



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, February 7, 2023 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

AGENDA

- 1) **Introductions / Steve Galasso, President & Marco Li Mandri, CEA**
- 2) **Non-Agenda: Public Comment & Announcements**
- 3) **Minutes of the December 6, 2023 Meeting** *Action Item* P. 3-9
- 4) **Committee Reports**
 - Organization Committee / Steve Galasso
 - a. Annual Bylaw Review & Updates / Chris
 - b. Suspension of Executive Order & Brown Act Requirements re: Zoom / Marco
 - c. Amici Park Status with the City Council - See Article **P. 10-12**
 - d. Diversity, Inclusion & Anti-Harassment Training (2/14) / Chris Gomez
 - e. General Liability Insurance & MAD Contract Language Amendment / Marco
 - f. New & Current Board Orientation / Chris
 - g. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris **P. 13-14, 35**
 - h. Who am I? / Carissa Estevez
 - i. Next Meeting: **TBD**
 - Finance Committee / Bryan Thompson
 - a. YTD Draft Financial Report / Jeri Keiller & Bryan *Action Item* P. 15-16
 - b. Civic San Diego Proposal to Bid Amici Park Construction / Marco *Action Item* P. 17-25
 - c. Investment Direction & Update / Jeri & Bryan
 - d. FY24 Budget Preparation
 - e. Employee Retention Tax Credit – Update / Dianne
 - f. Cares Act & Discussion with the County / Marco
 - g. Next Meeting: **Thursday, February 16, 2023 at 9:00am**
Little Italy Association’s Conference Room
 - District Identity & Placemaking (DI&P) Committee / Chris Gomez
 - a. Camp Pendleton Paraplegic Trials: American Experience (2/28) / Chris *Action Item* P. 26
 - b. Bella Vita – Chalk, Wine & Food Event (10/21 & 22) / Curt *Action Item* P. 27-30
 - c. Olive Public Relations Report / Larisa Medina & Cree Jones **P. 31-33**
 - d. Little Italy Mercato (Saturdays & Wednesdays) / Catt White
 - e. Little Italy Tree Lighting & Christmas Village / Chris *Wrap-Up* P. 34
 - f. Our Lady of the Rosary Centennial Events / Luke Vinci
 - g. Little Italy Venues / Curt Brooker

LITTLE ITALY ASSOCIATION OF SAN DIEGO

h. Next Meeting: **Friday, February 17, 2023 at 9:00am**
Little Italy Association's Conference Room

Neighborhood Advisory Committee (NAC) / Jeri Keiller

a. Supervisor Lawson-Remer Meet-and-Greet Recap / Jeri

Parking & Mobility Committee / Luke Vinci

a. San Diego Rescue Mission Midyear Review & Continuation

Action Item

b. Bollard Program / Chris

c. Columbia Conversion / Chris

5) Community Reports

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

6) Other

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

8) Adjournment

Action Item

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619 233-3898 or chris@littleitalysd.com at least 48-hours prior to the meeting.



**Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, November 6, 2022, at 8:30 am
Our Lady of the Rosary Church Hall - Downstairs (1654 State Street)**

PRESENT Steve Galasso, Bryan Thompson, Lou Palestini, Danny Mocerri, Jeri Keiller, Catt Fields White, Jocelyn Marcus, Joey Busalacchi, Jack Pecoraro, Father Joe Tabigue, Clarissa Estevez, Curt Brooker, Lisa Gerson

EXCUSED Juan Nuñez, Dominic Brunetto, Rich Gustafson, Diana Strauss Casey, Luke Vinci, Tom Zolezzi, Jim DeSpenza

UNEXCUSED Lee Scriver, Ryan Blum, Annette Casemero, Joe Cordileone, Pasquale Ioele

GUESTS Rhea Aguinaldo, Officer Larry Turner, Meghan Elledge, Celsey Taylor, Renato Vasquez, Carolina Chavez, Teresa Theriault, Xitlali Reyna, Kathi Meyer, Perry Meyer, Paulie Tejada, Silvia Lozoya, Jacob Rocha, Mary Elizabeth Novell

STAFF Marco Li Mandri, Chris Gomez, Dianne T. Serna De León, Ethan Olsen, Brijet Myers, Larisa Medina, Michelle Thomas de Mercado, Alicia Douglas

MINUTES

| <i>Item</i> | <i>Discussion</i> | <i>Action Taken?</i> |
|---|---|--|
| 1. Zoom Meeting Protocol & Introductions | The meeting was called to order at 8:30 a.m. by the President, Steve Galasso. | No action taken |
| 2. Review of October 4, 2022, Board Minutes | 2. Minutes from November 12, 2022, were reviewed. | 2. Jack Pecoraro moved to approve the October Minutes. Jeri Keiller seconded the motion. Unanimously approved. |
| 3. Non-Agenda: Public Comment Introductions and Announcements | 3. Teresa Theriault from New Alternatives thanked Marco and the Association for participating in the toy drive for foster children. | 3. No action taken |

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| | If anyone is interested in participating in the toy drive, please contact Theresa. Her contact information can be found on the Little Italy website, under LI Tree Lighting event and LI Toy Drive. | |
| 4. Committee Reports <i>Org Committee: Steve Galasso;</i> | | |
| a. Busker Ordinance | 4.a. Marco Li Mandri stated that he would like to create a Busker Ordinance to submit to the City. His intent is to manage their rights, not restrict them. | 4.a. Jack Pecoraro moved to approve the creation of a Busker Ordinance. Joey Busalacchi seconded the motion. |
| b. Special Events/SDPD Community Proposal | 4.b. Marco reported that he would like to amend the SDPD Community Special Events wording. He would like to be able to have the Association and other BID and MAD management corporations to have the ability to hire off-duty officers seeking overtime to patrol in Little Italy during anticipated high volume evenings. This is currently only available for special events. | 4.b. Danny Mocerri moved to approve for Marco to proceed with amending the Ordinance. Father Joe Tabigue seconded the motion. Unanimously approved. |
| c. Letter to Mayor Gloria on homelessness | 4.c. Marco referred to a draft letter to Mayor Todd Gloria on pages 9 and 10 of the board packet regarding concerns over unhoused citizens in Little Italy. Marco stated that he will come up with a letter that is more relevant to the current situation. | 4.c. Lou Palestini moved to endorse having the Association coming up with their own letter. Bryan Thompson seconded the motion. Unanimously approved. |
| d. Diversity & Inclusion & Anti-Harassment Training/Chris Gomez | 4.d. Chris announced that the Board and Committee members will meet on January 3, 2023 to complete their annual Diversity and Inclusion Training. | 4.d. No action taken |
| e. New and Current Board Orientation/ | 4.e. Chris stated that the goal of the new and current Board orientation will be to review the Little Italy Association's mission, financials, | 4.e. No action taken |

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| <p>Steve</p> <p>f. General Liability Insurance & MAD Contract Language Amendment/ Marco</p> <p>g. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance/ Chris</p> <p>h. Who am I? / David Rodger</p> <p>i. Next Meeting:</p> | <p>committee structure, etc.</p> <p>4.f. Marco referred to pages 11 and 12 of the Board packet. LIA's General Liability insurance will be increasing from \$153K to \$220K. The Downtown Clean and Safe program has a clause in their contract which releases them from Liability resulting from trip and falls. The City of San Diego EDD agrees that this should be applicable to LIA's contract.</p> <p>LIA's Insurance Broker informed us that he will rebid for coverage once this clause is added.</p> <p>4.g. Chris stated that the Get-or-Give self-reporting form is on pages 13-14 and 31 of the Board packet. It is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association.</p> <p>4.h. David Rodger introduced himself and shared that he is the Chief Marketing Officer of Filippi's. Chris welcomed David as a new member to the Board.</p> <p>4.i. The next Org Committee meeting, TBD</p> | <p>4.f. No action taken</p> <p>4.g. No action taken</p> <p>4.h. No action taken</p> <p>4.i. No action taken</p> |
| <p><i>Finance Committee: Bryan Thompson;</i></p> <p>a. YTD Financial Report/Jeri Keiller & Bryan Thompson]</p> <p>b. County of San Diego Neighborhood Reinvestment Grant/ Marco</p> <p>c. Employee Retention Tax</p> | <p>4.a. Jeri Keiller presented the YTD financials. Jeri reported that she found an error in her report. It was an error under cash, not accruals.</p> <p>4.b. Marco thanked Meghan Elledge from Lawson-Remer's office for working on the Neighborhood Reinvestment Grant. The funding from the grant will be used at the Piazza Constanza, built in honor of Midge Constanza.</p> <p>4.c. Chris thanked Steve Galasso and Dianne Serna De León for helping with the Employee</p> | <p>4.a. Steve Galasso moved to accept the YTD Financial Report. Lou Palestini seconded the motion. Jeri Keiller abstained. Motion passes.</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p> |

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| <p>Credit</p> <p>d. California Relief Grant</p> <p>e. New Donors/ Marco & Bryan</p> <p>f. Cresci Claim- Update/ Chris</p> <p>g. Next Meeting</p> | <p>Retention Tax Credit process. LIA is eligible for a refund of \$167K for 2021.</p> <p>4.d. Chris shared that when he applied for the CA Relief Grant for financial hardship during the pandemic, LIA was not eligible. However, Chris was recently notified that LIA has been awarded \$25K in grant relief funds.</p> <p>4.e. Bryan Thompson shared that Rami from the Little Italy Market will be donating \$15K for a Piazza tile.</p> <p>Chris shared that Clarissa from Kilroy donated \$20K to the Association. Marco thanked Clarissa and Kilroy for their ongoing support of the Association and their contributions.</p> <p>4.f. Chris shared that the Finance Committee approved to pay \$4,500 for the balance due from Tom Cresci's claim due to a broken water valve irrigating an adjacent tree to his property in North Little Italy.</p> <p>4.g. The next meeting will take place on Thursday, January 19, 2022, at 9:00am Visit: https://us02web.zoom.us/j/86336091108 or call: 1-669-900-6833. Meeting ID: 863 3609 1108 Password: 3898</p> | <p>4.d. No action taken</p> <p>4.e. No action taken</p> <p>4.f. No action taken</p> <p>4.g. No action taken</p> |
| <p>Committee Reports <i>DISI Committee:</i> <i>Perry Meyer</i></p> <p>a. Sotto le Stelle (Italian Heritage Concert Series)- Oct.2023</p> <p>b. Bella Vita (Chalk, Wine & Food Event)-Oct. 2023</p> | <p>4.a. Curt Brooker presented Sotto Le Stelle, an Italian Heritage Concert Series, this will be a ticketed event. More information on the event can be found on page 22 of the Board packet.</p> <p>4.b. Curt Brooker discussed a proposed Bella Vita's Chalk, Food & Wine event. More information can be found on page 23 of the Board packet. Marco stated that he was concerned about ticketed events due to the Association's experience with Dinner in Rosso. He will try to attend the DISI meeting.</p> | <p>4.a. Lou Palestini moved to approve this event. Jeri Keiller seconded the motion. Unanimously approved. Curt Brooker abstained.</p> <p>4.b. No action taken</p> |

