



**Little Italy Association of San Diego –Board of Directors’ Annual Meeting  
Tuesday, July 9, 2024 at 8:30 am  
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)**

**AGENDA**

**1) Introductions / Marco Li Mandri, CEA**

**2) Non-Agenda: Public Comment & Announcements (Max 3-Minutes Per Person)**

**3) Minutes of the June 4, 2024 Meeting / Marco *Action Item***

**4) Committee Reports**

Organization Committee / Steve Galasso

- a. Nominations Task Force Board Recommendations / Chris Gomez
  - i. Approval of Business Owner Directors *Action Item*
  - ii. Approval of Property Owner Directors *Action Item*
  - iii. Approval of Residential Tenant Rep *Action Item*
  - iv. Approval of Community-at-Large Reps *Action Item*
- b. Nomination of Officers / Chris
  - i. President *Action Item*
  - ii. Vice President of Heritage Affairs *Action Item*
  - iii. Treasurer *Action Item*
- c. FY25 New City America Goals / Jeri Keiller *Action Item*
- d. Kettner & Walnut Unhoused Facility / Marco *Action Item*
- e. Supreme Court Ruling on Boise & Grant Pass vs. Johnson Cases / Marco
- f. LIA FY23 Annual Report Available / Chris
- g. FY25 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris
- h. MCRD Globe & Anchor Salute Gala Tickets (9/14 @ 5pm) / Chris
- i. Next Meeting: **Friday, July 12, 2024 at 9:00am**  
**Little Italy Association Office (Conference Room) & Zoom**

Finance Committee / Bryan Thompson

- a. YTD Draft Financials / Jeri & Bryan *Action Item*
- b. Fidelity Investment – Update / Jeri & Bryan
- c. FY24 Net Revenue to Subsidize SDRM Program / Jeri *Action Item*
- d. Authorization to Apply for City of SD CPPS & ACCF Grants / Chris *Action Item*
- e. Next Meeting: **Thursday, July 11, 2024 at 2:00pm**  
**Little Italy Association Office (Conference Room) & Zoom**

District Identity & Placemaking (DI&P) Committee / Perry Meyer

- a. Olive Public Relations Report / Sydney Costales
- b. Little Italy Mercatos / Catt White or Brijet Myers
- c. Taste of Little Italy (Wrap-Up) / Curt Brooker
- d. Marine Band San Diego Summer Concert (7/13) / Nick Angulo
- e. Casino di Piazza (Cancelled) / Nick

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

- f. Little Italy State of the Neighborhood (9/26) / Chris
  - i. Board Mandate to Sell 4 State of the Neighborhood Tickets / Chris **Action Item**
- g. US Bank 2024 Event Sponsorship / Nick
- h. Little Italy Venues / Curt
- i. Little Italy Merchandise / Chris
- j. Little Italy Tours x So Diego! – Update / Chris
- f. Next Meeting: **Friday, July 19, 2024 at 9:00am**  
**Little Italy Association Office (Conference Room) & Zoom**

Neighborhood Advisory Committee (NAC) / Cynthia Adkins & Jeri Keiller

- a. First Meeting in September & Setting Ongoing Monthly Meetings / Jeri
- b. We are Famiglia Campaign / Jeri
- c. Next Meeting: **TBA**

Parking & Mobility Committee / Luke Vinci

- a. No Updates
- b. Next Meeting: **TBA**

**5) Community Reports**

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblywoman Boerner 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 / Articles**

- 7) Next Meeting: **Tuesday, August 6, 2024 at 8:30am or Go Dark? Action Item**  
**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 on 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 via email at [chris@littleitalysd.com](mailto:chris@littleitalysd.com) at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendaized and do not count towards Committee quorum or are allowed to vote.





**RECOMMENDATIONS FROM NOMINATIONS TASK FORCE  
FOR 2024-2025/2026 BOARD SLATE  
Recommended on Tuesday, July 9, 2024**

**New Submissions for Consideration:** One (1) application received with one (1) meeting eligibility requirements.

**Per our Bylaws:**

- Allowed up to 35 Members.
- 51% of the overall Board, must be Property Owners or Representative of Property Owners.

**2024-2026 Roster:**

- Business Directors: 2
- Property Directors: 10

**2024-2025 Roster:**

- Community-at-Large Directors: 4
- Residential Tenant Directors: 1

Bylaw Compliance: If we accept current slate with our current term Board Members, we will be in compliance with our bylaws with 17 Property Directors, 4 Business Directors, 4 Community-at-Large Directors, and 1 Residential Tenant Directors.

**TWO-YEAR TERMS:**

**Property Owner Directors (10 Recommended):**

1. Ryan Blum
2. Clarissa Estevez
3. Lisa Gerson
4. Rich Gustafson
5. Robert Paladino\*
6. Jack Pecoraro
7. David Rodger
8. Father Joe Tabigue
9. Bryan Thompson
10. Luke Vinci

**Business Directors (2 Recommended):**

1. Curt Brooker
2. Joey Busalacchi

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

**ONE-YEAR TERM:**

**Community-at-Large Directors (4 Recommended):**

1. Annette Casemero
2. Lou Palestini
3. Joe Vecchio
4. Catt White

**Residential Tenant Directors (1 Recommended):**

1. Jon Zimmerly

**Total of Recommended 2024-2025/2026 Board Members: 17**

*\*Depicts new eligible candidate recommended to be added to the Board.*

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**Officer Seats Up for Consideration – Term 2024-2025/2026**

At the September Board Meeting, nominations will be accepted for the above Officer seats.

- 1) President (2 Year)
- 2) Vice President of Heritage Affairs (Currently 1 Year)
- 3) Treasurer (2 Year)

## **GOALS FOR NCA FY 2024-2025**

1. At regularly scheduled quarterly Org meetings, invite LIA supervisors (maintenance, landscaping, events, accounting, etc.) to meet with Org members. The Org committee and NCA will provide the supervisors with information to prepare for the meeting. A special invitation will be sent to board members to encourage attendance.
2. Communicate a summary of accomplishments during the past month/quarter. (Board and the community) Some examples:
  - Include any city/county/state changes that are completed.
  - Maintenance accomplishments.
  - Landscaping accomplishments.
  - New grants or donations awarded.
3. Minimize discussion or eliminate agenda items unless there are significant changes.
4. Improve relationships with community members and board members where there is a perceived problem
5. Navigate the financial well-being of the Association for the next several years with cuts in funding from the City.
6. Work with the Org committee to set benchmarks for the maintenance and landscape of the neighborhood.
7. Work with board members to become ambassadors for the Association with new and existing businesses. (Quarterly meet and greet with new/existing businesses.)
8. Actively look for opportunities to work together with neighborhood activities:
9. Continue to advocate for enhanced security in the community.

Note: Benchmarks and deadlines will be determined after approval by the Board.

# Inside the City's Mega Shelter Plan – and Concerns About It

by [Lisa Halverstadt](#) June 10, 2024



Rendering courtesy of Douglas Hamm

[Sign up for The Morning Report](#) with all your must-read news for the day.

If the city moves forward with its largest ever long-term shelter, the city's point person on homelessness is adamant it won't look like a typical shelter.

Sarah Jarman, who leads the city's homelessness department, envisions ample outdoor space, artwork and other amenities that she hopes can make the warehouse at Kettner Boulevard and Vine

Street an inviting space. Jarman and her team also want to provide onsite medical, dental and behavioral health services.

The goal, Jarman said, is not a “bunk bed village” but significant investment in a campus that the city can design based on its needs and past experience – and adjust as needed – to shelter homeless San Diegans for a few decades. She’s also pledging to work tirelessly to ensure it’s an effective path to housing for the people who move in.

Homeless advocates, experts, service providers and people who have stayed in the city’s existing homeless shelters have lots of questions and skepticism that the city can deliver.

A prime concern: Can the city temporarily house 1,000 people in a single facility and do it well?

Mayor Todd Gloria kicked off the year with a [pledge to add at least 1,000 new shelter beds](#) by early 2025. A few months later, he [announced a plan](#) to convert a vacant 65,000 square foot warehouse in Middletown into a 1,000-bed shelter. Weeks later, city officials are still negotiating with property owner Douglas Hamm to secure a long-term lease in which Hamm pays for building upgrades.

Hamm, a real estate and hospitality investor, [pitched the city](#) on the warehouse saying it could make an ideal shelter site. The property isn’t in the immediate vicinity of any homes or businesses, boasts a two-level building with three distinct spaces

and also has outdoor space to accommodate both deliveries and activities.



Douglas Hamm owns the 65,000 square-foot warehouse San Diego Mayor Todd Gloria wants to lease for a new homeless shelter. Hamm during a site visit of the property on Monday, April 29, 2024, in the Middletown neighborhood of San Diego. / Photo by Vito di Stefano for Voice of San Diego

City officials agreed. Gloria's team in April described an early vision for an array of onsite services plus 715 beds in a large open warehouse area on the warehouse's lower level, another 108 beds on a second level and 184 beds for families on another second level space. They also planned to invest up to \$18 million in new amenities such as showers, a commercial kitchen and dining areas before a shelter can open there.

Hamm has since shared with Voice of San Diego what he describes as “purely conceptual” renderings that show outdoor recreational spaces, a slew of trees and other greenery, seating areas, parking and more.

Through a spokesperson, Hamm said the renderings incorporated input from the city and were “based on what we see as the potential here and what we hope this can ultimately be for the city and the tens of thousands of people it will help in the years and decades to come.”

Gloria and Jarman say the city is determined to provide a space the city can be proud of and to apply lessons learned from past experiences including at the Convention Center shelter that, at its height, temporarily housed 1,355 people during the pandemic. City staffers also visited a [13-acre homeless service campus in Phoenix](#) with more than 900 people that provides other onsite services.

For now, the city expects to provide employment assistance, mental health and substance use services, basic medical care and transportation to people who eventually stay at the mega shelter.

“The goal is that every service that an individual needs would be at that campus,” Jarman said.

Jarman said county board Chairwoman Nora Vargas also agreed to have the county supply behavioral health services at the city’s 1,000 bed shelter – whether it ends up at Kettner and Vine or



elsewhere. A Vargas spokesperson said she couldn't provide details.



Rendering courtesy of Douglas Hamm

The city for now estimates spending about \$30 million annually to operate the 1,000-bed shelter with multiple providers. City spokespeople declined to provide details on staffing and security assumptions behind that total.

For now, Gloria's team said it's focused on delivering the 1,000 new beds he wants at Kettner and Vine before refining those numbers.

But Gloria spokesperson Rachel Laing has said the city's looking at other potential shelter locations. The City Council is set to get a closed-door update on negotiations and proposed terms on Monday.

If the lease gets to the finish line, Jarman said, the city plans to assemble a group of stakeholders to provide swift input on the shelter concept before finalizing its plans.



...

Instantly after Gloria's April announcement, his team faced a tidal wave of backlash about the lease deal – and questions about the shelter plan.

Several formerly homeless residents, including a few who have stayed in bustling city shelters, told Voice of San Diego they didn't consider large shelters comfortable landing places – and they are troubled by the city's latest plan. Most spoke to Voice before Hamm released renderings and they worry the city won't properly staff and fund the shelter.

Kuni Stearns, who stayed at the Convention Center shelter during the pandemic, said he felt overwhelmed there despite the services it offered compared with the city's existing shelters. He left after a month.

Matthew Kearney, who once stayed at one of Father Joe's Villages downtown shelters, said he thinks the city should focus on smaller facilities.

"It's better to have two 500-bed facilities or 10 100-bed facilities than one 1,000 bed," Kearney said.

Ann Oliva, the lead author of the city's [2019 homelessness plan](#) who is now CEO of the National Alliance to End Homelessness, said the city will likely strain to keep such a large shelter fully staffed. Turnover is often high at similar facilities.

Oliva is also concerned the size of the shelter could make it more challenging to facilitate the intensive services and housing navigation the city has pledged to provide.

“I will never not have a concern about a thousand bed facility. Never,” Oliva said.

While the \$30 million annual operations estimate and estimated \$84 a night bed rate sound high, Oliva said it’s on the lower end of the range for shelter programs.

“I’m not sure that at that bed night rate that you get all the things that you need to maintain the kind of quality that would be necessary to do it right,” Oliva said.

Alpha Project CEO Bob McElroy, whose nonprofit runs multiple large city shelters and once temporarily housed 700 people at the Convention Center, is also concerned about whether the budget will allow for livable wages for staff, who often get burned out. He noted the pandemic shelter operation relied on city and county workers who helped staff the shelter.

And while Jarman has said the city is committed to providing transportation and outdoor space for new shelter clients, McElroy said he’s concerned the final project won’t come with enough of either though he appreciated most of what he saw in Hamm’s rendering. He’s concerned clients who’d move in would be far from downtown services and won’t be able to safely and comfortably walk in the surrounding neighborhood as they might elsewhere.

“The location is not ideal,” McElroy said.

Like McElroy, two other local homeless service providers said they appreciated the vision to beautify the space and provide services there. All emphasized that many details matter.

PATH Chief Regional Officer Jonathan Castillo, whose agency operates multiple shelters, said large shelters often require security and structure that can make some clients uncomfortable. He endorsed the city’s initial plan to separate different homeless populations in different areas of the shelter. He also stressed the need for proper staffing and support for shelter staff.

