener for other public officials," Solis said. "Treating homelessness can be done with dignity and respect."

Solis foresees the development as a step in the transformation of a gritty industrial district on the murky boundary between Chinatown and downtown into a community oriented around social benefit.

Plans are in place for an expansion onto the property to the north where California Drop Forge manufactures precision components for the aerospace and medical markets. The company is scheduled to relocate by next year.

Two neighbors are Homeboy Industries, a celebrated gang rehabilitation and reentry program, and the California Endowment, a foundation dedicated to expanding access to healthcare. Both organizations are in mutual discussions on how to use other nearby properties.

Solis said the county is working with them to come up with a master plan she called Hope Village.

The massive jail complex to the east could also be incorporated some day. At Solis' request, the county is working on a plan to close the jail as part of the Board of Supervisors' new incarceration policy.