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| | Catt Fields White expressed her concern about the cost and disruption of having to relocate the market for the Bella Vita event. | |
| c. Olive Creative Strategies Report/Larisa Medina & Cree Jones | 4.c. Larisa Medina gave a PR and Social Media recap. | 4.c. No action taken |
| d. Little Italy Holiday Displays | 4.d. Chris informed the Board that the Little Italy Winter Displays have been placed throughout Little Italy. | 4.d. No action taken |
| e. Little Italy Mercato (Saturdays & Wednesdays) / Catt White | 4.e. Catt Fields White reported on current Mercato activities. | 4.e. No action taken |
| f. Small Business Season/ Chris | 4.f. Chris reported that Small Business Season kicked off on November 26, 2022. | 4.f. No action taken |
| g. Little Italy Tree Lighting & Christmas Village | 4.g. Chris shared that the Little Italy Tree Lighting and Christmas Village took place on Saturday, December 3, 2022. | 4.g. No action taken |
| h. Little Italy Venues | 4.h. Curt Brooker gave an update on LI Venues. | 4.h. No action taken |
| i. Next Meeting: | 4.i. The next meeting will take place on Friday, January 20, 2023, at 9:00am Visit: https://us02web.zoom.us/j/83003333549 or Call: 1-669-900-6833 / Meeting ID: 830 0333 3549 Password: 3898 | 4.i. No action taken |
| Neighborhood Advisory Committee (NAC)- Jeri Keiller | | |
| a. No Update | 4.a. Nothing to report. | 4.a. No action taken |
| <i>Parking & Mobility Committee: Luke Vinci</i> | | |
| a. Bollard Program | 4.a. Marco asked to skip Parking and Mobility as there is no update. | 4.a. No action taken |
| b. Columbia | 4.b. Nothing to report | 4.b. No action taken |

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| Conversion c. New Pedestrian Barriers | 4.c. Nothing to report. | 4.c. No action taken |
| 5. Community Reports | <p>5. Officer Larry Tuner reported on the Grape Street underpass. Marco stated that the situation under Grape Street's bridge is getting out of hand again. Central Division has the responsibility to ensure that encampments, once cleared by PD, stay clear of new tents. Discussion followed.</p> <p>Meghan Elledge from Supervisor Lawson-Remer's office introduced Celsey Taylor to the Board. Moving forward Celsey will be attending the Board meetings on behalf of Supervisor Lawson Remer's office.</p> <p>Meghan shared that a Meet & Greet with the Country Supervisor, Tara Lawson-Remer will take place on Thursday, January 12, 2023. They are currently looking for a location in Little Italy to hold the event.</p> <p>Rhea Aguinaldo from the City of San Diego Economic Development Department reported that she is closing out the review for the FY23, January 1st Audit with Chris Gomez and Rosie DeLuca.</p> <p>Carolina Chavez from Councilmember Whitburn's office stated that she will report back with information from DSD regarding street vending. She will also contact CalTrans regarding encampment issues.</p> | 5. No action taken |
| 6. Other | 6. Nothing to report | 6. No action taken |
| 7. Next Meeting | 7. The next Board meeting will be in-person on Tuesday, February 7, 2022, at 8:30am at Our Lady of the Rosary Church Hall. | 7. No action taken |
| 8. Adjournment | 8. Meeting Adjourned | 8. Danny Mocerì moved to adjourn the meeting. |

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| | | Lou Palestini seconded the motion. Unanimously approved. |
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Minutes taken by Dianne T. Serna De León, Staff

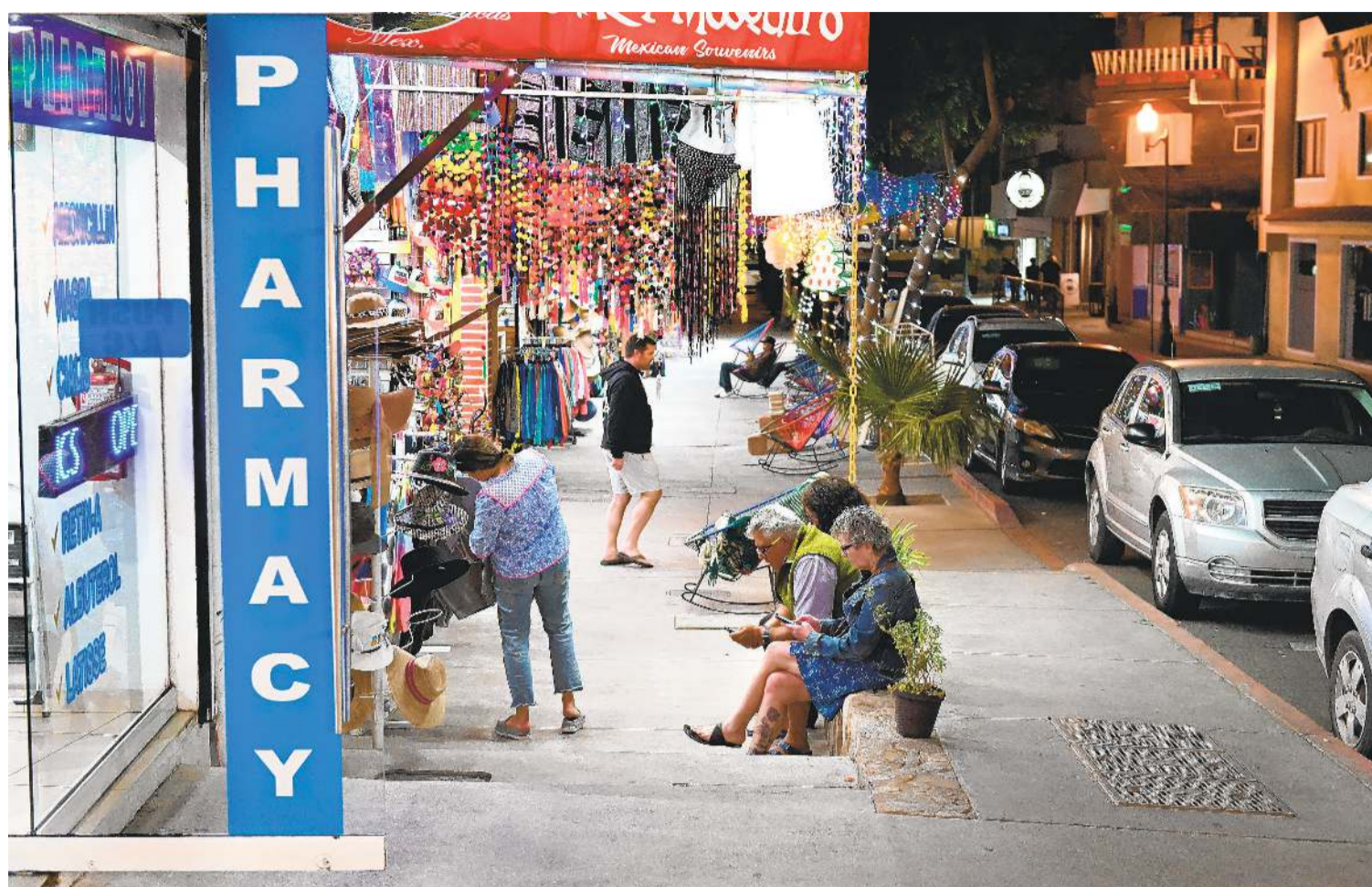


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THURSDAY • FEBRUARY 2, 2023



WALLY SKALIJ LOS ANGELES TIMES PHOTOS

In Cabo San Lucas, Mexico, where permissive pharmacies catering to tourists are easy to find, nine samples from four drugstores tested positive for illicit adulterants: Six of them came up for fentanyl and three for methamphetamine.

FENTANYL-, METH-LACED PILLS SOLD IN MEXICAN PHARMACIES

Investigation finds that they are being passed off as legitimate in Tijuana, other tourist areas

BY KERI BLAKINGER & CONNOR SHEETS

CABO SAN LUCAS, Mexico

If you walk down the right side street, the offers are plentiful, even in broad daylight. Young men in plain T-shirts draw near and call out their wares: Pills. Cocaine. Guns.

But if you wave them away and go just a few feet farther, you can walk into a pharmacy where you might get something just as dangerous.

You just won't know it.

A Los Angeles Times investigation has found that pharmacies in several northwestern Mexican cities are selling counterfeit prescription pills laced with stronger and deadlier drugs and passing



In Cabo San Lucas, testing on an Adderall pill came up positive for meth. Tests found similar results in other Mexican cities.

them off as legitimate pharmaceuticals.

In Tijuana, reporters found that pills sold as oxycodone tested positive for fentanyl, while pills sold as Adderall tested positive for methamphetamine. Testing conducted farther south in Cabo San Lucas and nearby San Jose del Cabo bore similar results, although there, even weaker painkillers — including pills sold as hydrocodone — also tested positive for fentanyl. Many are nearly indistinguishable from their legitimate counterparts.

In total, the Times investigation found that 71 percent of the 17 pills tested came up positive for more powerful drugs.

A team led by UCLA researchers recorded similar results in a study last week, but this phenomenon has otherwise gone largely unnoticed. The new findings could represent a dangerous shift in the fentanyl crisis.

Until now, it was unclear that the powerful synthetic opioid had made its way into

SEE DRUGS • A6

FED LIFTS RATES BY ANOTHER QUARTER POINT

Powell indicates more increases are likely even as inflation eases

BY JEANNA SMIALEK & ISABELLA SIMONETTI

WASHINGTON

Federal Reserve officials on Wednesday made their eighth interest rate increase in a year and signaled perhaps two more to come as they continue their fight against rapid price gains. But they approved a smaller increase than in the past and acknowledged that inflation had finally started to meaningfully ease.

The central bank concluded its first meeting of 2023 by announcing a quarter-point rate increase, the smallest adjustment since March. The Fed's policy rate is now set to a range of 4.5 percent to 4.75 percent, up from near zero a year ago.

Wednesday's move marked a major slowdown from last year, when the Fed lifted borrowing costs at the fastest pace since the 1980s in a bid to tamp down soaring inflation. Price gains have now moderated, with the Fed's preferred inflation index at 5 percent in December, down from a peak of nearly 7 percent in June.

With interest rates already elevated, central bankers are adjusting policy gradually as they wait to see how their higher borrowing costs are affecting consumers and businesses. Incoming economic read-

SEE FED • A5



K.C. ALFRED U-T

A big rig drives on Harbor Drive in Barrio Logan on Wednesday.