Rescue Mission Vice President Paul Armstrong, whose nonprofit operates shelters in the city and Oceanside that don’t rely on government money, said he appreciates the concept the city’s envisioning. Armstrong said he’ll be watching to see whether the city can create the collaboration between services it wants to operate there that’ll be necessary to make the campus model a success.

While the Convention Center shelter relied on a number of different agencies, the city’s other past plans to create service hubs [haven’t matched initial promises.](#)

The open question Armstrong has: “Will this facility be a place that people will be willing to come to and do they actually receive the services that they’re promised?”

Formerly homeless San Diegans who spoke with Voice are wary of those promises.

Gloria and Jarman say they are working hard to keep them.

“We can make it a very inviting location,” Gloria said. “It does us no good to have shelters that people don’t want to be a part of.”

# Mayor Gloria Announces Historic Plan to Create City's Largest Homeless Shelter

PROPOSED FACILITY IN MIDDLETOWN HAS POTENTIAL TO GET 1,000 PEOPLE OFF SAN DIEGO STREETS AND CONNECTED TO CARE

FOR IMMEDIATE RELEASE

April 4, 2024

CONTACT:

[MayorPress@saniego.gov](mailto:MayorPress@saniego.gov)

SAN DIEGO, CA – Building on his already significant efforts to address homelessness in the City of San Diego, Mayor Todd Gloria today unveiled a plan to establish the City's largest-ever long-term shelter for people experiencing homelessness with the capacity to get 1,000 people off the street and connected to services. As part of this announcement, Mayor Gloria also provided an update on the City's plan for the H Barracks site near the San Diego International Airport.

**“We have been acting with urgency to bring people into safety from encampments on our streets and sidewalks, rivers and canyons. We now have a historic and monumental opportunity to get more than 1,000 people off the streets and connected with the services needed to end their homelessness,”** said Mayor Todd Gloria. **“Substantially increasing our shelter capacity will have an immediate impact as we work on the other aspects of our comprehensive approach to ending homelessness, including prevention and the creation of affordable housing.”**

If approved by the City Council, a nearly 65,000-square-foot warehouse located at the intersection of Kettner Boulevard and Vine Street just north of Downtown would provide space to take more than 1,000 people off the streets. Like other City shelters, it would provide on-site security, meals, housing navigation and case management services. Improvements will include adding showers and additional restrooms, a commercial kitchen, laundry facilities and dining and recreation areas.

This plan would fulfill a promise Mayor Gloria made in his 2024 State of the City address to add 1,000 new beds to [the City's shelter system](#) this year. It also serves as a response to members of the City Council who asked for expanded shelter options when the Unsafe Camping Ordinance was passed last summer.

Staff from the City's Economic Development and Homelessness Strategies and Solutions departments will present the Kettner and Vine shelter proposal to the City Council's Land Use and Housing Committee on April 18, with the full City Council considering the proposal soon after.

**"Thank you to Mayor Gloria for identifying another future shelter option to support San Diegans experiencing homelessness,"** said City Councilmember Dr. Jennifer Campbell, who represents District 2, where the facility is located. **"I have always been committed to providing and expanding homeless shelters in District 2, from the several shelters in the Midway District to the Safe Parking Lot in Clairemont to the H Barracks site and these additional 1,000 beds to get our unhoused neighbors off the streets and on their way back into housing."**

**"This is great news for our neighborhoods,"** added City Councilmember Stephen Whitburn, who represents District 3. **"We will see fewer encampments on our sidewalks, and people experiencing homelessness will benefit from a safer, healthier place where they can begin to get back on their feet."**

The owner of the Kettner and Vine facility has agreed to lease the warehouse property for 35 years, with two five-year renewal options. The building improvements and shelter operations will be funded through a combination of local, state and federal funds, along with significant contributions from generous local donors.

**"San Diego Foundation believes our region's homelessness crisis requires big ideas and bold solutions,"** said Mark Stuart, President and CEO, San Diego Foundation. **"The opportunity to house up to 1,000 individuals and families in a safe, secure space with supportive services is a huge win for all San Diegans. San Diego Foundation is committed to a future where all San Diegans thrive, prosper, and feel like they belong. The Kettner & Vine solution is a big leap towards that future."**

**"We applaud Mayor Gloria for executing on the commitment he made in this year's State of the City address to expand shelter beds,"** added Betsy Brennan, president and CEO of the Downtown San Diego Partnership. **"As a nonprofit**

**dedicated to advancing the economic prosperity and cultural vitality of Downtown and a current service provider and resource to our unhoused population, our organization's advocacy efforts remain focused on human-centered and comprehensive outreach, increasing shelter options, and expanding county and state resources to address behavioral health. With today's announcement, the Mayor demonstrates that he understands and has listened to community concerns about the critical impact of this humanitarian crisis in our city. We are thankful for his leadership and continued commitment to not only these short-term solutions, but also to the city's long-term goal of housing to address homelessness in our communities."**

The proposed shelter is in alignment with the [Comprehensive Shelter Strategy](#) that staff from the Homelessness Strategies and Solutions Department presented to the City Council in June 2023. The Comprehensive Shelter Strategy is a living document meant to be updated to best meet the needs of the unsheltered population. Staff have continued exploring potential sites looking at estimated costs, site viability and other criteria.

**"The planned size and floorplan of the Kettner and Vine facility give the City flexibility to potentially serve multiple populations - including families, youth and single women or men,"** said Sarah Jarman, director of the City's Homelessness Strategies and Solutions Department. **"The long-term lease also enables the City to upgrade the facility based on the changing needs of unsheltered residents. This shelter would operate similarly to others, with the ultimate goal of connecting San Diegans experiencing homelessness to permanent housing."**

### **Future of H Barracks**

Should the City Council approve the Mayor's proposal of the Kettner and Vine facility and the additional shelter bed capacity it would provide Mayor Gloria announced the City would focus its efforts at H Barracks primarily on expanding its Safe Parking Program for unhoused San Diegans who are temporarily residing in their vehicles.

This comes following months of engagement with the surrounding neighborhoods and with the recently secured settlement on the legal challenge to the City's Vehicle Habitation Ordinance. Additional Safe Parking is a need that's especially evident in

the Peninsula area and other coastal communities, where numerous oversized vehicles park along streets in commercial and industrial areas.

While the focus will be on expanding the Safe Parking Program by roughly 200 spaces, options such as a sprung structure will remain a possibility at that site.

Since his administration began more than three years ago, Mayor Gloria has more than doubled the number of options for unhoused San Diegans to come off the street, including traditional congregate and non-congregate shelters, Safe Parking spaces and Safe Sleeping slots. If approved, Kettner and Vine will be the eleventh new overnight facility serving people experiencing homelessness that the City has opened since Mayor Gloria took office in December 2020.

###



# Mayor Gloria, Council President Elo-Rivera Issue Statement Regarding Status of Proposed Shelter in Middletown

FOR IMMEDIATE RELEASE

June 24, 2024

CONTACT:

[MayorPress@sanidiego.gov](mailto:MayorPress@sanidiego.gov) / [ChanCN@sanidiego.gov](mailto:ChanCN@sanidiego.gov)

SAN DIEGO – Mayor Todd Gloria and City Council President Sean Elo-Rivera issued the following joint statement regarding progress on the lease terms for a commercial building on Kettner Boulevard that could shelter 1,000 people experiencing homelessness, discussed in closed session on Monday:

**“For months, the City has negotiated aggressively on behalf of taxpayers in order to lower costs and bring about more favorable deal terms based off the feedback from the public and City Council. The Mayor will be requesting a public hearing of City Council’s consideration of the proposed Kettner and Vine homeless shelter, and the Council President has committed to efficiently processing that request.”**

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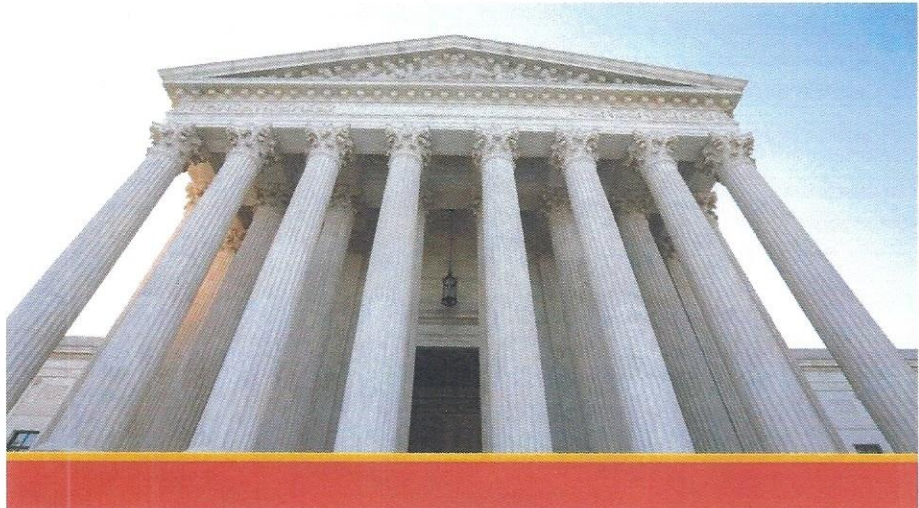
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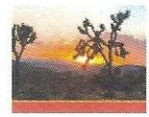
California's Top News For Local Government Leaders

City County Special District Private Sector Insights

# Supreme Court gives cities in California and beyond more power to crack down on homeless camps



## Recent News



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June 28, 2024



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June 28, 2024



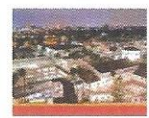
Supreme Court gives cities in California and beyond more power to crack down on homeless camps

June 28, 2024



The final budget agreement is almost final. Here's how it impacts cities

June 28, 2024



City of Santa Ana wins \$25 million federal grant for rail crossing project to improve traffic and pedestrian safety



The U.S. Supreme Court today granted cities more power to arrest, cite and fine people who sleep outside in public places — overturning six years of legal protections for homeless residents in California and other western states.

In *Grants Pass v. Johnson*, the court sided with Grants Pass in a 6-3 decision, ruling that an ordinance passed by the Oregon city that essentially made it illegal for homeless residents to camp on all public property was not unconstitutional. Justices Sonia Sotomayor, Elena Kagan and Ketanji Brown Jackson — all Democratic appointees — dissented.

The much-anticipated decision overturns a prior influential Ninth Circuit Court of Appeals ruling, and means cities no longer are prohibited from punishing unhoused residents for camping if they have nowhere else to go. It will have



major ramifications for how California leaders and law enforcement handle **homeless encampments**.

"Homelessness is complex," wrote Justice Neil Gorsuch, a Trump appointee, writing for the majority. "Its causes are many. So may be the public policy responses required to address it. At bottom, the question this case presents is whether the Eighth Amendment grants federal judges primary responsibility for assessing those causes and devising those responses. It does not."

Regulating camping on public property does not constitute "cruel and unusual punishment" under the 8th Amendment — a clause that the court said is restricted to limiting the type and severity of punishment, not the reason for punishment. And the types of punishment Grants Pass imposed on homeless residents — "limited" fines and a maximum jail sentence of 30 days — don't qualify as cruel and unusual because they aren't designed to impose "terror, pain or disgrace," he wrote.

The court also rejected the homeless plaintiffs' claim that ordinances banning people from camping, if there is no shelter available, essentially criminalize the very act of being homeless. Anti-camping ordinances, such as those adopted in Grants Pass, don't take status into account; they apply to homeless people, but they also apply, for example, to vacationing backpackers and student protesters camping in front of municipal buildings.

Sotomayor, in her dissent, argued the court's opinion leaves society's most vulnerable people with an impossible choice: "Either stay awake or be arrested."

"Sleep is a biological necessity, not a crime," she wrote, joined by Kagan and Jackson. "For some people, sleeping outside is their only option. The City of Grants Pass jails and fines those people for sleeping anywhere in public at any time, including in their cars, if they use as little as a blanket to keep warm or a rolled-up shirt as a pillow. For people with no access to shelter, that punishes them for being homeless. That is unconscionable and unconstitutional."

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"It will make homelessness worse, in California and Grants Pass and across the country."

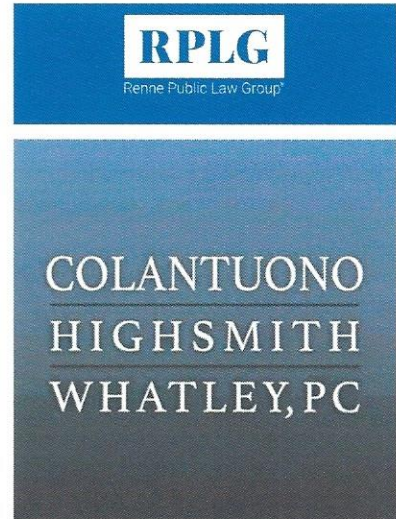
**JESSE RABINOWITZ, NATIONAL HOMELESSNESS LAW CENTER**

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Activists supporting the civil rights of unhoused people decried the ruling, saying it could result in people getting arrested simply for being homeless.

PATH, which provides services for homeless residents in multiple counties throughout California, called today's ruling the most important Supreme Court decision about homelessness in 40 years.

**PublicLawGroup.com**



"The Supreme Court decision in the Johnson v. Grants Pass case is devastating and will have disastrous consequences for unhoused individuals across the country," CEO Jennifer Hark Dietz wrote in a statement.

"It will make homelessness worse, in California and Grants Pass and across the country," said Jesse Rabinowitz, spokesperson for the National Homelessness Law Center. "We know that throwing people in jail and giving them thousands of dollars in tickets makes it harder for them to find jobs, harder for them to find housing and harder for them to exit homelessness."