POLLUTION CONCERNS SINK LEASE FOR PORT WAREHOUSE

BY JOSHUA EMERSON SMITH

A deal between the Port of San Diego and Mitsubishi Cement Corp. for a storage facility at the 10th Avenue Marine Terminal has fallen through, officials announced Wednesday.

Environmental justice advocates long opposed the project, which would have dramatically increased freight truck traffic in the neighborhood of Barrio Logan.

The Port had signaled a desire to address air pollution and other concerns by requiring Mitsubishi to use electric trucks at the warehouse. However, a blueprint never materialized, and now the company appears to have abandoned its longstanding campaign.

The Port anticipated pulling in at least \$1 million a year in lease revenue from the deal, officials said.

Rafael Castellanos, chair of the commission overseeing the Port, said the situation signals a "change in culture" at the agency.

"We're trying to be the best neighbor that we can be," he said. "This community has historically and disproportionately suffered impacts not just from the Port but by having their community dissected by an interstate and the Coronado Bridge."

Mitsubishi had renewed its nearly decadelong push to establish

SEE PORT • A7

BOARD: SHERIFF SHOULD MAKE REPORTS ON IN-CUSTODY DEATHS PUBLIC

Families frustrated, say summaries published online are inadequate

BY KELLY DAVIS & JEFF MCDONALD

The civilian oversight board that monitors the San Diego Sheriff's Department voted 6-3 Tuesday night to formally recommend that Sheriff Kelly Martinez release internal reports examining critical incidents, particularly in-custody deaths.

Paul Parker, the executive officer of the Citizens' Law Enforcement Review Board, called the special meeting two weeks after The San Diego Union-Tribune reported that Martinez had reversed course on a pledge she made last year.

In the run-up to the June primary election, Martinez had promised to publicly release findings from the Critical Incident Review Board, or CIRB, a group of top Sheriff's Department officials that examines issues surrounding deaths and other serious in-custody incidents.

The recommendation echoed one made by the state auditor, which released a report last year noting that the 185 deaths in San Diego jails from 2006 to 2020 had made the county's jail system the deadliest among California's large county lockups.

SEE REPORTS • A8



MEG MC LAUGHLIN U-T

County Board of Supervisors Chair Nora Vargas delivers her first State of the County address Wednesday at the San Diego County Administration Center West Plaza.

VARGAS: HOUSING, SMALL BUSINESSES, AIR QUALITY AMONG COUNTY PRIORITIES

BY DEBORAH SULLIVAN BRENNAN

Jobs, housing and environmental health will be priorities for the San Diego County Board of Supervisors, its new chair Nora Vargas said in her first State of the County address Wednesday evening.

"Moving forward, I will work with cities throughout our region to expand rental protections and continue to build affordable housing," she said. "We're going to accomplish these goals while supporting local

small businesses and working families, creating green jobs and fighting for environmental justice."

At an event that was part policy speech, part backyard party, Vargas took the stage beneath a tent outside the County Administration Center wearing a hot pink suit, following a tribal bird singer ceremony, blessings by faith leaders and a performance of the national anthem by the San Diego Gay Men's Chorus.

As San Diego enters the third year of the global COVID-19 pandemic, she outlined its respons-

es to housing shortages, mental health care and the struggles of small businesses. And she previewed plans to address public safety, border crossings and air quality.

Housing programs will focus on vulnerable groups including seniors, LGBTQ youth and others, she said, noting that nearly a quarter of the county's homeless population is over 55.

"Can you believe we are leaving our senior citizens on the streets and without shelter? No more. Not on my watch," she

SEE COUNTY • A8

DIGITAL ACTIVATION

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U-T INDEX

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Business

MARKETS

▲ 6.92 **Dow** 34,092.96
 ▲ 231.77 **Nasdaq** 11,816.32
 ▲ 42.61 **S&P 500** 4,119.21
 ▼ 0.09 **10-yr. T-note** 3.42%
 ▼ \$2.46 **Oil** \$76.41
 ▼ \$1.70 **Gold** \$1,927.80
 ▼ \$0.23 **Silver** \$23.52
Euro 0.9108 • **Peso** 18.6630

BRIEFLY

META POSTS LOWER Q4 PROFIT: Facebook parent company Meta has posted another quarter of declining revenue, hurt by a downturn in the online advertising market and competition from rivals such as TikTok. But the company's stock soared almost 19 percent in extended trading, as its revenue beat Wall Street's muted expectations and the company announced a \$40 billion stock buyback. Meta Platforms said Wednesday it earned \$4.65 billion in the final three months of 2022. That's down 55 percent from \$10.29 billion a year earlier. Revenue fell 4 percent to \$32.17 billion from \$33.67 billion.

COMMERCIAL VERSION OF CHATGPT: In November, OpenAI wowed the world when it released an experimental online chatbot called ChatGPT that could answer questions, write poetry and riff on almost any topic tossed its way. Now, the tiny San Francisco startup has announced that it will soon offer a commercial version of the chatbot, ChatGPT Plus, for \$20 a month. Subscribers will receive round-the-clock access to the chatbot, faster responses and access to new features, OpenAI said. The company will continue to offer a free version of the service.

'HANDSHAKE DEAL' FOR TESLA BUYOUT: Elon Musk's former chief of staff has testified that the billionaire believed he had a "handshake deal" to take Tesla private in 2018. That was shortly before he tweeted he had the financing for an aborted buyout that is still haunting him in a high-profile trial. The former aide, Sam Teller, detailed meetings that Musk held with representatives from Saudi Arabia's Public Investment Fund during testimony in a trial triggered by a class-action lawsuit filed on behalf of Tesla shareholders alleging Musk misled them in August 2018 indicating a buyout was in the works.

GAWKER TO BE SHUTTERED AGAIN: Bustle Digital Group, which publishes Gawker, said Wednesday that it would shutter the recently revived website and cut about 8 percent of the company's total staff. In an email to staff, Bryan Goldberg, CEO of BDG, said that despite a financially strong 2022, "we have found ourselves facing a surprisingly difficult" start to the year. Goldberg bought the Gawker name for \$1.35 million in 2018 at a bankruptcy auction. The irreverent gossip site helped define digital media in the 2000s. It was shut down in 2016 after its parent company at the time, Gawker Media, filed for bankruptcy after an invasion-of-privacy lawsuit by former professional wrestler Hulk Hogan.

DIGITS

\$70M

Amount the the top U.S. tech companies spent on lobbying in 2022, according to a Bloomberg News tally of lobbying disclosures filed with Congress.

U-T NEWS SERVICES

CITIZENM SETS SIGHTS ON DOWNTOWN LOT FOR HOTEL

BY LORI WEISBERG

CitizenM, a Netherlands-based hotel chain that has just eight locations in the U.S., is now setting its sights on downtown San Diego, where it's hoping to build a 17-story high-rise at the corner of Seventh Avenue and Market Street.

The planned location is across the street from the city-owned site where Cisterra has long planned to develop a 164-room Ritz-Carlton hotel, along with housing and offices on city-owned land. San Diego officials, however, told the development team last week that they plan to terminate the nearly 7-year-old project, which they say is no longer compliant with state law governing publicly owned land.

CitizenM's brand of hip, budget-friendly lodging would be a stark contrast to the five-star, ultra-luxury style of a Ritz-Carlton. The hospitality firm has only recently submitted an application to the city for required permits but is hoping to break ground by 2024, said Eli Sokol, a vice president in charge of development and investment in North



CITIZENM
CitizenM, the European-based chain whose Los Angeles hotel is shown here, is looking at downtown San Diego for a new location.

America for citizenM.

Details for the planned hotel are still sparse, but the project does call for a fitness room, rooftop pool and bar, and a lobby bar that serves breakfast and light bites through-

out the day. Typical of citizenM properties, it would be limited service with no three-meals-a-day restaurant on-site.

"CitizenM is considered a value
 SEE HOTEL • C4



ADRIANA HELDIZ U-T
Amici Park has an outdoor amphitheater at the corner of State and West Date streets that's partially fenced off to prevent people from sleeping on the steps.

CITY COULD HELP FOOT BILL FOR PARK UPGRADES

S.D., Little Italy Association may make deal for \$3M in Amici Park improvements

BY JENNIFER VAN GROVE

The city of San Diego is contemplating spending more than \$3 million to upgrade Amici Park in downtown's Little Italy neighborhood even though it does not own or operate the 2.8-acre facility.

The proposed monetary contribution, several years in the making, was last week floated before San Diego City Council's four-person Active Transportation and Infrastructure Committee, which voted to send the matter on to the full council without a recommendation.

One block removed from the popular Piazza della Famiglia at



LITTLE ITALY ASSOCIATION
A rendering of planned improvements to Amici Park.

350 West Date St., Amici Park is a lesser trafficked, hard-scaped public space on the southern edge of Washington Elementary School grounds. It is perhaps best known for its two bocce ball courts and dog park, although its most visual landmark is the outdoor amphitheater at the corner of State and West Date streets, which is semi-permanently fenced off to prevent people from sleeping on the steps.

The property is owned by the San Diego Unified School District and is leased on a long-term basis to the not-for-profit Little Italy Association
 SEE PARK • C4

GENERAL ATOMICS OFFERS DRONES TO UKRAINE

Company needs green light from government to send 2 Reapers for \$1

BY MIKE FREEMAN

San Diego's General Atomics Aeronautical Systems recently offered to provide two MQ-9 Reaper drones to Ukraine for \$1 but first must get approval from the U.S. government.

In a public statement released Wednesday, General Atomics Aeronautical Chief Executive Linden Blue confirmed that the company recently proposed transferring company-owned Reapers — plus the ground control station to operate them — to help Ukraine in its war with Russia.

The company also would train the first group of remote pilots and maintenance personnel for the Reaper at no charge.

Blue released the statement after the Wall Street Journal reported



ETHAN MILLER AFP/GETTY IMAGES FILE
General Atomics' MQ-9 Reaper drone has been used extensively in other conflicts around the world.

the story on Tuesday after reviewing a letter from Blue to Ukraine's lead defense official in Washington.

"From the outset of the Russian

invasion, we began looking for options to respond to the requests of Ukrainian forces with our products,
 SEE DRONES • C4

STOCKS HIT SUMMER HIGHS AS FED SEES PROGRESS

Path to lower inflation, small rate increase ease investor worries

BY STAN CHOE & DAMIAN J. TROISE

Wall Street climbed Wednesday to its best level since the summer following the latest hike to interest rates by the Federal Reserve, which said it's finally seeing improvements in inflation.

The S&P 500 rallied back from an early 1 percent loss to rise 1 percent after Fed Chair Jerome Powell said the economy is on the path toward getting inflation lower. The Dow erased a drop of 500 points to rise 6, while the Nasdaq composite jumped 2 percent.

As expected, the Fed raised its benchmark interest rate by 0.25 percentage points to its highest level since late 2007. It's the smallest such increase in the Fed's blizzard of rate hikes since March.

What's more important for markets is where interest rates are heading next.

Much of Wall Street is hoping that cooling inflation since the summertime means the Fed may raise rates just a bit more, before taking a pause and then possibly cutting rates toward the end of the year. Rate cuts can ease pressure on the economy and juice investment prices.

The Fed's Powell did reiterate Wednesday that "ongoing increases" in interest rates will be needed to bring inflation down to the Fed's target level. And he said it was still way too early to declare victory over inflation.

But he also said, "We can now say, I think for the first time, that the disinflationary process has started." That got Wall Street thinking about a future with no more rate increases.

"He had the opportunity to use his voice to tamp down market expectations, and he didn't
 SEE STOCKS • C4

FTC: GOODRX LEAKED USER HEALTH DATA TO FACEBOOK AND GOOGLE

Company to pay a \$1.5M civil penalty, did not admit wrongdoing

BY NATASHA SINGER

Millions of Americans have used GoodRx, a drug discount app, to search for lower prices on prescriptions like anti-depressants, HIV medications and treatments for sexually transmitted diseases at their local drugstores. But U.S. regulators say the app's coupons and convenience came at a high cost for users: wrongful disclosure of their intimate health information.

On Wednesday, the Federal Trade Commission accused the app's developer, GoodRx Holdings, of sharing sensitive personal data about millions of users' prescription medications and illnesses with companies like Facebook and Google without authorization.

The company's information-sharing practices, the agency said, violated a federal rule requiring health apps and fitness trackers that collect personal health details to notify consumers of data breaches.

While GoodRx agreed to settle the case, it said it disagreed with the agency's allegations and admitted no wrongdoing.

The crackdown on GoodRx comes at a moment of heightened concern over the leaking of sensitive health information, particularly in states that have banned or severely limited abortions. And it underscores the FTC's intensifying efforts to push digital health services to beef up their user privacy and
 SEE GOODRX • C2

HOTEL

FROM C1

proposition, we think of it as affordable luxury, and the experience is very consistent across all our properties," Sokol said. "Most other hotels have standard rooms and suites and different sizes but we don't try to be everything to everyone. There's only one room size.

"M stands for mobile. It's a comfortable place to drop your bags for tech-savvy folks. You can control all the internal things like lighting, TV, temperature, the blinds with an iPad."

The 10,000-square-foot site of the proposed San Diego hotel is at 702 Market St. and is currently occupied by a surface parking lot. CitizenM acquired the site last August, Sokol said, after spending years surveying San Diego for the perfect location.

"This site really checked that box for us," Sokol added. "We had looked at this area over the years, and it's in one of the most well-rounded neighborhoods, with the convention center, ballpark, a really healthy mix of leisure and business. The locations that just serve business are a tougher sell these days be-

cause no one knows what that recovery looks like."

Sokol won't say how much the company has budgeted for the project, which would take two years to construct. The cost of acquiring the property was more than \$9 million, according to the recorded deed, which lists as the seller an LLC that is affiliated with Orange County-based Prospera Hotels.

While financing for hotel development and construction is very challenging now, Sokol said he's hopeful that the climate for capital will be different by the time his firm is ready to begin construction.

Because the project is early in the city's permit process, it's too soon to know whether it would ultimately need to be reviewed by the City Council, said Brian Schoenfisch, urban division deputy director of the city's Development Services Department.

"The use is allowed by right, so it depends on any deviations that would require a discretionary permit," he said. "They have indicated they are requesting some deviations, but this is our first review cycle so we've asked them what those deviations are and will provide individual info on each."

Sokol, in an interview with the Union-Tribune, declined to disclose at this point what exemptions it is seeking from the city's development regulations.

As far as a competing project like a potential Ritz-Carlton, Sokol said he is unconcerned.

"Tippy-top luxury is not the space we compete in," Sokol said. "I'd much rather have a new building as my neighbor than a parking lot that's there now. It makes for a better urban development."

The proposed Ritz-Carlton is part of a now \$700 million mixed-use development approved in 2016 by

the City Council. The development team, which includes San Diego-based Cisterra, is seeking to alter the project to make it more financially doable by eliminating office uses and adding significantly more housing.

The city, however, says the development is now in violation of crucial deadlines under the state Surplus Land Act and said that it will have to restart the process for making its land available to developers who will place a priority on affordable housing.

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PARK • Little Italy Association says it should be able to tap developer impact fees

FROM C1

through 2080. The association is responsible for Amici Park's upkeep and improvements, as outlined in a 2014 lease agreement that also spells out necessary improvements. The nonprofit completed the 13,000-square-foot dog park on its own dime, raising around \$140,000 for the project, Marco Li Mandri, who is CEO of the Little Italy Association, told council members.

"But the other part of the park, which was dedicated in 1997, was really never completed," he said at last week's meeting.

Now, the city of San Diego is proposing to enter into a compensation agreement with the Little Italy Association to cover \$3 million in upgrades to Amici Park, reimbursing the nonprofit for costs as downtown development impact fees become available.

The planned improvements call for an overall flattening of the property to improve access, extending the State Street curb line into the street to add more square footage, all-new landscaping, fencing to secure the perimeter of the park at dark, better lighting, and a long, linear fountain just east of new bocce courts that can be covered for additional pedestrian space during events. The big-picture vision seeks to extend the success of the Piazza della Famiglia, also managed by the association, up West Date Street, creating a civic square book-ended by the two public spaces.

"Amici Park is at the east end of one of the most dynamic neighborhoods in the county. The growing density of Little Italy requires that we stay one step ahead of the public space needs of the neighborhood, the school, the church and downtown residents in general," Li Mandri told the Union-Tribune. "Though small, the upgraded Amici Park will have a dramatic and positive impact on the people who live in, work in and visit Little Italy."

The city's proposed financing arrangement appears to be unprecedented. The city has not, as far as anyone can recall, ever entered into a reimbursement agreement with a nonprofit agency, Brian Schoenfisch, who heads the city's Urban Division, told the Union-Tribune.

"It may not be owned by the city or managed by the city, but (Amici Park) is a publicly accessible park, so it serves the needs of the residents in the surrounding



ADRIANA HELDIZ U-T PHOTOS

Amici Park, at the southern edge of the Washington Elementary School grounds, is owned by San Diego Unified School District.

community," he said.

Development impact fees are a one-time charge, collected by the city at a project's completion and assessed based on total units or square footage. The fees, in essence, represent a fair-share contribution toward public facilities — streets, fire stations, libraries and parks — needed in a community.

The downtown developer impact fee fund has been wiped out, with East Village Green still awaiting earmarked money as it becomes available and the proposed North Central Square Park second in line. However, the fund is due to be replenished over a yearlong period by an estimated 15 downtown projects that were in the pipeline prior to the city's new impact fee policy, with the money restricted for use downtown.

Little Italy is deserving of its share of proceeds, Li Mandri said.

"(Little Italy) has contributed millions of dollars in developer impact fees. (The money) has not come back here," Li Mandri said, citing high-density residential projects like Trammell Crow Residential's Simone tower at 1401 Union St. "If



The park has a dog park and two bocce ball courts. Improvements could include a fountain near the courts, better lighting and new landscaping.

we're contributing a lot of developer impact fees, we should be able to tap into that."

The singularity of the proposed agreement received pushback from the Downtown San Diego Partnership, a nonprofit business association that often advocates on behalf of developers. The group voiced

concerns about the city using development impact fees to pay for improvements to a property it does not own, the public's limited involvement in the park's design, and the prospect of losing the investment should the school district sell the land.

"Frankly, there is a laundry list of more fully acces-

sible, public space improvement projects that the entire city could benefit from that are more in line with the changing conversation related to (development impact fees)," Josh Coyne, the partnership's vice president of policy, said during public testimony.

Council members discussed the Amici Park deal

in brief, as it was presented alongside proposed agreements for North Central Square Park. But there were questions about the city's plan to reimburse a nonprofit, and not a developer, as is typical.

"This is, I think, a pretty big policy shift," Councilmember Joe LaCava said. "Reimbursements for developers who build public facilities at our demand is a different story, I think, and so I have a little bit of a problem with that."

The Amici Park agreement will go before the full council in the coming months. It may also come back with a larger ask. The \$3 million price tag is a dated estimate, with the actual cost of improvements likely between \$3.5 million and \$4 million, Li Mandri said.

Even with approval, the upgrades could still be years away from being constructed. Amici Park is behind others in the queue slated to receive reimbursement from downtown's development impact fee fund as it is replenished.

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STOCKS

FROM C1

do it," said Katie Nixon, chief investment officer at Northern Trust Wealth Management. "Anyone that had taken a bet that the Fed was going to come out hard on financial positions lost that bet."

Higher interest rates try to snuff out inflation by slowing the economy and dragging on prices for stocks and other investments. The Fed has already pulled its key overnight rate to its highest level since 2007, at a range of 4.50 percent to 4.75 percent, up from virtually zero early last year.

At stake is the economy, which many investors see likely heading down one of two paths: either a relatively short and shallow recession or a much deeper and more painful one. Building hopes for the former helped stocks rally through January to a strong start of the year.

Powell indicated he's on the more optimistic side.

"My base case is that the economy can return to 2 percent inflation without a really significant downturn or really big increase in unemployment," he said.

He also said he did not foresee any rate cuts this year.



SETH WENIG AP

Traders on the floor at the New York Stock Exchange watch Federal Reserve Chair Jerome Powell.

Others in the market are not as optimistic. A third pathway for the economy is also possible, said Rich Weiss, senior vice president at American Century Investments: one that happened during the 1970s where inflation reignited after the Federal Reserve let up on interest rates too soon.

"We're headed into a recession one way or the other, whether the Fed eases up on the brakes or not," Weiss said. "So you might as well kill inflation while you're doing it. I think it's nonsensical to think the Fed is going to magically take their foot off at exactly the right time and slide into a short and shallow downturn and the stock market will come through

unscathed."

One area influencing expectations for the Fed is the job market, which has remained resilient. While strength there helps workers, a worry is that it could lead to too-high gains in wages that give inflation more fuel.

Reports on Wednesday gave a mixed picture on hiring. Private payrolls rose by 106,000 in January, according to ADP. That's a slowdown from a month earlier and was below economists' expectations.

But a separate report from the U.S. government indicated more strength. It said the number of job openings increased to 11 million in December, better than ex-

pected.

Treasury yields fell as Powell spoke, an indication of expectations for an easier Fed.

The two-year yield, which tends to track expectations for the Fed, fell to 4.11 percent from 4.21 percent late Tuesday. The 10-year yield, which helps set rates for mortgages and other important loans, fell to 3.42 percent from 3.51 percent late Tuesday.

A lackluster earnings reporting season also continues on Wall Street, with more mixed profit reports arriving from big U.S. companies.