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"This decision removes the legal ambiguities that have tied the hands of local officials for years..."

**GOVERNOR GAVIN NEWSOM**

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But groups representing cities, counties, law enforcement organizations and business interests cheered the decision, saying it would finally allow for the removal of unsafe, unsanitary encampments. Even California Gov. Gavin Newsom **weighed in, filing a "friend of the court" brief in which he wrote:** "Hindering cities' efforts to help their unhoused populations is as inhumane as it is unworkable."

This morning Newsom hailed the ruling. "This decision removes the legal ambiguities that have tied the hands of local officials for years and limited their ability to deliver on common-sense measures to protect the safety and well-being of our communities," he said in a statement.

The issue of homeless encampments has had the unusual effect of uniting some Democratic officials with conservatives who also pushed for a crackdown.

"Homelessness is a crisis in California. The misguided 9th Circuit decision has tied the hands of local officials, allowing encampments to multiply unchecked," California Republican U.S. Rep. Kevin Kiley of Rocklin said in an email to CalMatters. "Cities need to be able to act to protect public health and safety, while at the same time connecting those in need with services."



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**2024 California Election Law Toolkit Now Available**

[Click here for details and to purchase user-friendly manual providing the resources and forms local elections officials need to conduct California municipal elections.](#)

Those who are or have been homeless are worried about what happens now.



Anita De Asis Miralle, who goes by “Needa Bee,” was homeless for about eight years before finding housing in Oakland earlier this year. De Asis Miralle, who advocates for other unhoused people through her grassroots group The Village, worries the ruling will lead to cities disregarding their rights. Already, she said, she’s seen Oakland clear encampments without offering occupants adequate shelter. To her, those sweeps rip apart communities and take away people’s precarious sense of stability.

“The big fear is not only how bold they’re going to be,” De Asis Miralle said, “but how much deeper into instability and trauma and homelessness it will drive people.”

## How we got here

The case stems from a 2018 lawsuit against Grants Pass, a small city in southern Oregon that banned camping throughout its jurisdiction. The lower courts sided with homeless residents who argued that because humans need to sleep somewhere, the Grants Pass ordinance made it illegal to be homeless.

That decision was in line with an earlier Ninth Circuit appellate ruling — [Martin v. Boise](#) — that determined that punishing an unhoused person for camping in public, if they have nowhere else to go, violates the Constitution’s 8th Amendment ban on cruel and unusual punishment.

The 2018 Boise ruling changed how cities respond to homeless encampments. Many interpreted the court decision to mean that they could not clear an encampment unless they had a shelter bed available for every displaced resident. Local courts have hit several California cities — including San Francisco, Sacramento, Chico and San Rafael — with orders halting or delaying encampment clean-ups due to lack of adequate shelter.

Many California cities and law enforcement agencies have complained that the decision tied their hands and prevented them from enforcing common-sense ordinances governing homeless encampments. Today, the Supreme Court majority agreed, saying Boise created an “unworkable” mandate for cities.

The Boise “experiment” forced cities and law enforcement agencies to determine if there is a shelter bed available for each homeless individual they attempt to fine or arrest, Justice Gorsuch wrote. That’s a difficult question, as it can depend on factors such as the quality of shelter beds available, a person’s individual needs, whether they rejected a prior offer of shelter, and more.

“Those unavoidable questions have plunged courts and cities across the Ninth Circuit into waves of litigation,” Gorsuch wrote.

The COVID pandemic made the situation more complex. In 2020, federal health regulations recommended that cities not clear any encampments, in order to limit the spread of the virus and protect vulnerable homeless residents. Encampments in many California cities grew and became more entrenched, with residents building makeshift shacks out of scraps of wood and metal.

When vaccines arrived and concern about the pandemic gradually died down, it left in its wake a growing discontent over the proliferation of homeless encampments in public open spaces. With that came a chorus of complaints from

city leaders and law enforcement that the Boise ruling stripped them of the power to enforce rules regarding homeless residents.

It's an issue that's particularly crucial in California, which is home to **nearly a third** of the country's homeless population. More than 180,000 unsheltered people live in the Golden State, including more than 123,000 people who sleep in encampments or other places not meant for habitation.

Multiple California cities already are cracking down on those homeless camps. Some are getting around the Boise ruling by banning camps in certain areas rather than throughout the entire city. San Diego **recently started enforcing** a controversial ordinance that prohibits camps near schools, shelters and transit hubs, in parks, and — if shelter beds are available — on all public sidewalks. At the same time, the city opened two sanctioned tent campsites where about 500 unsheltered people can sleep.

San Diego's ordinance has led to a noticeable decrease in the number of homeless residents camping downtown. But camping is just as prevalent — if not more so — along highway on- and off-ramps, and along the San Diego River.

**Senate Bill 1011** by GOP leader **Brian Jones** would have imposed a statewide camping ban similar to San Diego's. But the bill **died in its first committee hearing**, suggesting a lack of appetite for a statewide crackdown.

Activists who provide homeless services, as well as researchers who study the population, say cities should not be able to break up encampments with impunity. Encampment sweeps cause homeless residents to lose important belongings and documents, push them farther away from their sources of food, medicine and other services, and — especially if arrests or citations are involved — make it harder for them to find jobs and housing, according to experts.

"The enforcement of laws criminalizing homelessness has been shown to have wide-ranging and lingering negative impacts on those experiencing homelessness, which create significant barriers to exiting homelessness," a group of more than 50 social scientists specializing in homelessness **wrote** in a "friends of the court" brief in the Grants Pass case.

The Supreme Court **heard oral arguments** in April. In their comments and questions, the justices appeared divided along ideological lines, with the liberal justices more sympathetic to the arguments of the homeless residents. The Supreme Court has a 6-3 conservative majority.

Underscoring the importance of the case, more than three dozen elected officials and organizations **weighed in** by filing "friend of the court" briefs.

**By Marisa Kendall. Originally published by CalMatters.**

***CalMatters.org is a nonprofit, nonpartisan media venture explaining California policies and politics***

June 28, 2024 | Administration, Attorney, Cities, City Manager, counties, Education, Environmental Policy, Housing, Infrastructure, Insights, Labor & Employment, Local Government, Public Health, Public Information





MISSION FEDERATION  
ArtWalk April 29 & 30 - MissionFedArtWalk.org

Little Italy  
Association  
of San Diego

Fiscal Year 2023

# ANNUAL REPORT

A Hip and  
Historic  
Neighborhood



## OUR RICH HISTORY IN THE CITY OF SAN DIEGO

*Marco Li Mandri, LIA Chief Executive Administrator*

Little Italy's throughout the United States have symbolized the tremendous contributions Italians and Italian-Americans have made to this country. Unfortunately, many of these historically established business districts are disappearing before our eyes. These Little Italys are either declining due to growth of other adjacent ethnic neighborhoods or are a shadow of their former glory due to the dispersion of Italian families from these districts.

San Diego's Little Italy is different – a stable ethnic business and residential community since the 1920's. Little Italy, today, represents Downtown San Diego's oldest continuous-neighborhood business district. At one time, more than 6,000 Italian families lived in Little Italy and toiled to build San Diego into the center of the world's tuna industry. Those families were dispersed with the building of I-5 through Downtown San Diego in the early 1960's. Unfortunately, this was a common occurrence in many of the Little Italys in the U.S. during that time.

Up until the early 1970's, San Diego was known as the Tuna capital of the world with more fishing boats, seiners, and canneries than anywhere worldwide. In the early 1970's, the U.S. government adopted "dolphin safe" federal regulations which forced the entire industry to move to the Western Pacific, where schools of tuna do not swim in mass with dolphins or porpoises. With the decline of the tuna industry on the West Coast and the destruction of 35% of Little Italy due to the construction of I-5 freeway, Little Italy suffered nearly thirty years of decline. In the early 1990's, established property owners and family-run business owners decided to take their fate into their own hands and embark on the revitalization their community.

Today our community is a model city neighborhood in the City of San Diego; with new Italian-Americans, new Italian immigrants, and non-Italian business owners alike maintaining and opening retail and restaurants. The Little Italy Association has been reviving this neighborhood for over 27 years, while telling the story of Little Italy to its visitors through public art displays and amazing piazzas. San Diego's Little Italy is not only a model city neighborhood for the City of San Diego but is also serving as a model for the handful of Little Italys remaining throughout the country. Recently, our Little Italy was identified as one of the top remaining Little Italys left in the country – the result of the tedious and consistent work of the Association.

"Our business district is rooted in the toil of immigrants and the perseverance and optimism of a new group of property and business owners, many of whom come from Italian descent, along with thousands of new residents. The strength of their faith and our proximity to the waterfront, the continued presence of Our Lady of the Rosary Church which has held this community together for 100 years, is what has supported families and businesses in Little Italy for generations."

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## ABOUT US

The Little Italy Association of San Diego is a 501c3 nonprofit public benefit corporation that was established in 1996 to oversee and expedite the revitalization and beautification of the Little Italy neighborhood in Downtown San Diego. The Association represents the property owners, residents, and businesses of Little Italy.

The Association is the only Little Italy district management corporation of its kind in any neighborhood in the United States and pledges to advocate on behalf of its members' best interests in the areas of public safety, beautification, promotion, and economic development while preserving the unique cultural resources that exist in our neighborhood.

In FY23, the Association had 25 Board Members that were comprised of property owners, residents, business owners and community-at-large representatives.

### OFFICERS OF THE BOARD

Steven Galasso  
*President*

Daniel Mocerì  
*Vice President*

Louis Palestini  
*Vice President of Heritage Affairs*

Luke Vinci  
*Secretary*

Bryan Thompson  
*Treasurer*

### BOARD OF DIRECTORS

#### BUSINESS DIRECTORS

Joey Busalacchi  
Curt Brooker  
Jocelyn Marcus  
David Rodger

#### PROPERTY DIRECTORS

Ryan Blum  
Domenic Brunetto  
Annette Casemero  
Dino Cresci  
Jim DeSpenza  
Clarissa Estevez  
Lisa Gerson  
Rich Gustafson  
Pasquale Ioele  
Jeri Keiller  
Principal Juan Núñez  
Jack Pecoraro  
Diana Strauss Casey  
Father Joseph Tabigue

#### COMMUNITY-AT-LARGE DIRECTORS

Joe Cordileone  
Catt White  
Tom Zolezzi

### MANAGEMENT TEAM

**CHIEF EXECUTIVE ADMINISTRATOR**  
Marco Li Mandri

**DISTRICT MANAGER**  
Christopher Gomez

**FINANCIAL MANAGER**  
Rosie DeLuca

**OFFICE MANAGER**  
Dianne Serna

**STAFF**  
Dominic Li Mandri  
Laura Li Mandri  
Shirley Zawadzki  
Monica Montes  
Michelle de Mercado  
Ethan Olsen  
Liam Zawadzki

\* This list of Officers, Directors, and Management Team are representative of those who served or worked during FY23.

## HOW IS THE ASSOCIATION FUNDED?

### **Business Improvement District (BID)**

*The Little Italy BID was formed by a petition of Little Italy businesses in 1996. Businesses that secure a Business Tax Certificate within the boundaries of the Little Italy BID are assessed a fee on the Business Tax Certificate based on the type of business and the number of employees. These funds are restricted and can only be used for marketing, promotions, security, cleaning and beautification, events and admin/ operational expenses of the Association pertaining to the BID.*

### **Maintenance Assessment District (MAD)**

*The Little Italy MAD was formed in 2004 based upon a petition and a balloting procedure of the benefiting property owners within Little Italy. Properties within the boundaries of the Little Italy MAD pay an annual assessment on their property tax bill based on the benefit zone the property, linear frontage, and the building square footage. Under the state constitution property assessments can only be used to fund "special benefit services", or those services over and above what the City of San Diego pays for out of its general fund. These funds are restricted and can only be used for "special benefits," in our case that includes sidewalk cleaning, trash abatement, pressure washing, landscaping, enhanced lighting and*  
*(Continued on Page 4)*

## LETTER FROM THE PRESIDENT

*Steven J. Galasso, LIA President*

Almost two years later, the Little Italy Association continues to rebound from the historic and severe economic impacts of the pandemic, compounded by the increased costs of operations and working diligently to maintain order within our community. Even with these ongoing challenges, the Association has focused on supporting our residents and business community with needed resources, maintaining order within our neighborhood and ensuring the best quality of life experiences possible, and giving San Diegans and visitors a consistent reason to visit, enjoy, and patronize Little Italy.

The Little Italy Association, a 501c3 nonprofit corporation, manages nearly all issues within the 48-square blocks known as Little Italy and is directed by a Board of 25 Directors. The Board is made up of property owners, business owners, residents, and those that are interested in the continued growth and success of Little Italy. The Board has 8 working committees that cover various tasks including financial management, marketing and promotion, special events, maintenance, beautification, development and management of our beautiful piazzas and public spaces, parking and mobility, and an ongoing monitoring of public order. Every month some of these committees meet to discuss concerns and resolutions to make recommendations to the Board of Directors. With the suspension of the Governor's Executive Order and "Reopening of California," the Association moved meetings back to in-person for Board meetings and hybrid meetings at the beginning of 2023.

Since July 2022, the Association's management team, New City America, Inc., has worked closely with the various Association committees and the Board to find and secure grant or funding sources, outside of the City contracts. The City contracts include the Business Improvement District (BID), the Maintenance Assessment District (MAD), or the Community Parking District (CPD), to support the ongoing maintenance, beautification, order, promotion and activation of our vibrant public spaces that all have come to love and enjoy.