Electronic Arts tumbled 9.3 percent after it gave forecasts for upcoming results that fell short of Wall Street's expectations.

On the winning side was Advanced Micro Devices, which rose 12.6 percent even though its profit tumbled 98 percent in the fourth quarter from a year earlier. Its results were better than analysts expected.

All told, the S&P 500 rose 42.61 to 4,119.21, its highest close since August. The Dow gained 6.92, or less than 0.1 percent, to 34,092.96, and the Nasdaq jumped 231.77 to 11,816.32.

Choe and Troise write for The Associated Press.

DRONES

FROM C1

including the MQ-9 Reaper and MQ-1C Gray Eagle," said Blue. "Factoring in hardware and training that is essentially free, the offer is a remarkable deal with no strings attached. All that is required is approval from the U.S. government."

The White House declined to comment to the Wall Street Journal, and the Pentagon didn't respond to a request for comment from Politico, which also published a similar story.

While many of the recent headlines around supplying weapons to Ukraine have focused on tanks and F-16 fighter jets, Blue contends that General Atomics' long-range, high-endurance drones that can supply intelligence and surveillance would have an immediate impact on the battlefield.

The MQ-9 Reaper is operated by the U.S. Air Force, which has been trying to move on from the drone in recent years to focus on next-generation unmanned aircraft. Congress has blocked those efforts.

The Reaper and sister General Atomics drones tailored to the U.S. Army have been used extensively in conflicts across the world for

more than two decades. They can stay airborne for hours and are capable of carrying not only surveillance payloads but also weapons systems.

Drones are being used by Ukrainian military forces now. But the company contends its drones would be useful in the conflict.

"Our people tell us there are lots of operational ways to make (the Reaper) aircraft very, very effective and give the Ukrainians lots of information that they really need," said C. Mark Brinkley, a spokesperson for General Atomics Aeronautical.

Although the hardware and initial training would be free, there would still be transport and operating costs. Getting the drones to Ukraine, outfitting them with equipment and other initial set-up costs would run about \$10 million. Ongoing maintenance, satellite bandwidth and other operating costs are estimated at about \$8 million a year.

"There are limits to what an American defense company can do to support a situation such as this," said Blue. "From our perspective, it is long past time to enable Ukrainian forces with the information dominance required to win this war."

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GOALS MET

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

| LAST NAME | FIRST NAME | FY22 C/F | JUL '22 | AUG. '22 | SEP. '22 | OCT. '22 | NOV. '22 | DEC. '22 | JAN. '23 | FY23 + C/F | GorG REQ | FY23 RMNG* | FY24 C/F | |
|---------------|---------------|-----------------|--------------|----------------|-----------------|--------------|----------------|-----------------|------------|-----------------|-----------------|------------|----------|---|
| Galasso | Steven | \$1,340 | | \$100 | \$500 | | | | | \$1,940 | \$1,500 | \$440 | -\$900 | Aug. Hunt Prize / Sep. Casino VIP & |
| Mocerri | Danny | \$8,500 | | | \$330 | \$150 | | | | \$8,980 | \$1,500 | \$7,480 | -\$1,020 | Sep. Casino & State Tix |
| Palestini | Lou | \$20 | | | \$960 | \$150 | | \$1,000 | | \$2,130 | \$1,500 | \$630 | \$610 | Sep. Casino & State Tix / Dec. TP |
| Thompson | Bryan | | | | \$4,268 | | | | | \$4,268 | \$1,500 | \$2,768 | \$2,768 | Sep. Casino & State Tix, Casino |
| Vinci | Luke | | | \$330 | \$5,320 | | | | | \$5,650 | \$1,500 | \$4,150 | \$4,150 | Aug. Casino & State Tix / Sep. Gianni Wine |
| Blum | Ryan | \$50 | | | | | | \$1,000 | | \$1,050 | \$1,500 | -\$450 | -\$500 | Dec. Tree Sponsor |
| Brooker | Curt | | | | | | | | | \$0 | \$1,125 | -\$1,125 | -\$1,125 | |
| Brunetto | Domenic | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Busalacchi | Joey | \$390 | | | | | \$330 | \$1,000 | | \$1,720 | \$1,500 | \$220 | -\$170 | Nov. Casino & State Tix / Dec. Tree |
| Casemero | Annette | \$100 | | | \$1,260 | | | | | \$1,360 | \$1,500 | -\$140 | -\$240 | Sep. Casino & State Tix, Casino Linens, Gianni Linens |
| Cordileone | Joe | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| DeSpenza | Jim | \$50 | \$330 | | | | | \$700 | | \$1,080 | \$1,500 | -\$420 | -\$470 | Aug. Casino & State Tix / Dec. Winter |
| Estevez | Clarissa | | | | | | | \$25,000 | | \$25,000 | \$1,125 | \$23,875 | \$23,875 | Dec. Annual Donation, Tree Sponsor |
| Gustafson | Rich | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Ioelle | Pasquale | \$250 | | | \$1,734 | | | | | \$1,984 | \$1,500 | \$484 | \$234 | Sep. State & Gianni Tix |
| Keiller | Jeri | \$120 | | \$825 | \$840 | | | | | \$1,785 | \$1,500 | \$285 | \$165 | Aug. Casino & State Tix / Sep. Fall Display, Casino & State Tix |
| Marcus | Jocelyn | | | | \$375 | | | | | \$375 | \$1,500 | -\$1,125 | -\$1,125 | Sep. Casino Vol. x 5 |
| Newton | Davis | \$3,500 | | | | | | | | \$3,500 | \$1,500 | \$2,000 | -\$1,500 | |
| Núñez | Juan | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Pecoraro | Jack | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Roger | David | | | | \$200 | \$550 | \$1,000 | | | \$1,750 | \$1,125 | \$625 | \$625 | Sep. Gianni Food / Oct. Fall Display, TOTIS Candy / Nov. Tree Sponsor |
| Scrivner | Lee | | | | \$600 | | | | | \$600 | \$1,500 | -\$900 | -\$900 | Sep. Casino Vol. x 8 |
| Strauss Casey | Diana | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Tabigue | Father Joseph | | \$500 | | \$1,200 | | | | | \$1,700 | \$1,500 | \$200 | \$200 | Jul. Hall Rental / Sep. Donation & |
| White | Catt | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Zolezzi | Tom | \$3,500 | | | | | | \$5,000 | | \$8,500 | \$1,500 | \$7,000 | \$3,500 | Dec. Tree Sponsor |
| | | \$17,820 | \$500 | \$1,585 | \$17,587 | \$850 | \$1,330 | \$33,700 | \$0 | \$55,552 | \$37,875 | | | |

FY23 Board Attendance

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

X - Excused

U - Unexcused

Bylaws: Attendance

3 Unexcused

6 Total (Excused and Unexcused)

| | | | | | | |
|--|--|--------------------|--------------------|-------------------|------------------|---------------------|
| BOARD MEETING DATE: | | 2/7/2023 | | | | |
| Accrual Basis Report - DECEMBER 2022 | | | | | | |
| | | | | <u>DIFFERENCE</u> | YTD | <u>REVISED</u> |
| | | <u>INCOME YTD</u> | <u>EXPENSE YTD</u> | <u>YTD</u> | BUDGET | <u>ANNUAL</u> |
| | | | | | (NET) | BUDGET (NET) |
| SAN DIEGO CONTRACTS | | | | | | |
| | BID | 69,637 | 66,056 | 3,581 | 3,107 | 0 |
| | MAD ₁ | 606,894 | 670,546 | -63,652 | -84,057 | -168,113 |
| | PARKING METER ₂ | 277,697 | 272,699 | 4,998 | 0 | 0 |
| | TOTAL | \$954,228 | \$1,009,301 | -\$55,073 | -\$80,950 | -\$168,113 |
| 1. Supplemental Maintenance program: YTD net gain \$30,048. (Budgeted net gain YTD \$49,639. Annual budget net income is \$85,780) | | | | | | |
| 2. Additional Parking Program operations: YTD net income -\$4,738. (Budgeted net income \$1,800. Annual budget net income \$3,600) | | | | | | |
| Programs and Operations: YTD net income \$52,504. (Budgeted YTD net income \$31,287. Annual budget net income \$53,388) Included are the results for the Mercato. Mercato results -Net income YTD \$183,810, budgeted YTD net income \$146,627. | | | | | | |
| | | Dec-22 | Dec-22 | | | |
| | Total income for Little Italy Assn | \$1,791,269 | \$1,553,520 | | | |
| | Total expense for Little Italy Assn | <u>\$1,775,701</u> | <u>\$1,572,878</u> | | | |
| | Net income over expense | \$15,568 | -\$19,358 | | | |
| Balance Sheet | | | | | | |
| | | 12/31/2022 | 12/31/2021 | | | |
| | Checking | 524,781 | 1,002,702 | | | |
| | Savings | 279,485 | 276,436 | | | |
| | Accounts Receivable | 301,405 | -9,092 | | | |
| | Other assets | 103,128 | 128,829 | | | |
| | Total Assets | <u>1,208,799</u> | <u>1,398,875</u> | | | |
| | Accounts Payable | 46,681 | 40,714 | | | |
| | Advances | 92,309 | 375,047 | | | |
| | Loans | 148,476 | 425,943 | | | |
| | Equity | 921,333 | 557,171 | | | |
| | Liabilities & Equity | <u>1,208,799</u> | <u>1,398,875</u> | | | |

DRAFT

Little Italy Association of San Diego
Profit & Loss

July through December 2022

Accrual Basis

| | BID | MAD | Maintenance Non-Assessment | Total Parking District | Programs & Operations | TOTAL |
|--------------------------------------|------------------|-------------------|----------------------------|------------------------|-----------------------|------------------|
| Income | | | | | | |
| SBEP - SBEP Management Grant | 18,356.00 | 0.00 | 0.00 | 0.00 | 0.00 | 18,356.00 |
| PROGRAM INCOME | 0.00 | 0.00 | 8,000.00 | 0.00 | 191,903.97 | 199,903.97 |
| BID INCOME | 44,668.35 | 0.00 | 0.00 | 0.00 | 0.00 | 44,668.35 |
| MAINTENANCE DISTRICT INCOME | 0.00 | 606,893.50 | 0.00 | 0.00 | 0.00 | 606,893.50 |
| MAINTENANCE NON-ASSESS INC... | 0.00 | 0.00 | 75,380.00 | 0.00 | 0.00 | 75,380.00 |
| MERCATO INCOME | 0.00 | 0.00 | 0.00 | 0.00 | 488,165.50 | 488,165.50 |
| PARKING DISTRICT INCOME | 0.00 | 0.00 | 0.00 | 302,361.42 | 0.00 | 302,361.42 |
| PARKING DISTRICT REVENUES | 0.00 | 0.00 | 0.00 | 55,540.64 | 0.00 | 55,540.64 |
| Total Income | 63,024.35 | 606,893.50 | 83,380.00 | 357,902.06 | 680,069.47 | 1,791,269.38 |
| Gross Profit | 63,024.35 | 606,893.50 | 83,380.00 | 357,902.06 | 680,069.47 | 1,791,269.38 |
| Expense | | | | | | |
| MISC MAINT EXPENSE | 0.00 | 0.00 | 0.10 | 0.00 | 0.00 | 0.10 |
| OFFICE OPERATIONS | 19,545.67 | 99,700.92 | 239.35 | 0.00 | 27,607.04 | 147,092.98 |
| LANDSCAPE OPERATIONS | 0.00 | 38,357.91 | 1,114.25 | 0.00 | 0.00 | 39,472.16 |
| ASSESS DIST OPERATIONAL EXP | 0.00 | 81,088.59 | 27,149.19 | 0.00 | 1,140.07 | 109,377.85 |
| PERSONNEL EXPENSE | 0.00 | 437,824.08 | 3,315.18 | -1,270.40 | -3,464.93 | 436,403.93 |
| ACCOUNTANT EXPENSE ENTRIES | 0.00 | 0.00 | 5,164.49 | 0.00 | 7,630.75 | 12,795.24 |
| PROGRAM EXPENSE | 10.65 | 449.33 | 19,830.31 | 0.00 | 188,778.56 | 209,068.85 |
| Maintenance Personnel | 0.00 | 0.00 | -9,636.00 | 0.00 | 909.06 | -8,726.94 |
| NCA Management | 23,881.38 | 12,000.00 | 0.00 | 0.00 | 111,480.00 | 147,361.38 |
| Office Operational | 0.00 | 1,056.86 | 6,755.57 | 0.00 | 5,260.65 | 13,073.08 |
| Consulting Services | 16,500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 16,500.00 |
| SBEP EXPENSES | 6,118.62 | 0.00 | 0.00 | 0.00 | 2,606.00 | 8,724.62 |
| MERCATO EXPENSE | 0.00 | 0.00 | 0.00 | 0.00 | 285,695.95 | 285,695.95 |
| PARKING DISTRICT EXPENSE | 0.00 | 0.00 | 0.00 | 358,937.07 | -75.41 | 358,861.66 |
| Total Expense | 66,056.32 | 670,477.69 | 53,932.44 | 357,666.67 | 627,567.74 | 1,775,700.86 |
| Net Income | -3,031.97 | -63,584.19 | 29,447.56 | 235.39 | 52,501.73 | 15,568.52 |

Christopher M. Gomez

From: Gary Bosse <bosse@civiccommunities.com>
Sent: Friday, December 16, 2022 8:08 AM
To: Christopher M. Gomez
Cc: Daniel Kay; Amanda E. Olgeirsson
Subject: Amici Park Renovation - Project Management Proposal to Develop Project Budget
Attachments: 2022.12.16 Phase 1 Amici Letter to LIA - Scope and Fee_FINAL_Signed.pdf

Good morning Christopher.

I hope you are well. I am certain that the festivities and events within Little Italy are keeping you busy.

Attached, please find Civic Communities proposal to assist the Little Italy Association (LIA) in developing a budget for the renovation of Amici Park. This budget will include both hard and soft costs necessary to take the project from its current status to project kick-off and ultimately, to the ribbon cutting. This budget can then be used as the funding target when the item is brought before the City Council.

We are available to commence work on this effort upon LIA's acceptance of this proposal. The deliverable can be provided in 3-4 weeks from Notice to Proceed.

Regards,

Gary Bosse, P.E.
Vice President, Engineering & Construction
Civic Communities
8989 Rio San Diego Drive, Suite 100
San Diego, CA 92108
T: 619.533.7163
M: 619-884-6130





December 16, 2022

Mr. Christopher Gomez
District Manager
Little Italy Association
2210 Columbia Street
San Diego, CA 92101

SUBJECT: Phase 1 Project Management Services for the Renovation of Amici Park

Dear Mr. Gomez:

Civic Communities is pleased to provide this letter proposal for the Little Italy Association's (LIA) consideration in providing Phase 1 project management services for the renovation of Amici Park. Attached are the resumes of our team, including Daniel Kay, PE, Gary Bosse, PE, and Amanda Olgeirsson, PE, a draft scope of work, and a fee proposal for your review.

Civic Communities understands that the LIA would like to renovate Amici Park with updated paving, lighting, fencing and gates, architectural elements, bocce courts, and a new fountain. The project will also include right-of-way frontage improvements on State Street and Date Street including sidewalk, curb and gutter, curb ramp, streetlights, and storm drain improvements. Modifications will be made to existing irrigation and landscaping to support this new vision for the site.

Civic Communities is especially well suited to assist the LIA in delivering this project. The staff proposed have assisted the City of San Diego in delivering many high-profile public projects since Civic Communities evolved from Civic San Diego. Most notably, we have managed the design, permitting, bidding, and construction of the East Village Green, the Park Boulevard At-Grade Crossing, Horton Plaza Park, and the Imperial Avenue Streetscape Enhancements. Additionally, the Senior Construction Manager proposed for this project, Gary Bosse, was the Resident Engineer in charge of construction for the original Amici Park Improvements in 1997 with Centre City Development Corporation.

Given the especially dynamic nature of today's construction costs, we have included O'Connor Construction Management, Inc. (OCMI), a leading cost estimator specializing in the San Diego market, as a part of our team to assist us in providing an opinion of probable construction costs for this project. OCMI's robust experience estimating projects of a similar scope, including a

Mr. Christopher Gomez
December 16, 2022
Page 2

recent bid opening on one of Civic Communities' projects where their bid estimate was within 3% of the apparent low bidder's bid, makes them a valuable addition to the project team. OCMI will take the lead in determining the hard construction costs associated with the improvements, while Civic Communities will focus on estimating the soft costs associated with project delivery.

We hope you find the qualifications we have presented acceptable and look forward to commencing on the path to the reimagined Amici Park.

A handwritten signature in blue ink, appearing to read 'D. Kay', is written over a horizontal line.

Daniel Kay, PE
Executive Vice President, Engineering & Construction

Attachments: Resumes for Daniel Kay, Gary Bosse, and Amanda Olgeirsson
Scope of Services
Fee Proposal



Current Responsibilities

Daniel Kay is the Executive Vice President of Engineering and Construction with Civic Communities. Mr. Kay has over two decades of experience in managing high-profile, public and private sector projects. He oversees the project and construction management activities of large, complex developments including new construction, renovation and rehabilitation in the residential building, commercial building, infrastructure and heavy construction sectors. He manages a team of highly experienced engineers capable of managing the entitlement, planning, environmental, design, permitting, and construction phases on projects of all types and sizes.

Mr. Kay is currently overseeing the renovation of the Children's Park, construction of the East Village Green Park, Park Boulevard At Grade Crossing Improvements, Imperial Avenue Streetscape Improvements and Phase II renovations of the Lyceum Theatre on behalf of the City of San Diego. Recently completed projects include the Bayside Fire Station, streetscape enhancements, mobility projects, community centers, and parks. He oversees the entitlement, planning and construction of Civic's own housing development projects. Additionally, Mr. Kay works in conjunction with elected officials, City and County staff, stakeholders and community members to ensure the delivery of a quality project.

Mr. Kay began working at the company or its affiliated entities in 2012 and has served as the lead for the project and construction management activities.

Previous Experience

Prior to Civic Communities, Mr. Kay managed utility infrastructure projects for the Otay Water District's Capital Improvement Program. He has also worked with a civil engineering design firm and a general contractor. Mr. Kay's vast experience managing varied projects has given him a comprehensive understanding of the processes involved to successfully complete a public or privately-financed project.

Education & Affiliations

Mr. Kay earned a BS in Civil Engineering from Arizona State University and is a Qualified Storm Water Pollution Prevention Plan Developer (QSD), and a Qualified Storm Water Pollution Prevention Plan Practitioner (QSP). Mr. Kay is a member of the Construction Management Association of America (CMAA), American Society of Civil Engineers (ASCE), and the American Public Works Association (APWA).

Client Experience

SANDAG
 City of San Diego
 City of San Marcos
 City of El Cajon
 Olivenhain Water District
 Otay Water District
 Helix Water District
 Sweetwater Authority
 San Diego County Water Authority
 Urban Corps of San Diego County
 YMCA of San Diego County
 Stand Up Properties
 Groundwork San Diego

Areas of Expertise

- Project Management
- Construction Management
- Value Engineering
- Contract Preparation/Review
- Budget Preparation/Review
- Cost Estimating/Controls
- Bidding
- Scheduling
- Permit Compliance
- Regulatory Compliance
- Public Works Contracting
- Prevailing Wage
- DIR Compliance
- Project Closeout/Occupancy

Achievements

- 23 years of construction and project management experience
- Negotiated and managed projects that resulted in over \$155 million of publicly-funded projects
- Licensed Civil Engineer – State of California (#70177)



Current Responsibilities

Gary Bosse is a registered civil engineer in California with 33 years of experience in design and construction engineering. He has served as project design and construction manager for various public works projects within the City of San Diego while representing several agencies and private sector engineering and construction companies. His experience as a public sector owner and private sector consultant, combined with design and construction experience, gives him great perspective and experience for delivering today's complex public works projects. He has managed public works projects in all phases of delivery: design, bidding, award, pre-construction, and construction.

Bosse is currently managing the design and permitting of the Park Boulevard At-Grade Crossing Improvements, which involves coordination with multiple public agencies and private entities including but not limited to the California Public Utility Commission, City of San Diego, the Port of San Diego, San Diego Metropolitan Transit System, Burlington Northern & Santa Fe Railroad, and the San Diego Padres. He has managed the bidding and award phase and will oversee the upcoming construction of the Phase II renovations of the Lyceum Theatre. Imperial Avenue Streetscape Improvements, is one of his responsibilities and he also serves as an ancillary construction manager on the East Village Green Park, both of which are currently under construction.

Previous Experience

Prior to Civic Communities, Bosse's most recent employment history was with Kleinfelder Construction Services where he served as senior project/construction manager for 10 years. Bosse was resident engineer for multiple SANDAG Bus Rapid Transit projects and a light-rail station renovation project totaling about \$60M in construction value. His public agency experience included 14 years at the former Centre City Development Corporation (CCDC) as resident engineer and assistant vice president of public works. During his tenure at CCDC he was responsible for managing a \$138M CIP budget, supervising a staff of five, and was personally responsible for the delivery of the rehabilitation of the historic Balboa Theatre and Phase 1 of the North Embarcadero Visionary Plan. Bosse also worked for a heavy civil construction company as assistant project manager for a large-diameter water pipeline project.

Education & Affiliations

Bosse earned a BS in Structural Engineering from University of California, San Diego.

Client Experience

SANDAG
 City of San Diego
 City of Chula Vista

Areas of Expertise

- Project Management
- Construction Management
- Value Engineering
- Contract Preparation/Review
- Budget Preparation/Review
- Cost Estimating/Controls
- Bidding
- Scheduling
- Permit Compliance
- Dry Utility Coordination
- Public Works Contracting
- Prevailing Wage
- DIR Compliance
- Project Closeout/Occupancy

Achievements

- 33 years of design and construction engineering experience
- Licensed Civil Engineer – State of California (#50035)
- Certified Recycled Water Site Supervisor (#4439)



Current Responsibilities

Amanda Olgeirsson is a project manager in Engineering and Construction with Civic Communities, bringing more than 10 years of hands-on experience in the engineering and construction management of a diverse range of public works and capital improvement projects. She manages all phases of planning and construction for various public works and private projects including plan and specification development, bid package preparation, budget and schedule tracking, and supervising and directing the work of consultants. Her current projects include Wayfinding for the Downtown San Diego Cycle Tracks and Cortez Hill Neighborhood, Federal Boulevard De-Channelization and Trail Project, Chollas Creek Segment 5 Improvements, B Street Pedestrian Corridor and Euclid Avenue Sidewalks Installation.

Previous Experience

Prior to her work at Civic Communities, Olgeirsson served as a consultant civil inspector, resident engineer and project manager on a wide variety of heavy civil construction projects for numerous agencies in San Diego County. She has provided construction management and inspection services for projects involving asphalt and concrete pavement rehabilitation, pedestrian safety and ADA-compliant improvements, traffic signal upgrades, signage and striping installation, underground and overhead utility relocations, drainage improvements, sewer line replacements and lift station modifications, freeway interchange widenings and realignments, temporary traffic control, and storm water pollution prevention. Her experience has given her a comprehensive understanding of Caltrans and Greenbook standard plans, specifications, and contract administration requirements, procedures and best practices for projects of all sizes.

Education & Affiliations

Olgeirsson holds a Bachelor of Science degree in Civil Engineering from the University of California, Davis and is a registered professional civil engineer in California. She is a board member of WTS (Women in Transportation) San Diego Chapter's Transportation YOU Committee, which fosters mentorships between young girls ages 13 -18 and professionals in transportation careers.

Client Experience

Caltrans
 City of San Diego
 City of Chula Vista
 City of Carlsbad
 County of San Diego
 Groundwork San Diego

Areas of Expertise

- Construction Management
- Construction Inspection
- Contract Administration
- Change Order Negotiation
- Budget Tracking/Review
- Schedule Tracking/Review

Achievements

- 10 years of construction management experience
- Licensed Civil Engineer – State of California (#87246)

SCOPE OF SERVICES

DESCRIPTION OF CONSTRUCTION WORK: The work generally consists of improving the current site of Amici Park with new park improvements including new paving, lighting, fencing/gates, architectural elements, bocce courts, and a fountain. Modifications will be made to existing site drainage, irrigation and landscaping to support this new vision for the site. The project will also include right-of-way frontage improvements on State Street and Date Street including sidewalk, curb & gutter, curb ramp, streetlights, and storm drain improvements.

DESCRIPTION OF PROJECT MANAGEMENT SERVICES: Civic Communities ('Consultant') will provide project management services for Phase 1 of the Amici Park Renovation project sponsored by the Little Italy Association ('LIA'). Scope of Services to include:

1. KICKOFF MEETING WITH LITTLE ITALY ASSOCIATION
 - 1.1. Consultant will confirm the scope of work shown on the plans prepared by David Reed Landscape Architects and titled AMICI PARK (Bidding Documents – For Construction Pricing) and dated 10/11/19 describing the improvements that the LIA desires to construct. LIA will identify any revisions to the plans at this time, prior to the commencement of the Consultant's cost estimating effort
 - 1.2. Consultant will confirm any special circumstances, such as phasing of the work, phasing of funding, or work restrictions, that might affect the progress of construction
2. KICKOFF MEETING WITH O'CONNOR CONSTRUCTION MANAGEMENT, INC.
 - 2.1. Consultant will meet with O'Connor Construction Management, Inc. ('OCMI') to confirm the scope of work to be estimated, the format of the estimate, assumptions to be incorporated, and the mark-ups and contingencies to be utilized in the estimate
3. COMPLETE HARD CONSTRUCTION COST ESTIMATE
 - 3.1. Consultant will review the draft hard construction cost estimate prepared by OCMI and provide comments for revisions
 - 3.2. Consultant will verify that OCMI incorporates edits into final hard construction cost estimate
4. COMPLETE SOFT CONSTRUCTION COST ESTIMATE
 - 4.1. Consultant will identify all architectural and engineering (A&E) consultants needed to deliver project and estimate associated fees
 - 4.1.1. At the time this Scope of Services is being presented to LIA, it is assumed a Landscape Architect, Civil Engineer, Surveyor, Geotechnical Engineer, Structural Engineer, Electrical Engineer, and Construction Manager/Inspector will be necessary to deliver the project. Other specialty consultants may need to be added as a result of engineering design and permitting requirements, which may constitute additional costs.

- 4.2. Consultant will identify all permits needed to deliver project and estimate associated permit fees
- 4.3. Consultant will identify new utility connections needed to service the project and estimate associated utility connection fees
5. ASSEMBLE COMPLETE ESTIMATE OF HARD AND SOFT COSTS
 - 5.1. Consultant will present the Opinion of Probable Project Cost (OPPC) to LIA
 - 5.1.1. Consultant will email a draft of the OPPC to the LIA and hold a subsequent meeting with the LIA to review the OPPC and collect comments
 - 5.1.2. Consultant will make one revision to the OPPC based on LIA direction
 - 5.1.3. Consultant will present the final OPPC in electronic format via email to the LIA

| Amici Park Renovation | | Hourly Rate | | | | | |
|---|---|-----------------------------------|--------------------------------|---------------------------------|----------------|--------------------|---------------------|
| Phase 1 - Opinion of Probable Project Costs | | \$ 238.00 | \$ 219.00 | \$ 185.00 | \$ 167.00 | \$ 182.00 | |
| Task | Task Description | D. Kay Exec. Const. Manager | G. Bosse Sr. Const. Manager | A. Olgeirsson Const. Manager | Cost Estimator | Sr. Cost Estimator | Total for Task |
| 1 | KICKOFF MEETING WITH LITTLE ITALY ASSOCIATION | | | | | | |
| 1.1 | Consultant will confirm the scope of work shown on the plans prepared by David Reed Landscape Architects and titled AMICI PARK (Bidding Documents – For Construction Pricing) and dated 10/11/19 describing the improvements that the LIA desires to construct. LIA will identify any revisions to the plans at this time, prior to the commencement of the Consultant’s cost estimating effort | 1 | 4 | | | | \$ 1,114.00 |
| 1.2 | Consultant will confirm any special circumstances, such as phasing of the work, phasing of funding, or work restrictions, that might affect the progress of construction | | | | | | |
| 2 | KICKOFF MEETING WITH O’CONNOR CONSTRUCTION MANAGEMENT, INC. | | | | | | |
| 2.1 | Consultant will meet with O’Connor Construction Management, Inc. (‘OCMI’) to confirm the scope of work to be estimated, the format of the estimate, assumptions to be incorporated, and the mark-ups and contingencies to be utilized in the estimate | | 2 | | | | \$ 438.00 |
| 3 | COMPLETE HARD CONSTRUCTION COST ESTIMATE | | | | 24 | 4 | \$ 4,736.00 |
| 3.1 | Consultant will review the draft hard construction cost estimate prepared by OCMI and provide comments for revisions | 1 | 2 | | | | \$ 676.00 |
| 3.2 | Consultant will verify that OCMI incorporates edits into final hard construction cost estimate | | 1 | | | | \$ 219.00 |
| 4 | COMPLETE SOFT CONSTRUCTION COST ESTIMATE | | | | | | |
| 4.1 | Consultant will identify all architectural and engineering (A&E) consultants needed to deliver project and estimate associated fees | | 12 | 4 | | | \$ 3,368.00 |
| 4.2 | Consultant will identify all permits needed to deliver project and estimate associated permit fees | | 3 | | | | \$ 657.00 |
| 4.3 | Consultant will identify new utility connections needed to service the project and estimate associated utility connection fees | | 3 | | | | \$ 657.00 |
| 5 | ASSEMBLE COMPLETE COMPLETE OF HARD AND SOFT COSTS | | | | | | |
| 5.1.1 | Consultant will present the Opinion of Probable Project Cost (OPPC) to LIA | 1 | 1 | | | 1 | \$ 639.00 |
| 5.1.2 | Consultant will make one revision to the OPPC based on LIA direction | | 1 | | | 2 | \$ 583.00 |
| 5.1.3 | Consultant will present the final OPPC in electronic format via email to the LIA | | 1 | | | | \$ 219.00 |
| TOTAL ALL TASKS (FIXED FEE LUMP SUM) | | | | | | | \$ 13,306.00 |

The OPPC can be delivered no later than 4 weeks after acceptance of this proposal.

Re: Countries

Brianna Bentley <bbentley@uso.org>

Tue 1/31/2023 1:18 PM

To: Christopher M. Gomez <chris@newcityamerica.com>

Hi Chris,

Thanks again for your time yesterday.

Currently, there are 87 international warriors from the following countries:

Colombia

Estonia

France

Georgia

Italy

Netherlands

United Kingdom

They will be arriving to San Diego on Sunday, February 26th.

I have asked about serving wine during the international day celebration - will update you as soon as I have an answer.

The official title of the event is: Marine Corps Trials
I'm waiting on their logo.

More to come, soon!

Respectfully,

Brianna Bentley, M.Ed

Center Manager

Neil Ash Airport Center

USO San Diego | Camp Pendleton

3705 N. Harbor Drive, San Diego, CA 92101

Office: (619) 296-3192

Cell: (619) 894-5926

bbentley@uso.org

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USO San Diego strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation.



San Diego | Camp Pendleton



Bella Vita Italian Chalk & Wine Festival Little Italy | October 21 & 22, 2023

After years of request by members of our community and the general public alike, ArtWalk San Diego proposes a brand new Italian Cultural event to take place in October of 2023, which is Italian Heritage Month. Tentative dates are October 21 & 22.

The key elements are chalk artists creating street paintings before your eyes, Italian live music and dance, and an “event within the event” featuring Italian wine and food vendors. The event will take place on India Street from Fir to Cedar, and Date from Kettner to India (see map below). The event would necessitate the relocation of 2 blocks of the Mercato to Cedar Street on Saturday for this one weekend.

Chalking the streets began in Europe during the 16th century. Italy was the hub of the of the Madonnari (street artists). The Madonnari would congregate in front of cathedrals and in town squares, drawing the Madonna and other religious icons using chalk, coal and tile. Coins were tossed to them as they chalking to pay homage to Madonna. Today, chalk art festivals are popular artistic events throughout the US and Europe, and artists travel from all over the USA and other continents to showcase their amazing form of performance art. The art created is temporary and is washed away after the event.

We have received hundreds of inquiries over the years about bringing chalk art back to the district. We’ve maintained relationships with the top artists, and they all have expressed their desire to return to Little Italy. We envision a theme of Italian or Italian-American imagery by all the chalk artists.

The food and beverage element will showcase a variety of wines from Italy, Italian beers and food booths that would be offered to Little Italy Italian restaurants and as well as other Italian food businesses.

The Elements:

- Approximately 50 artists, including expert level, intermediate and novice plus school groups creating chalk paintings representing Italian or Italian/American themes
- Kids area for chalk art
- Live entertainment focusing on Italian music and dance
- Italian Food and Wine area
- Food vendors focusing on Italian food items
- Merchandise vendors featuring ONLY Italian goods.
- Working with Convivio, creation of a historical display
- Italian autos on display (Lamborghini, Ferrari, Maserati, etc.)

The event venue will be fenced, and admission will be charged to attend. We envision admission to the chalk and vendor area at about \$15 and admission to the food and beverage area will be higher (\$50-\$55) and will include tickets for wine and food. Details of the pricing will be worked out as the elements begin to come together.

The Little Italy Association will receive a \$5,000 donation from ArtWalk that will offset any costs incurred to the association for assisting with the event. An example of these costs could be labor costs, staging, traffic equipment etc.

Proposed Layout:



Layout Notes:

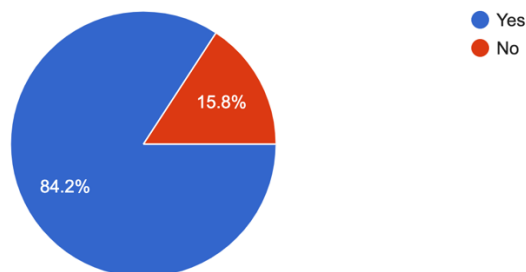
- **MERCATO IMPACT:**
 - The initial event layout was placed on Date Street from Columbia to Front Street, also showcasing the redesigned Amici Park. Since construction of Amici Park has been delayed, we've proposed the relocation of Bella Vita to India Street, in the heart of Little Italy
 - This new layout minimizes impact on The Little Italy Mercato, relocating 2 blocks of Date Street rather than 4 blocks
- **BUSINESS & PEDESTRIAN IMPACT:**
 - To minimize impact on India Street restaurants and their customers, the event perimeter fencing will not be placed between existing restaurant parklets and the street where the event takes place
 - Deliveries and Pickups for India Street businesses will be allowed on Saturday morning from 6am-10am via event fire lane
 - Sidewalks and public right of way will not be affected by the event footprint, as perimeter fencing will be placed in gutters adjacent to the street
 - To minimize crosswalk impediment and allow ease of foot traffic, crosswalks at Date and India will be replaced between Saturday and Sunday event hours

Affected Parties Survey:

- From December 2022 to January 2023, a 1-question survey was sent out to 23 recipients, all of which are representatives of businesses that fall within the proposed Bella Vita event footprint. Recipients were given all event information, including proposed dates and times, event footprint and event elements. Recipients were limited to only 1 response and responses were collected anonymously.
- Survey Question:
 - "Do you approve the Little Italy Association's endorsement of Bella Vita Chalk & Wine Festival to take place on India Street?"
- Outcome:
 - 19 TOTAL RESPONSES (82.6% of all recipients)
 - 16 YES (84.2% of responses)
 - 3 NO (15.8% of responses)
 - 4 NO RESPONSE (17.4% of all recipients)

Do you approve the Little Italy Association's endorsement of Bella Vita Chalk & Wine Festival to take place on India Street?

19 responses



| Timestamp | Do you approve the Little Italy Association's endorsement of Bella Vita Chalk & Wine Festival to take place on India Street? |
|--------------------|--|
| 1/3/2023 17:31:30 | Yes |
| 1/3/2023 17:39:01 | Yes |
| 1/3/2023 17:47:57 | Yes |
| 1/3/2023 19:28:29 | No |
| 1/3/2023 19:31:47 | Yes |
| 1/3/2023 19:38:00 | Yes |
| 1/3/2023 20:14:25 | No |
| 1/4/2023 5:57:46 | Yes |
| 1/4/2023 13:32:28 | Yes |
| 1/5/2023 10:46:06 | Yes |
| 1/9/2023 13:10:05 | Yes |
| 1/9/2023 13:17:39 | Yes |
| 1/9/2023 15:51:34 | Yes |
| 1/9/2023 18:43:28 | Yes |
| 1/11/2023 16:41:03 | Yes |
| 1/11/2023 17:01:25 | No |
| 1/12/2023 16:21:12 | Yes |
| 1/12/2023 16:21:36 | Yes |
| 1/19/2023 19:18:49 | Yes |



LIA Board Meeting PR Agenda Tuesday, February 7, 2023

PITCHING

Recap/Upcoming Focus

- Little Italy Tree Lighting & Christmas Village (Short Leads)
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego (Short Leads)
- How to Start Off the New Year on the Right Foot in Little Italy
- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Local Leads)

BLOGS

Current

- Valentine's Day in Little Italy

Upcoming

- Women-Owned Business Roundup

WRITING

Recap/Upcoming Focus

- Little Italy Tree Lighting & Christmas Village (Short Leads)
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego
- How to Start Off the New Year on the Right Foot in Little Italy
- San Diego Downtown News December | Little Italy Tree Lighting & Christmas Village
- San Diego Downtown News January | Health and Wellness
- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Local Leads)
- San Diego Downtown News February | Valentine's Day
- San Diego Downtown News March | Women Owned Businesses

Social Media



Highlights / Recap

- Gained 1,121 total new followers on all platforms
- Earned over 1.3M total impressions
- Garnered over 27K total engagements

Upcoming

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

Social Media Analytics (Last 30 days as of February 3)

| Social Media | New fans/followers | Total fans/followers | Engagement | Impressions |
|--|--------------------|----------------------|------------|-------------|
|  Little Italy San Diego | 829 | 90059 | 4480 | 171200 |
|  Little Italy | 188 | 93707 | 22959 | 1123107 |

TikTok

- Followers: **584 (+104)**
- Likes: **821 (+253)**

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Jan 13, 2023 · Little Italy
#LittleItalySD is full of flavors you'll want to get your tentacles on. 🦑 📍 ...
 📈 Reach 6,000
 📊 Engaged users 245
 🖱️ Clicks 103
 🖱️ Other clicks 107



Jan 7, 2023 · Little Italy
Fresh air and fresh finds. You never know what you'll stumble upon at...
 📈 Reach 5,706
 📊 Engaged users 115
 🖱️ Clicks 17
 🖱️ Other clicks 10



Jan 30, 2023 · Little Italy
An authentic Italian dining experience awaits in #LittleItalySD. 🇮🇹 🍷 What's...
 📈 Reach 5,337
 📊 Engaged users 257
 🖱️ Clicks 18
 🖱️ Other clicks 133

Top content - Instagram (Based on engagement)

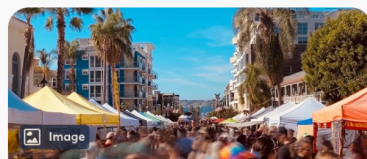
Best performing content published during the selected period.



Jan 22, 2023 · Little Italy San Diego
Mai tais and a mystical ambiance are the specialties at this hidden tiki...
 📈 Reach 22,480
 💬 Comments 33
 ❤️ Likes 1,234
 💾 Saves 117
 📈 Engagement 1,384



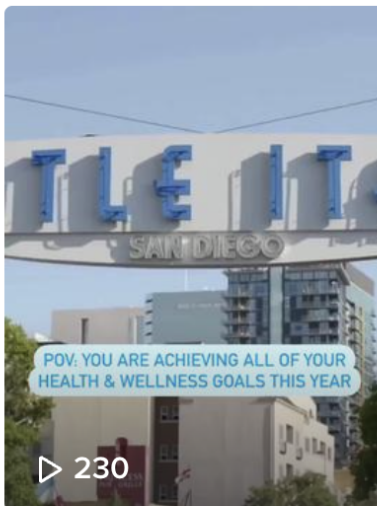
Jan 13, 2023 · Little Italy San Diego
#LittleItalySD is full of flavors you'll want to get your tentacles on. 🦑 📍 ...
 📈 Reach 21,723
 💬 Comments 27
 ❤️ Likes 776
 💾 Saves 130
 📈 Engagement 1,105



Jan 7, 2023 · Little Italy San Diego
Fresh air and fresh finds. You never know what you'll stumble upon at...
 📈 Reach 7,231
 💬 Comments 4
 ❤️ Likes 334
 💾 Saves 4
 📈 Engagement 342



The Piazza Giannini hon...



New year, New you! Our...



#LittleItalySD is full of fl...

2:52 PM

01/30/23

Accrual Basis

DRAFT

Little Italy Association of San Diego
CHRISTMAS PROGRAMS Profit & Loss
 July 2022 through June 2023

| | Jul '22 - Jun 23 |
|--|------------------|
| Income | |
| PROGRAM INCOME | |
| NCA Fundraising (Sponsorships) | 20,000.00 |
| LIA Board Give or Get | 14,500.00 |
| Sponsors | 5,000.00 |
| Vendor income | 7,804.50 |
| | 47,304.50 |
| Total PROGRAM INCOME | 47,304.50 |
| Total Income | 47,304.50 |
| Gross Profit | 47,304.50 |
| Expense | |
| ASSESS DIST OPERATIONAL EXP | |
| MAD / BID OPERATIONS | |
| Meals & Entertainment | 14.00 |
| | 14.00 |
| Total MAD / BID OPERATIONS | 14.00 |
| Total ASSESS DIST OPERATIONAL EXP | 14.00 |
| ACCOUNTANT EXPENSE ENTRIES | |
| Depreciation | 4,749.31 |
| | 4,749.31 |
| Total ACCOUNTANT EXPENSE ENTRIES | 4,749.31 |
| PROGRAM EXPENSE | |
| Public Relations | 1,000.00 |
| Entertainment | 1,750.00 |
| Equipment Rentals | 10,178.95 |
| Event Staffing Payroll Taxes | 545.64 |
| Landscaping & Nursery Supplies | 4,400.84 |
| Program Operations | 3,215.35 |
| Program Supplies | 3,489.54 |
| | 24,580.32 |
| Total PROGRAM EXPENSE | 24,580.32 |
| Maintenance Personnel | |
| Event or Special staffing | 153.75 |
| | 153.75 |
| Total Maintenance Personnel | 153.75 |
| Total Expense | 29,497.38 |
| Net Income | 17,807.12 |