Some of the initiatives, projects, and events that the Association's Board and management team has been focused on for FY23 include:

### **Advocacy and Maintain Civil Order**

Over the past decade the Little Italy Association has implemented various programs to maintain civil order within Little Italy, not only with the unhoused population or mentally unstable individuals, but anyone who has been or is disruptive to the quality of life or the experience of our neighborhood.



With an exercise of trial and error, the Association has had the Little Italy Maintenance team not only provide maintenance services, but support civil order. We created our own case management and internal security team – Live Well, Live Safe Little Italy (Nov. 2017 – Dec. 2019), after the reopening of California, post pandemic, we hired Off-Duty Officers (Jul. 2021 – Aug. 2022) to patrol and respond to incidents, but the program that has been most effective is the San Diego Rescue Mission (Oct. 2021 – Current).

The San Diego Rescue Mission Enhanced Security & Outreach Program serves Little Italy 7-days a week from 6:00 am to Noon and monitors the neighborhood to provide an enhanced presence, community outreach, and supportive services for the unhoused population or mentally unstable, acts as a liaison with the San Diego Police and Fire-Rescue Departments in matters of public safety issues, and other items.

Outside of programming that the Association has managed, it also focused on advocating for new and/or amended ordinances and or laws to provide a framework to manage buskers, sidewalk vendors, and safe camping for the unhoused population.

### **Public Space Development and Activation**

San Diego's Little Italy is known for its vibrant and dynamic public spaces and piazzas, including the Piazza della Famiglia, Piazza Basilone, Piazza Pescatore, Piazza Giannini, Piazza Villaggio, the Little Italy Dog Park, Amici Park (Amphitheater & Bocce Courts), and Little Italy's newest piazza dedicated in November 2023, Piazza Costanza that was created to honor Margaret "Midge" Costanza – Assistant and advisor to President Jimmy Carter, an educator, and an activist for women's and LGBTQ+ rights. The Association worked closely with the Piazza Costanza Task Force to raise over \$195,000 of State, County and private funds to underwrite the capital

*enhanced security, and admin/operational expenses of the Association pertaining to the MAD.*

### **Community Parking District (CPD)**

*Parking Meter Revenues are assigned to the Association to support the spirit of Council Policy 100-18 to enhance parking, mobility, and pedestrian safety within Little Italy. Under this ordinance, 45% of the annual revenues generated in Downtown San Diego are to be used for programs and activities that support parking and mobility activities.*

### **Unrestricted Programs**

*The Association is dedicated to raising unrestricted funds through special events, donations, sponsorships, our Little Italy Mercatos, and other entrepreneurial activities.*

*Image Below: Piazza Basilone adorned with the flags of the six United States' branches of service for Veteran's Day.*





## WHAT ARE RESTRICTED VS. UNRESTRICTED FUNDS?

### Restricted

*Restricted funds are dollars that are either assessments that come from the BID or MAD, funds that come from the City to administer the CPD, and funds that are donated/sponsored for a particular use or program.*

### Unrestricted

*Unrestricted funds are dollars that were raised or secured from grants, sponsorships or donors with no specific use.*

improvements and ongoing maintenance of the space.

Public spaces are one of the key attractions to Little Italy, it is the experiences inside these spaces that make them so charming.

The gem of our public spaces is the Piazza della Famiglia, which was funded by developer impact fees and is classified as a city park, but is the obligation of the Association to maintain. Since the City of San Diego does not contribute any financial support to the upkeep and maintenance of the Piazza, the Association has hired Little Italy Venues. They schedule the live music and activation in the Piazza della Famiglia for corporate, private, and public events, and manage the venue and raise additional funds to offset the expenses of maintenance and upkeep.

Little Italy Venues also schedules programs for the other Little Italy public spaces and piazzas to raise additional revenue for the Association to assist in the ongoing maintenance, beautification, and programming of these spaces.

Outside of our piazzas, one of our other premier public spaces is the Little Italy Dog Park, located at Amici Park. The Little Italy Dog Park improvements and ongoing maintenance was funded by private donors and grants. The Association continues to raise funds with the support of donors like Batta | Fulkerson, to provide daily cleaning, monthly deep cleans, and upkeep of the amenities for our furry friends to enjoy. Even though there is a lease with the San Diego Unified School District, for the off-leash area, they do not contribute to the dog park or its maintenance.

With additional public spaces proposed for the future, the Association has been working with the City of San Diego to secure funds to assist in the redesign of Amici Park and reworking the existing amenities, the amphitheater and bocce courts, and adding enhanced lighting, a water feature, storage, upgraded electrical, and a fence to secure the space for additional private event opportunities. The Association has secured construction bids and is hoping to move the project forward soon.

### Raising Funds and Investing

The Association has always had an entrepreneurial focus, leveraging the assessments from the property district (MAD), the business district (BID), and the parking district (CPD), which brings in more than half of the Association's operating budget. Furthermore, the Association has become a model for leveraging those restricted funds with projects that generate revenues that are unrestricted or has projects that can free up assessment district funds allowing for additional services to be provided.



Outside of the funds raised for Piazza Costanza, the Board secured several other grants, funding sources, and interest through investments of non-assessment dollars, additional corporate and private donors for capital projects or event underwrites, a California Relief Grant for \$25,000, Employment Retention Tax Credit for 2021 in the amount of \$167,000, and new programming including tours of Little Italy with a revenue split to the Association.

### **Events and Partnered Events**

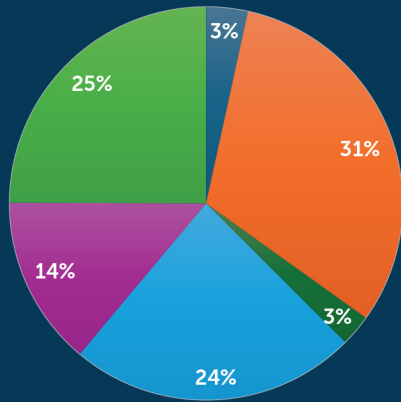
Events create the pulse that keeps our neighborhood thriving, whether they are owned, managed or partnered events of the Association. Little Italy events not only give residents something fun to do in their neighborhood, but they also draw hundreds, if not hundreds of thousands, into our community that come to enjoy the activities of the event and support local businesses. In FY23, the Association put on the Taste of Little Italy, Marine Band San Diego Summer Concert, Casino di Piazza, Trick-or-Treat on India Street, and the Little Italy Tree Lighting & Christmas Village and partnered on the following events – Mission Fed ArtWalk, San Diego Padres Italian Heritage Night, El Grito de México en San Diego, Bella Vista Fest, and started preparations with Our Lady of the Rosary Centennial Committee for their centennial celebration events in August 2023.

While closing the street makes it seem like a special event, the Little Italy Mercato farmers market is actually a consistent twice-weekly pop-up grocery store for residents and guests. Stretching over six blocks of West Date Street including the Piazza della Famiglia every Saturday, and three blocks every Wednesday, the market is open year-round, rain or shine. Carefully curated California farmers and local makers offer fresh produce, meats, fish, flowers, artisan foods and crafts. Coming to Little Italy for the Mercato, shoppers stay in the

*Image Above: Waterfront Bar & Grill team offering Taste of Little Italy guests their signature Taste sliders.*

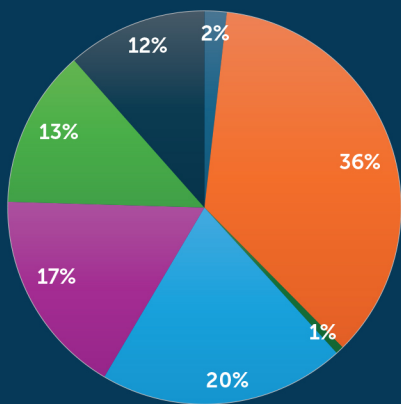


## FY23 LITTLE ITALY INCOME & EXPENSE SUMMARY



### Income / \$3,921,628

- BID: \$134,435
- MAD: \$1,234,087
- MNA: \$101,371
- CPD: \$926,219
- Programs: \$547,730
- Mercato: \$977,786



### Expense / \$3,970,488

- BID: \$72,372
- MAD: \$1,420,379
- MNA: \$26,328
- CPD: \$803,759
- Programs: \$673,637
- Mercato: \$516,154
- Admin: \$457,859

neighborhood to shop, eat, and drink at local businesses. The twice-weekly Little Italy Mercato generates one of the largest single contributions to the Association's operating budget, netting more than \$460,000 to the Association in FY23.

The Association and management team focus to create, manage, and partner with events that add to the charm and character of Little Italy while using them as an opportunity to raise funds for the neighborhood's operations. For those interested in being a sponsor, visit [LittleItalySDSponsor.com](http://LittleItalySDSponsor.com).

### Parking & Mobility

One of the ongoing contracts the Association has with the City of San Diego is the management of the Little Italy Community Parking District. The focus of this contract is to manage parking, mobility, and public safety throughout the 48 square blocks of Little Italy. In FY23, the Association worked with several vendors to add and maintain the pole-to-pole enhanced strand lighting, fabricate, and install 24 new Little Italy branded oil-pot style planters as a pedestrian safety measure, install a solid flat material called porous pave around high-traffic tree wells, and work closely with the City on street parking and curb conversions.

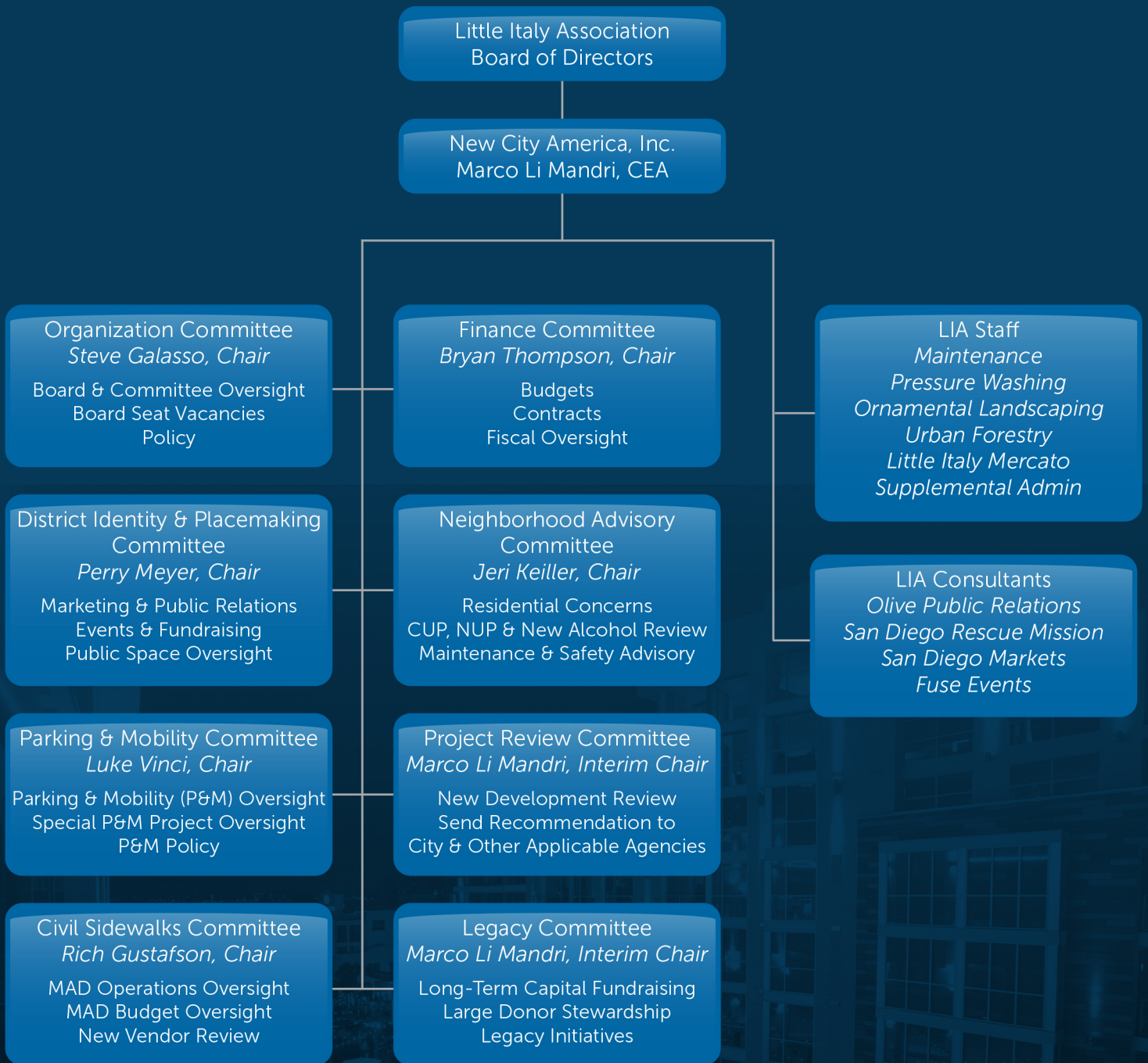
The Association has been working over the past 10 years on the parking conversions of all North, South, West, and East streets. Conversions consisted of all North/South streets being converted to diagonal parking and all West/East streets being converted to head-in parking. In the Spring of 2023, the final conversions were implemented on Columbia Street with an addition of 15 diagonal spaces.

Another capital improvement the Association has been working tirelessly on is the fabrication and installation of the Phase I Bollard Program. Phase I includes a removable bollard program for dedicated events that will allow the Association the ability to close W. Date Street down for the Mercato and other special events. The bollards are designed and engineered to take the impact of a vehicle and minimize the potential injuries to pedestrians within the closure. The project has been approved for bidding and the Association will be reviewing bids from eligible contractors.

In preparation for the coming fiscal year, the Association has been working with City staff to maintain the same funding the Association has received over the past several years so that we can continue to implement new and innovative mobility and public safety measures, like the San Diego Rescue Mission's Little Italy Outreach & Enhanced Security Program.

# HOW WE GET THINGS DONE

The Little Italy Association of San Diego is responsible for the management and operations within the 48-square blocks known as San Diego's Little Italy. The Association has been successful in curating the experience and quality of life for our residents, businesses, property owners, and guests for over 27 years. The following chart is how we get things done.





## YOUR ELECTED OFFICIALS

### City of San Diego

Mayor Todd Gloria  
619-236-6330

Councilmember  
Stephen Whitburn  
District 3  
619-236-6633

### County of San Diego

Supervisor Terra  
Lawson-Remer  
619-531-5533

### State of California

Senate President ProTem  
Toni Atkins  
619-645-3133

Assemblymember  
Tasha Boerner  
858-481-7704

## LOCAL/CITY ISSUE?

### Emergency

9-1-1

### Non-Emergency

619-531-2000

### Get It Done App

Get It Done San Diego is the official app for reporting non-emergency problems to the City of San Diego. App users can report problems like potholes or graffiti and connect directly to the City's work tracking system.

Apple: *Get It Done San Diego*

Google Play: *Get It Done San Diego Official*

## SAN DIEGO RESCUE MISSION

*Paul Armstrong, Vice President of Programs for SDRM*

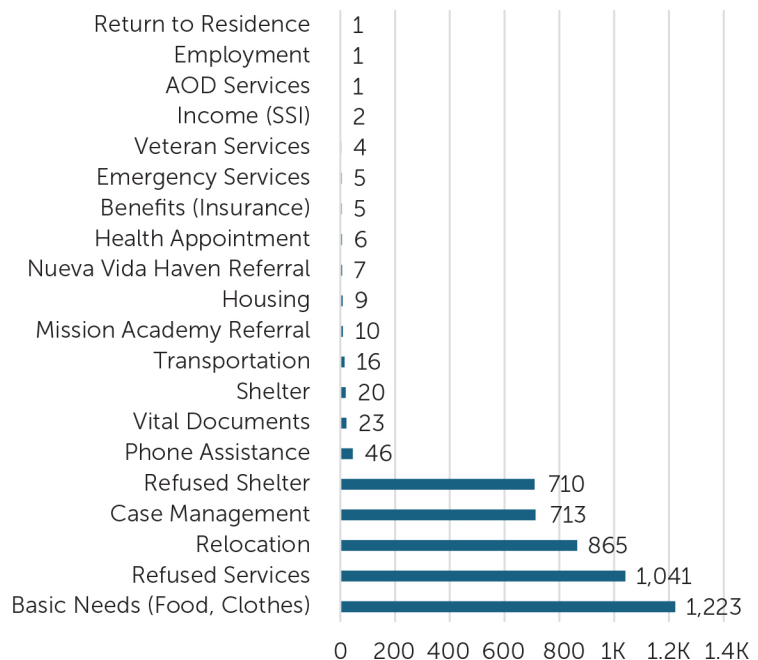
In October 2021, the Little Italy Association contracted with the San Diego Rescue Mission (SDRM) to begin an intentional outreach program for our unhoused neighbors. SDRM utilizes a relational model which is considered a best practice.

Through building a relationship they were able to get one of our longest unhoused members into housing. The gentleman had been on the streets for over 20 years. He and his dog have now been housed since April 2022 and he is still connected to the right supportive services. SDRM's Outreach Team has also been working with William and Jean for the last two years. This couple have lived on the streets of Little Italy for over five years, but they are moving into their new home on Tuesday (3/12/2024) at 9am. These stories of connecting relationally are being played out over and over as they seek to impact one life at a time.

SDRM stressed the importance of trust. Trust takes time and consistency. They will continue to be present seven days a week doing outreach. As they continue to gain trust and demonstrate effectiveness, we will see our neighbors without homes find safe places to live and regain hope.

### Impact

Here is a snapshot of the impact that has been made from July 2022 to June 2023. SDRM has been able to get 37 people off the street, relocate another 865 to less disruptive locations and provide basic services such as food and clothing to 1,223 homeless neighbors. They have provided case management services 713 times to help people navigate the system and take a step forward. Another 22 people were able to get vital documents and another 16 people were connected to healthcare and emergency medical services.





## LITTLE ITALY MERCATO

*Catt White, Little Italy Mercato Maestra*

The Little Italy Mercato farmers markets continued to grow in the last year. The Saturday market reached full capacity, once again occupying a full six city blocks on West Date Street from Kettner Boulevard to Front Street. The Wednesday morning market returned and has grown steadily, now occupying the three blocks from Kettner Boulevard to State Street on mid-week mornings, enlivening the Piazza della Famiglia and bringing the community together to shop for groceries and connect with their neighbors. Both markets bring nutrient dense fresh food from California farmers and fishermen and artisan foods and crafts to residents of Little Italy and surrounding areas. The market delights visitors and generates positive press nationally and internationally.

As in many sectors, turnover was higher than in pre-pandemic years as businesses regained their footing. Some farmers retired and some small businesses closed as the losses and stress of the previous two years were tallied. The farmers market operations team responded by carefully curating, recruiting and incubating a deliberately staged influx of new vendors. This has kept the markets vibrant and fresh.

As the fiscal year wrapped up, the Saturday Mercato celebrated its 15th continuous year of operation in June, 2023. County Supervisor Terra Lawson-Remur issued a proclamation naming June 8th Little Italy Mercato Day, and a marching band highlighted celebrations at the market, to the delight of farmers, vendors, staff and shoppers.

The Little Italy Mercato remains the largest certified farmers' market in San Diego County and generates a significant source of funds to the Little Italy Association to support main-

## FY24 CALENDAR OF EVENTS

### Weekly

Every Saturday |  
8:00am-2:00pm  
Little Italy Mercato: Farmers' Market

Every Wednesday |  
9:30am-1:30pm  
Little Italy Mercato: Farmers' Market

### July 2023

Sat., 7/29 | Starts at 7:00pm  
Marine Band San Diego Summer Concert

### August 2023

Fri., 8/4 | First Pitch at 6:40pm  
San Diego Padres Italian Heritage Night

Fri.-Sun., 8/17-19 | Variable Times  
Our Lady of the Rosary Centennial Celebration

*(Continued on Page 11)*

*Image Below: Catt White (R), Market Maestra, and Brijet Myers (L) showing the Mercato's fresh bounty.*



## FY24 CALENDAR OF EVENTS

(Continued)

### September 2023

Fri., 9/8 | 5:00pm-8:00pm  
*Punches in the Piazza*

Fri. 9/15 | 5:00pm-9:00pm  
*"El Grito" de México en San Diego*

Fri., 9/15 | 7:00pm-11:00pm  
*Casino di Piazza*

### October 2023

Sat., 10/21 |  
11:00am-5:00pm  
*Bella Vista Fest*

Sun., 10/29 |  
5:30pm-7:30pm  
*Trick-or-Treat on India Street*

### November 2023

Sat., 11/29 | *Kick-off  
Small Business Season*

### December 2023

Sat., 12/2 | 4:00pm-8:00pm  
*Little Italy Tree Lighting &  
Christmas Village*

### April 2024

Sun., 4/14 | 3:30pm-6:30pm  
*The Bulls of St. Agata  
Charge Little Italy*

Sat.-Sun., 4/27-28 |  
11:00am-6:00pm  
*Mission Fed ArtWalk:  
Celebrating 40 Years*

### June 2024

Tue.-Wed., 6/18-19 |  
4:00pm-8:00pm  
*Taste of Little Italy*

tenance needs and other community programs and events. California Certified farmers markets keep farmers farming in the face of labor, land cost and climate challenges. Money spent at markets remains in the local community and provides jobs for local residents. Shopping at the Little Italy Mercato markets remains a perfect way to do good by eating well.

---

## MISSION FEDERAL ARTWALK

*Curt Brooker, Director*

For 39 years, Mission Fed ArtWalk has celebrated both visual and performing arts in San Diego. We believe art has the power to connect communities, cultivate new artistic talent and create a better quality of life for all through cultural enrichment.

Thousands of attendees come to view and purchase artwork, enjoy live music performances, and participate in interactive art experiences. Little Italy is an ideal backdrop for this two-day festival and the neighborhood benefits from not only local visitors but attendees that come from all over to see original art and visit the outstanding restaurants and businesses in the neighborhood.

The ArtWalk team is excited to celebrate 40 years next year in 2024. We're planning new art installations, activities and look forward to celebrating 40 years in San Diego.

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## TASTE OF LITTLE ITALY

*Curt Brooker, Event Director*

The Taste of Little Italy was held on Tuesday, June 20 and Wednesday, June 21, 2023 and over 20 different restaurants participated each day. Like in year's past, tickets sold out in advance at 750 tickets per day. The Taste of Little Italy has become one of the premier food events in not only Little Italy, but all of San Diego. Taste is also beginning to draw the attention of corporate sponsors like Stella Artois and Campari. Stella and Campari's partnership enhanced the guest experience by offering unique drink tastes and photographic moments in the Piazza della Famiglia. We expect the Taste of Little Italy to continue to grow and be a staple event for the Little Italy Association.



# OLIVE PUBLIC RELATIONS MEDIA RECAP

Jenn Von Stauffenberg, President of Olive Public Relations

## Media Relations

Little Italy has been a beacon of community spirit and admiration, capturing the hearts of residents and visitors alike as each month of the 2022-2023 season unfolds. The neighborhood has continued to thrive, exemplified by its vibrant events such as Taste of Little Italy, Marine Band San Diego Summer Concert Series, Casino di Piazza, Trick or Treat on India Street and above all the Annual Little Italy Tree Lighting & Christmas Village. These events not only drew thousands of people to the cherished neighborhood but also captured the attention of media outlets, earning hundreds of media hits along the way.

A standout moment of the 2022-2023 season was the unveiling of the Piazza Costanza, a testament to the community's dedication to preserving its rich history. This event attracted large crowds, garnering widespread coverage from TV outlets such as ABC 10, FOX 5, CBS 8, KUSI, and NBC 7. For the 2022-2023 season, the media relations strategy aimed to continue to showcase Little Italy as a dynamic hub for events and a welcoming destination for all. In order to execute the strategy, we created a timeline, PR plan and focused each press release on the events and local businesses that make Little Italy unlike any other neighborhood in San Diego. Despite facing challenges, such as maintaining momentum, we remained resilient, leveraging our strategy to emerge stronger. While we strive for a new strategy each year, the key thing that remains consistent is the commitment to nurturing media relationships and coverage across local print, TV, radio, and online. Media highlights from the past year include coverage in Locale Magazine, ABC 10, San Diego Union Tribune, KPBS, Travel + Leisure, Modern Luxury, San Diego Magazine and FOX 5.

## BE A PART OF OUR LEGACY

In 2015, the Little Italy Association Board of Directors created the Legacy Committee to spearhead long-term goals and major capitol improvement fundraising projects. The Legacy Committee's first initiative was the *Be A Part Of Our Legacy* program. The intent of the program is to establish a central location that highlights all current and future "Legacy Projects."

If you are interested in learning more about the *Be A Part Of Our Legacy* program, visit [LittleItalyLegacy.com](http://LittleItalyLegacy.com).



Explore a Farmer's Market

With 50 weekly farmer's markets around town, it's difficult to narrow down place to pick up ultra-fresh produce, snacks, sauces, and treats—but if I have my No. 1, I'm going with Little Italy's biweekly market on Date Street. The more than 200 vendors, and in this case, bigger is definitely better.

My favorite thing to do on Saturday mornings is put my name in at rose-hu spot Morning Glory (it takes at least an hour to get seated), then roam the r check out all the delicious local offerings. You'll have plenty of time to wank you've stocked up on regionally grown veggies and settled into your pink v get the soufflé pancakes and breakfast carbonara and thank me later.



### Eventos en San Diego que no te puedes perder fiestas decembrinas

¿Estás buscando maneras de ponerte en el espíritu navideño? Esta es la lista para tí! SAN DIEGO. - Normalmente en San Diego no se celebra una blanca Navid adogedor como nuestros amigos del noreste, pero eso no significa que alegras en este lado del país. Desde espectáculos de luces navideñas h San Diego tiene una plétora de eventos invernales para disfrutar. Usa e festivos para encontrar una celebración que te llene de alegría:

#### Iluminación de árboles & Pueblo navideño

**Dic. 3: Little Italy**  
Decora los pasillos de Little Italy, que estarán adornados con decoración cascanueces de 10 pies de altura, luces festivas y tal vez incluso una per Si bien nunca es un mal momento para visitar Little Italy, este evento e India Street estará repleta de vendedores artesanales, incluidos algunos Italy Mercato, que seguramente tendrán excelentes calcetines. Puedes c diseñadas localmente y comida deliciosa que sabe a alegría navideña.

Luego, se lleva a cabo la iluminación anual del árbol de Navidad. Dos á alzarán sobre la multitud en previsión de una ceremonia de encendido italiana en la Piazza della Famiglia. El árbol Aurora, que es una escultu viento, también regresará este año junto con el árbol permanente de 2... detrás del árbol, en el sitio web de Joshua Hubert, la gente puede esperar ver diferentes patrones, diseños y espectáculos de luces de Aurora este año gracias a las nuevas actualizaciones tecnológicas



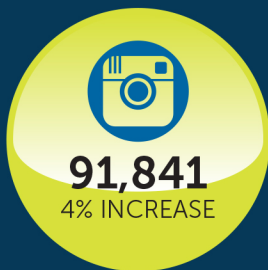


## SOCIAL MEDIA SNAPSHOT

Growth from July 1, 2022 to June 30, 2023.



Facebook  
LittleItalySD



Instagram  
LittleItalySD



TikTok  
LittleItaly.SD

**Hashtags**  
#LittleItalySD  
#LittleItaly  
#LittleItalySanDiego  
#DowntownSanDiego  
#VisitSD  
#VisitSanDiego

## Social Media

This year, creative content took center stage for the Little Italy Association. We illuminated the neighborhood's storied history and vibrant culture by seamlessly weaving in captivating video content, engaging imagery, and thought-provoking copy. Little Italy's social media presence has solidified its position as a frontrunner in San Diego's neighborhoods and yielded an impressive engagement rate, surpassing the industry average. Our high-quality posts were amplified through strategic ad campaigns that propelled our reach, while daily, hands-on community management forged meaningful online connections, leading to substantial growth in our social following. Looking forward to the year ahead, we will continue to build a thriving digital community that mirrors the heart of Little Italy itself.



## LITTLE ITALY VENUES

*Curt Brooker, Venues Director*

The public spaces in Little Italy have always been a destination for local Little Italy residents, but recently with the addition of the Dog Park, Piazzas and specifically the Piazza della Famiglia, private groups and corporations have been renting the spaces to hold events. These rentals help generate revenue to help maintain these spaces and allow them to continue to be safe and clean meeting spaces for all Little Italy visitors.

As meetings and events continue to come back from COVID, the Piazza della Famiglia continues to gain traction with corporate clients. Conference groups and corporate clients look to book the piazza for employee outing, brand recognition events and holiday parties. The expectation is that the Piazza della Famiglia will continue to grow in popularity each year and become a strong revenue gainer for the Little Italy Association.

## LITTLE ITALY BOUNDARIES, PIAZZAS & PUBLIC SPACES



- Business District Boundaries
- Maintenance District Boundaries
- Open Piazzas
- Pending Piazzas
- Little Italy Dog Park
- Amici House
- Little Italy/County Trolley Stop (Green Line)

## LITTLE ITALY ASSOCIATION CONTACT INFORMATION

**Association Office**  
619-233-3898

**Maintenance Supervisor**  
Daniel Torres  
*Oversees Maintenance & Pressure Washing*  
619-549-7237

**Ornamental Landscaping Supervisor**  
Scott Sponholtz  
*Oversees Ornamental Landscaping, Urban Forestry, Irrigation, Seasonal Displays*  
858-282-9999

**AM Maintenance Phone**  
7-Days a Week  
6:00am-2:30pm  
619-454-2507

**PM Maintenance**  
7-Days a Week  
2:00pm-10:30pm  
619-372-0037

**Little Italy Enhanced Security & Outreach Program**  
San Diego Rescue Mission  
7-Days a Week  
6:00am-Noon  
Wednesday-Sunday  
619-642-1840  
Monday-Friday  
619-890-2016

**Report An Issue**  
Do you have a maintenance, landscaping, or non-maintenance/landscaping issue within the boundaries of Little Italy? Visit [www.ReportAnIssueSD.com](http://www.ReportAnIssueSD.com) or scan QR code below to create a workorder for the Little Italy Association to review and dispatch staff to address.



Piazzas	Location	Dedicated
Piazza Villaggio	India & W. Ash	2002
Piazza Basilone	India & W. Fir	2003
Piazza Pescatore	Kettner & W. Fir	2017
Piazza della Famiglia	India & W. Date	2018
Piazza Giannini	India & W. Cedar	2018
Piazza Costanza	Columbia & W. Ash	2023
Public Spaces	Location	Dedicated
Little Italy Dog Park	W. Date & Union	2015





Little Italy Association of San Diego

2210 Columbia Street  
San Diego, CA 92101

619.233.3898

[Mail@LittleItalySD.com](mailto:Mail@LittleItalySD.com)

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

# Little Italy Board of Directors Get-or-Give & Staff Fundraising Summary

Term: 2024-2025

## GOALS MET

\*FY24 C/F does not carry-forward into the next fiscal year (FY26).

LAST NAME	FIRST NAME	FY24 C/F*	JUL'24	FY25 + C/F	GorG REQ	FY25 RMNG	FY26 C/F
Galasso	Steven	\$1,125		\$1,125	\$1,500	-\$375	-\$1,500
Thompson	Bryan	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Palestini	Lou	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Vinci	Luke	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Casemero	Annette	\$49		\$49	\$1,500	-\$1,451	-\$1,500
Blum	Ryan	\$90		\$90	\$1,500	-\$1,410	-\$1,500
Brooker	Curt	\$3,500		\$3,500	\$1,500	\$2,000	-\$1,500
Brunetto	Domenic	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Busalacchi	Joey	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Cresci	Dino	\$0		\$0	\$1,500	-\$1,500	-\$1,500
DeSpenza	Jim	\$930		\$930	\$1,500	-\$570	-\$1,500
Estevez	Clarissa	\$24,025		\$24,025	\$1,500	\$22,525	-\$1,500
Gerson	Lisa	\$18,300		\$18,300	\$1,500	\$16,800	-\$1,500
Gustafson	Rich	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Hermes	Audrey	\$988		\$988	\$1,500	-\$512	-\$1,500
ioele	Pasquale	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Keiller	Jeri	\$260		\$260	\$1,500	-\$1,240	-\$1,500
Núñez	Juan	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Pecoraro	Jack	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Rodger	David	\$5,175		\$5,175	\$1,500	\$3,675	-\$1,500
Strauss Casey	Diana	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Tabigue	Father Joseph	\$0		\$0	\$1,500	-\$1,500	-\$1,500
Vecchio	Joe	\$124,375		\$124,375	\$1,500	\$122,875	-\$1,500
White	Catt	\$13,858		\$13,858	\$1,500	\$12,358	-\$1,500
Zimmerly	Jon	\$0		\$0	\$1,500	-\$1,500	-\$1,500
		<b>\$192,675</b>	<b>\$0</b>	<b>\$0</b>	<b>\$37,500</b>		

**Little Italy Association of San Diego**

**FY25 Board Attendance**

Last Name	First Name	Position	Member Since	Jul. 23
Galasso	Steven	1 - PRESIDENT	1996	
Vinci	Luke	2 - VICE PRESIDENT	2011	
Palestini	Lou	3 - V.P. OF CULT. AFF.	2000	
Thompson	Bryan	4 - TREASURER	2018	
Casemero	Annette	5 - SECRETARY	2021	
Blum	Ryan	Property Director	2020	
Brooker	Curt	Business Director	2022	
Brunetto	Domenic	Property Director	1997	
Busalacchi	Joey	Business Director	2020	
Cresci	Dino	Property Director	2023	
DeSpensa	Jim	Property Director	2011	
Estevez	Clarissa	Property Director	2022	
Gerson	Lisa	Property Director	2022	
Gustafson	Rich	Property Director	2011	
Hermes	Audrey	Business Director	2023	
Ioele	Pasquale	Property Director	2013	
Keiller	Jeri	Property Director	2020	
Núñez	Juan	Property Director	2019	
Paladino	Robert	Property Director	2024	
Pecoraro	Jack	Property Director	2011	
Rodger	David	Property Director	2022	
Strauss Casey	Diana	Property Director	2019	
Tabigue	Father Joseph	Property Director	2011	
Vecchio	Joe	Community at Large	2024	
White	Catt	Community at Large	2009	
Zimmerly	Jon	Residential Tenant	2023	

- X - Excused
- U - Unexcused
- L - Leave
- A - Alternate

**Bylaws: Attendance**

3 Unexcused or 6 Total (Excused & Unexcused)

Alternates are not permitted to stand in for more than 6 times in a calendar year.



**LITTLE ITALY ASSOCIATION  
FINANCIAL OVERVIEW  
FY JULY 2023 - JUNE 2024**

<b>BOARD MEETING DATE:</b>		<b>7/9/2024</b>					
<b>Accrual Basis Report - MAY 31, 2024</b>							
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE FISCAL YEAR</u>	<u>NET BUDGET YTD</u>	<u>ANNUAL BUDGET (NET)</u>	<u>REVISED ANNUAL BUDGET (NET)</u>
<b>SAN DIEGO CONTRACTS</b>							
	BID	112,811	112,167	644	0	0	0
	MAD <sub>1</sub>	1,300,948	1,408,637	-107,689	-142,351	-147,837	-100,000
	PARKING METER <sub>2</sub>	517,289	485,838	31,451	1,934	0	82,000
	<b>TOTAL</b>	<b>\$1,931,048</b>	<b>\$2,006,642</b>	<b>-\$75,594</b>	<b>-\$140,417</b>	<b>-\$147,837</b>	
<b>SUPPLEMENTAL MAINTENANCE</b>							25,000
<b>PROGRAMS AND OPERATIONS</b>							\$180,700
							\$187,700
1. Supplemental Maintenance program: YTD net gain \$18,109. YTD budget \$135,208. (Annual budget net income is \$150,000)							
2. Additional Parking Program operations: YTD net income \$9,246. YTD budget \$0. (Annual budget net income \$0)							
3. Programs and Operations: YTD net income \$207,505. YTD budget net income \$100,676. (Annual budget net income \$85,239) <b>Included are the results for the Mercato. Mercato's results are YTD net income of \$452,341. YTD budget \$352,122. (Annual budget \$387,060).</b>							
		<b>May-24</b>	<b>May-23</b>				
<b>Total income</b>		\$3,637,113	\$3,599,053				
<b>Total expenses</b>		<u>\$3,478,018</u>	<u>\$3,521,020</u>				
<b>Net income over expense</b>		\$159,095	\$78,033				
<b>BALANCE SHEET</b>							
		<b>5/31/2024</b>	<b>5/31/2023</b>				
<b>Checking</b>		\$777,087	\$569,410				
<b>Savings</b>		93,559	93,077				
<b>Fidelity Investments</b>		156,207	199,000				
<b>Accounts Receivable</b>		94,394	361,378				
<b>Other assets</b>		233,131	264,580				
<b>Total Assets</b>		<b>\$1,354,378</b>	<b>\$1,487,445</b>				
<b>Accounts Payable</b>		\$9,305	\$154,314				
<b>Advances</b>		186,115	206,373				
<b>Loans</b>		148,475	148,476				
<b>Equity</b>		1,010,483	978,282				
<b>Liabilities &amp; Equity</b>		<b>\$1,354,378</b>	<b>\$1,487,445</b>				



FIDELITY INVESTMENTS - LITTLE ITALY ASSOCIATION - -2024								
DESCRIPTION	DEPOSIT	DATE DEPOSIT	AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
DEPOSIT	\$4,000	1/13/2023						
DEPOSIT	\$5,000	1/17/2023						
DEPOSIT	\$50,000	2/28/2023						
BALANCE 2/28/2023	\$59,000		\$8,000					
BALANCE 3/31/2023	\$169,000		\$167,000					
BALANCE 4/30/2023	\$169,000		\$167,000					
Balance Certificates of Deposit 6/30/2023			\$106,000					
Money Market 6/30/2023			\$94,436					
Total 6/30/2023	\$199,000		\$200,436					
Balance Certificates of Deposit 6/30/2024			\$136,000					
Money Market			\$22,998	withdrawal 3-20-24 \$50,000				
Total 6/30/2024	\$199,000		\$158,998					
BY MATURITY DATE								
			AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
48714LDF3	KEARNY BANK NEW JERSEY	X	\$37,000	4/5/24	07/15/24	9	5.55%	
588493RG3	MERCHANTS BANK OF CARMEL	X	\$15,000	4/12/24	07/23/24	9	5.30%	
06051V3L8	BANK OF AMERICA	X	\$10,000	10/06/2023	08/06/24	9	5.45%	
89788HFZ1	TRUIST BANK	X	\$30,000	09/29/2023	09/29/24	12	5.55%	
949764GK4	WELLS FARGO	X	\$30,000	10/02/2023	10/02/24	12	5.55%	
15987UVG1	CHARLES SCHWAB	X	\$5,000	11/20/23	12/04/24	12	5.35%	
0605IXCD2	BANK OF AMERICA	X	\$4,000	4/9/24	01/13/25	9	5.10%	
			\$5,000	5/30/24	05/30/25	12	5.30%	
			\$136,000					

Hello Little Italy Finance Committee,

After a lot of back and forth with the City and pressure, we received confirmation that we can use parking meter revenues to partially fund the San Diego Rescue Mission. After reviewing the budgets with Jeri for FY24 and FY25, we have come up with a method to fund the project partially in FY24 and minimize obligation in MNA for FY25. Since this requires us to pay funds out of FY24 and the close of the FY is days away, we won't be able to present and take a motion at the Finance Committee, so we will be taking it directly to the Board on July 9th. Below is what we will be presenting.

Attached is the end of year projections. We are expected to net \$187,700. \$82,000 of that is going to be carried forward into FY25 for Parking District, so that leaves us with \$105,700 net for FY24.

The total FY25 SDRM contract is \$150,000. Originally, we had planned to fund the program in FY25 with FY24 Parking District carryforward and FY25 PMRs and MNA. Since we have a large net this year and we want to give the Association more breathing room in FY25, our recommendation is the following:

FY24 Parking District Carryforward:	\$82,000
FY24 Programs Net:	\$52,000
FY25 Parking District Revenue:	\$16,000

This would free up the \$35,000 we had budgeted in MNA for FY25. Also, we would still have a net in FY24, after the above allocations, of \$53,700.

The action we are taking to the Board is to authorize staff to use FY24 net to offset the SDRM program obligation in the amount of \$52,000. The remaining portion will be covered by FY24 Parking District Carryforward and FY25 Parking District Revenue.

No action or response is needed from you, this is just information to keep you all updated.

Feel free to email me if you have any questions.

Ciao,  
Chris

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**CHRISTOPHER M. GOMEZ**

*District Manager*

Little Italy Association of San Diego

2210 Columbia Street

San Diego, CA 92101

Phone: 619-233-3898

Website: [LittleItalySD.com](http://LittleItalySD.com)



## LIA Board Meeting PR and Social Agenda Tuesday, July 9, 2024

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### **Pitches**

#### **Marine Band San Diego Summer Concert (pitching complete June 30)**

- Secured online coverage in the San Diego Sun and Ranch & Coast
- Expected coverage in the San Diego Union-Tribune, FOX 5, KUSI, and Presidio Sentinel

#### **Washington Elementary x Scarlett Baily**

- Secured coverage on FOX 5 and ABC 10
- Secured online coverage in the San Diego Union-Tribune
- Secured print coverage in the San Diego Union-Tribune
- Expected online coverage in San Diego Downtown News and Gente Bonita Magazine

#### **Summer Events in little Italy**

- Secured broadcast coverage on KUSI
- Expected coverage in Gente Bonita Magazine and San Diego Jewish Journal

#### **Taste of Little Italy (Short leads)**

- Secured coverage on NBC 7, ABC 10, Univision, FOX 5, KUSI, KPBS, KPBS Radio, 600 KOGO Radio, CBS 8, San Diego Sun, San Diego Reader, There San Diego, San Diego Red, Rancho Santa Fe Review, Del Mar Times, Thrillist San Diego, San Diego Magazine, Modern Luxury, San Diego Family Magazine, Gente Bonita Magazine, Encinitas Advocate, DoSD, San Diego Events Blog, San Diego Tourism Authority, San Diego Union-Tribune

#### **Other**

- Secured coverage in Travel Host
- Expected coverage in San Diego Magazine, I Like Beer Podcast, The Coast News

### **General**

- Developed the scope of services for reduced budget
- Prepared 23/24 fiscal year summary report
- Made introduction between Chris and Hilton for merchandise opportunities

### **Social Media**

#### **Highlights / Recap**

- Gained 1,678 new followers on all platforms
- Earned over 1M impressions total impressions
- Garnered over 36K total engagements
- Created Facebook event page for Italian Heritage Night - 237 responses
- Created Facebook event page for Marine Band Summer Concert - 616 responses

### Social Media Analytics (Last 30 days as of July 1)

Social Media	Total fans/followers	Engagement	Impressions
 <b>Little Italy San Diego</b>	95,607	4,440	145,359
 <b>Little Italy</b>	99,062	31,614	872,565

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

Best performing content published during the selected period.



Jun 23, 2024 · Little Italy San Diego

**New to the neighborhood: Italian tapas that will transport your taste...**

Reach	5,966
Comments	8
Likes	309
Saves	80
<b>Engagement</b>	<b>571</b>
Engagement rate per reach	9.6%
Engagement rate per impression	7.9%



Jun 1, 2024 · Little Italy San Diego

**Celebrating love, equality, and pride. Happy Pride Month! 🏳️‍🌈 Howard...**

Reach	6,476
Comments	29
Likes	308
Saves	1
<b>Engagement</b>	<b>357</b>
Engagement rate per reach	5.5%
Engagement rate per impression	4.8%



Jun 20, 2024 · Little Italy San Diego

**Taste of Little Italy was a delicious success! 🍴 Thank you to everyone...**

Reach	5,210
Comments	5
Likes	262
Saves	2
<b>Engagement</b>	<b>301</b>
Engagement rate per reach	5.8%
Engagement rate per impression	5.2%

## Top content - Facebook (Based on reach)

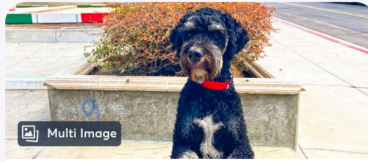
Best performing content published during the selected period.



Jun 4, 2024 · Little Italy

**It's our favorite (& tastiest) event of the season! 🍕 Taste of Little Italy is...**

Reach	4,188
<a href="#">Engaged users</a>	155
<a href="#">Clicks</a>	102
<a href="#">Other clicks</a>	20
<a href="#">Engagement rate per reach</a>	3.7%
<a href="#">Engagement rate per impression</a>	3.5%



Jun 10, 2024 · Little Italy

**At Amici Park, the tables hold the secrets to authentic Italian cooking...**

Reach	3,607
<a href="#">Engaged users</a>	280
<a href="#">Clicks</a>	75
<a href="#">Other clicks</a>	151
<a href="#">Engagement rate per reach</a>	7.8%
<a href="#">Engagement rate per impression</a>	6.1%



Jun 20, 2024 · Little Italy

**Sun's out, tongues out for the first day of summer! ☀️🐶🍷...**

Reach	3,334
<a href="#">Engaged users</a>	151
<a href="#">Clicks</a>	21
<a href="#">Other clicks</a>	26
<a href="#">Engagement rate per reach</a>	4.5%
<a href="#">Engagement rate per impression</a>	4%



# ITALIAN RENAISSANCE

*Ideas of change swirl in Little Italy*

By Bill Manson

Photography by Joe Klein

What if Little Italy became truly Italian? Created a landmark that speaks forever of the Italian community? If it sprouted piazzas along India Street, colonnades beside the trolley, markets around the County Administration Building, and its own lived-in fishing villages curling out into the bay?

There's no doubt Little Italy is on the march, but could these ideas, resulting from discussions with architects, planners, Center City Development Corp., the county, the Port and Little Italy activists themselves, actually transform downtown's only true ethnic enclave?

Here are some of the ideas circulating:

- ◆ To build an Italian-style piazza on county land next to the Little Italy-trolley stop. With a fountain in the middle, cafes and shops on the ground floor and residences above. A magnet to draw trolley riders into Little Italy.
- ◆ A farmers' market in the empty space now used as a car park at Cedar and India streets.



Above: Diversified new housing on Kettner. Inset: La Pensione Hotel



## Sketching the future

We're talking as we sip coffee on the sidewalk outside Steve Galasso's Caffe Italia. Galasso is president of the Little Italy Association. But if he's the Prince, Marco Li Mandri, the association's chairman, is the organization's Machiavelli. He's the doer, the fixer.

His office is in a room right above, on the second floor of what's become the spiritual heart of the new Little Italy, the Rob Quigley-designed La Pensione hotel.

La Pensione, Li Mandri thinks, is an "excellent example of the type of building we want here."



*Marco Li Mandri*

As I linger outside, I look across to the county's toxic vacant lot, beside the trolley

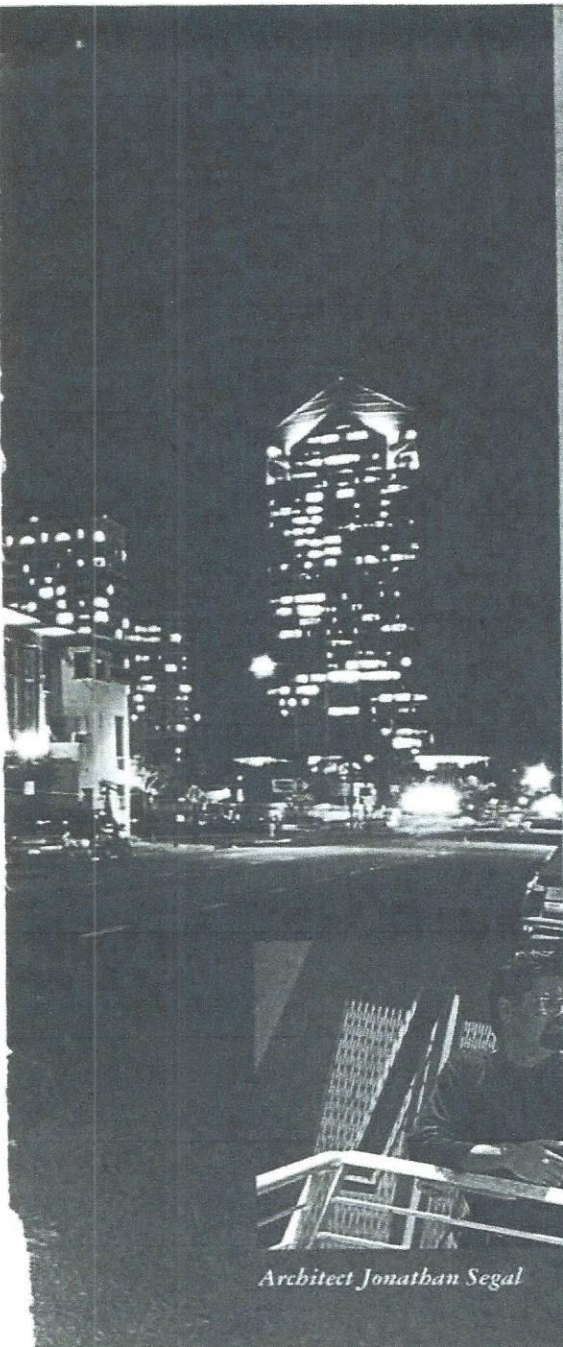
stop. I imagine a piazza right there. A little market place with outside cafes and a fountain — a kind of welcome for people getting off the trolley.

Architect Jonathan Segal seems to like the idea, too, when I talk to him later. He grabs a pen and starts drawing a rough sketch of the piazza, outdoor restaurants, market carts, access archways, housing, the fountain — magic!

Pretty soon I'm bringing up the fishing village idea. Pretty soon he's sketching that, too. A theoretical village arching over the water, small houses, theoretically price-controlled by CCDC, where longtime residents of Little Italy would have first choice, and where remnants of the Italian, and perhaps the Portuguese, fishing fleet could moor their boats.

But Segal's a Johnny-come-lately in the long-settled world of Little Italy. When I ask Li Mandri about the "Piazza-by-the-trolley" idea, he already has a more practical plan for that.

"Actually," he says, "we're trying to have CCDC and the county work out a deal where we can build a parking structure, so in the event the ballpark is built (downtown), people can park in Little Italy and take the trolley to the ballpark."



*Architect Jonathan Segal*







Vandergaw says the 1963 law saved deteriorating harbors from cities that usually spent their port dues on potholes, not harbor improvements. "It was a very visionary law. It's doing exactly what it was established to do, which is to protect the harbors. It's very specific how this money must be allocated."

But if some residential development were deemed to be in the public good, could variances be allowed by the Port?

"I don't know that there'd be a flat-out no," Vandergaw says. "It would be the board of port commissioners who might request that the state look at it and see whether or not this might possibly fit. It also would have to go before the California Coastal Commission. There are several different entities that would have to see it. I can't speak on behalf of the board of port commissioners, but if



Rita Vandergaw

they wanted to see if a variance could be created, there are always ways to create variances."

Still, she doesn't like the idea of anyone but hotel visitors sleeping at the land-water interface. "If (a resident) had a private view, that one person has that view forever, and I think it's better for a visitor to have it. This way we can share it many times over."

Lang wants to see a less car-oriented, walkable community. "Every city has a particular personality in terms of its walkability. Boston, San Francisco, Portland, Ore. — right now it's very hard to envisage walking a lot (in Little Italy). How do we compose the elements that will help sustain those kinds of environments?"

So what of the grand plans?

"I think it actually would be wonderful to carry housing from Little Italy all the way to the bay," says architect Rob Quigley, who also is designing the downtown library and built his own "tower" home in Little Italy. "We did some studies early on — in fact the master plan that we have for Little Italy advocates bridging development over the railroad tracks, which is entirely possible,

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## SAN DIEGO ISSUES

physically, onto the frontage on Pacific Coast Highway. Just put the train in a tunnel for a block or so. Literally going over the top, with plazas and housing cascading over, and down up against Pacific Coast Highway. I guess there'd have to be some agreement with the county to get to the bay itself."

Planner Lang sees a bayside village as potentially feasible. "The concept of developing something over the water is (not) beyond the scope of this vision. It's part of the vision. The whole 260-some-odd acres (of the North Embarcadero) is both land and water surface. About 165 is land area. The balance is in submerged property. So piers are actually resources, as well as opportunities. The waterfront is part of the vision."

The major hurdle to any waterside village is the state law, administered by the Unified Port District, prohibiting anybody from actually living on "tidal lands." The result is that only non-residents ever get to sleep in a "room with a view," in the hotels walling off areas of the waterfront.

However, according to Rita Vander-gaw, director of marketing and public relations for the Port, "variances are always possible."

But Li Mandri wants none of this wild talk of major developments. As chairman of the Little Italy Association and leader of the Little Italy BID (Business Improvement District), he's concerned with getting city funds for basic improvements to an area he really loves in its present state. And quickly, before another major project

### Bayfront homes: the numbers work

Would expanding Little Italy down to the water make financial sense? Keyser-Marston Associates has done all the number-crunching for Sasaki Associates, Little Italy's and the North Embarcadero's planning advisers. Gerald Trimble, managing principal of Keyser-Marston Associates in San Diego, says mixing in at least some residential development at bay's edge might just work fiscally.

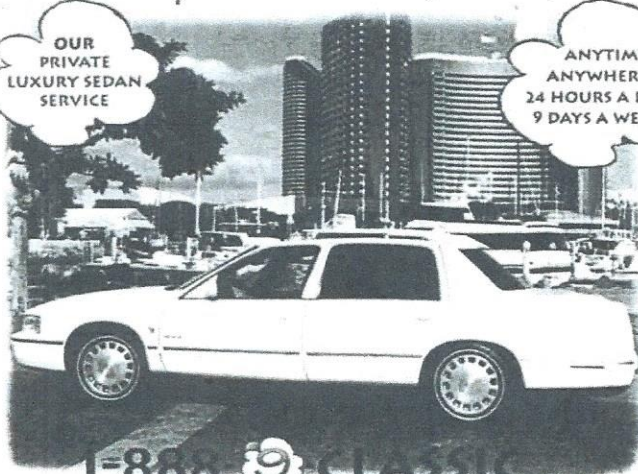
"There is a limit to how much office and hotel (development) can be absorbed along the waterfront. So if you were to take selectively some of the sites, and put residential in there, you make the hotel and the office sites even more valuable. The people who would be living there would be candidates to maybe (work) in the offices as well as shop in the retail and restaurants. You're almost

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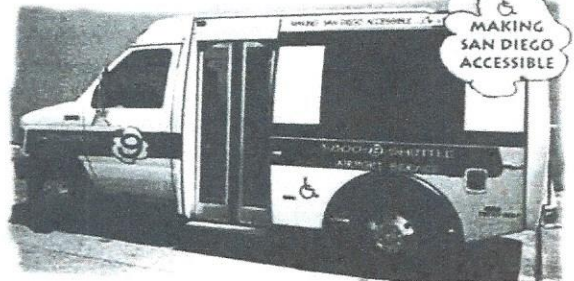


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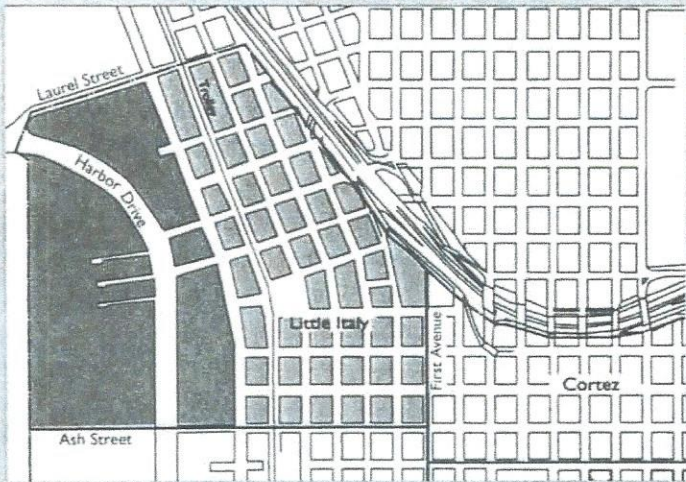


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creating your own market of consumers for some of those spaces, other than the hotels, which would be transients. You probably could make a case that it could work from a fiscal impact standpoint, if you were able to get the law changed."

Trimble realizes hotels beat any

that's going to generate, say, \$20,000 a room in land value, that's \$10 million. If it's going to be leased, that's 9 percent of that, so you're looking at \$900,000 a year in ground rent, as an example. Then look at its TOT income: imagine 500 rooms, \$150 a night, 365 nights, at let's say

development, dollar for dollar. "Hotels are the most profitable type of development, considering everything, ground rent, property tax, sales tax and transient occupancy tax (TOT). If you have a 500-room hotel

80-percent occupancy, 10.5 percent: that's \$2.3 million a year! Capitalize that, that's \$23 million.

"For residential, on a ground lease, I don't think you could get \$20,000 a dwelling unit at the land price. It might be half the revenue — \$10,000 — on a ground lease for residential. From a property-tax-revenue standpoint, if it was the same type of construction, say a midrise hotel vs. a midrise residential building, it'd probably be the same; except the residential is going to be the loser over the hotel because there's no TOT. (But) taking everything into consideration you can't just look at all the bottom-line numbers, because you probably couldn't fill up the waterfront with nothing but hotels. So take maybe 25 percent of the land and devote it to residential: It creates a lot of vitality."

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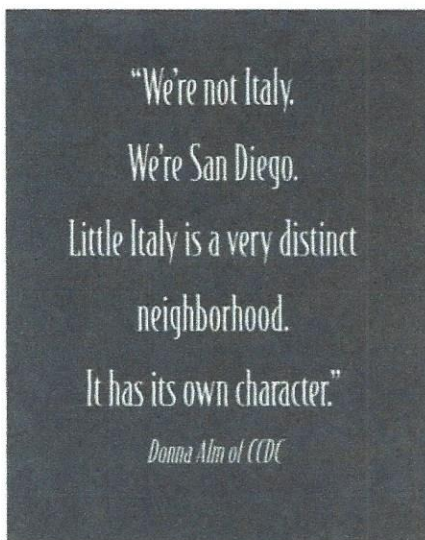


— the Padres' proposed downtown ballpark — starts sucking CCDC funds dry.

"We intend to try to get as much CCDC tax-increment money as possible in (time) to complete India Street, Columbia, Kettner and Pacific Coast Highway. We're racing against the commitment (to the ballpark)."

Li Mandri's plans for the district are very nuts and bolts, very specific. "The key thing is we've secured the finance for all the India Street improvements we've planned — \$750,000," he says. "Between Cedar and Fir streets we'll have new sidewalks. We'll have a unique banner pole installation that will allow us to run lights back and forth across the streets during the holidays. We've designed it so there'll be a large Christmas tree at the corner of India and Date streets,

which is the heart of Little Italy. And we've also secured another \$150,000



for a sign that will go over this corner, similar to the Normal Heights and Kensington and Hillcrest signs, side-

walk to sidewalk. A landmark sign."

He has two priorities. "One, Little Italy is the only functioning historic neighborhood commercial district in downtown San Diego. So we want to strengthen that. We don't want Little Italy to become a series of corporate entities. We want it to be family-owned businesses which have their roots in Little Italy, and the people who grew up here."

On the streets, what he's trying to do is make sure that the sidewalks, trees and lights, are first-class, "so people feel comfortable coming to this area."

"We're putting in angle parking. Slow traffic down, make it easier to stop by here. Then trees — we're planting 600 of them. The lights will be the antique acorn street lights. And watch for the Little Italy sign. It

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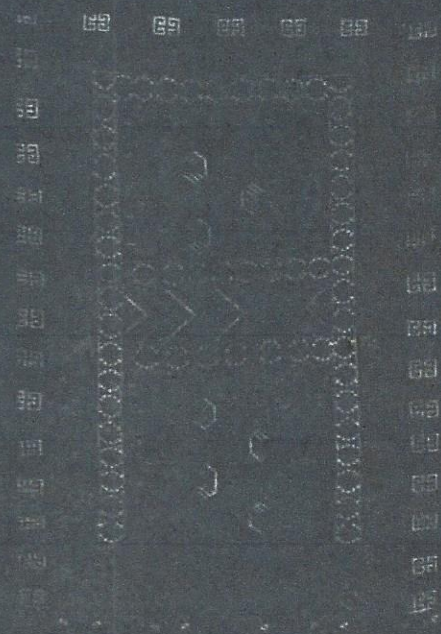
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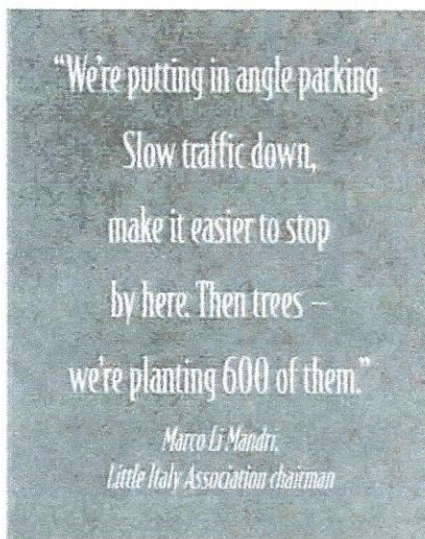
was scheduled to be up by Columbus Day. People coming here see things such as lit Christmas trees, they see fountains, they see the landmark sign, they see trash cans that say 'Little Italy,' so Little Italy is woven into the entire fiber of this business district."

One of the biggest innovations to the district has been the collaboration of Quigley, Jonathan Segal and architects Jim Brown of Public, Ted Smith and Lloyd Russell to build diversified housing on a razed block between India Street and Kettner Boulevard at Cedar Street.

Andrew Spurlock/Martin Poirier Landscape Architects are doing the landscaping and Teshima Design Group the streetscape within the public right-of-way.

"We have a real range of housing.

It's not just all one type. From lofts for artists to stand-alone townhouses



with their own yard, to low-cost housing for families, all on the same block," says Quigley. "And all sharing

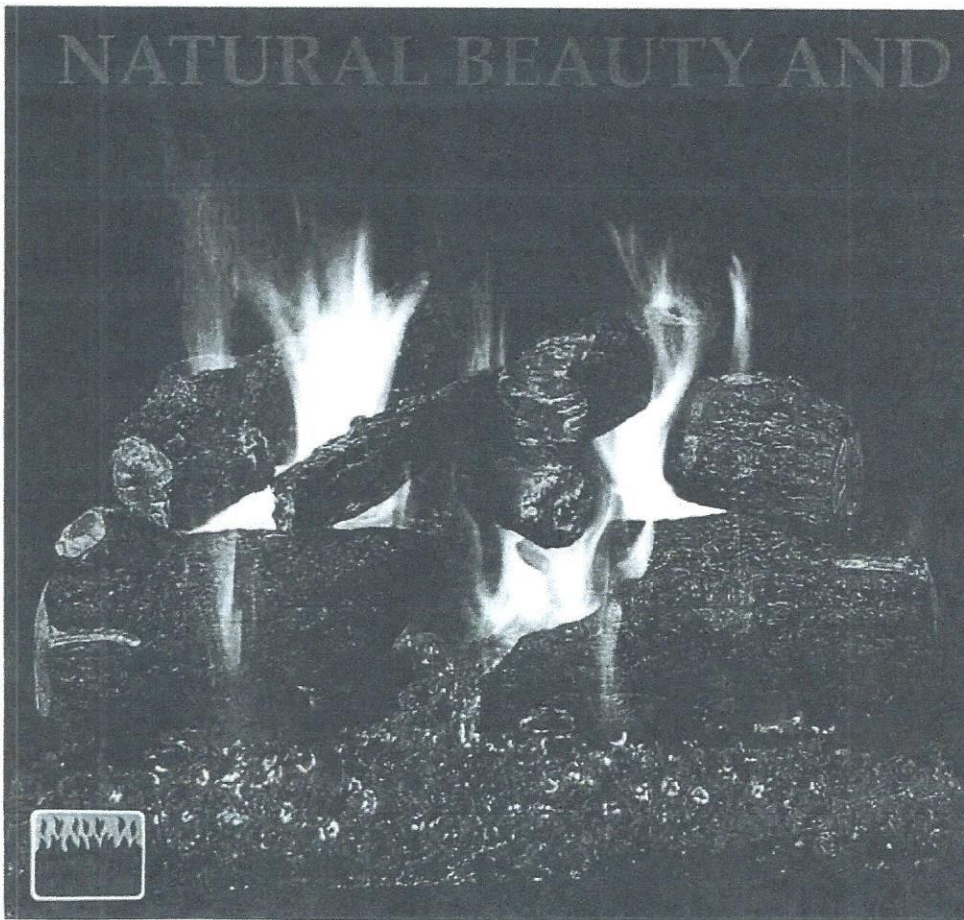
the same open space in the center of the block. It's not a bunch of phony-baloney caricatures of projects trying to pretend like they're different. They, in fact, are authentically different."

Above all, says Quigley, no pastiche. No cute "Italian" echoes.

"What it is is San Diego Little Italy," says Quigley. "The whole strategy was an attempt to perpetuate the qualities that exist here in Little Italy. Not nostalgically re-create a Naples or a Florence. I think we deserve better than that. But there is every attempt to perpetuate the wonderful village-like quality that Little Italy has today."

Yet Li Mandri says locals aren't necessarily thrilled with the result.

"I would hope that future row houses — and not only row houses, but future building design — would be



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## SAN DIEGO ISSUES

more of an Italian Renaissance architecture or Art Deco. I think that's where a lot of this community has been based historically."

For Quigley and Co.'s block, Li Mandri says, there were no design standards. "We haven't evolved to that point yet. I think eventually we will. The association was still in its infancy, and it was just trying to get itself together the first year."

Part of the Quigley and Co. block development, Jonathan Segal's recent-

"We have a real range  
of housing...

From lofts for artists

to stand-alone

townhouses...

to low-cost housing

for families."

*Architect, Rob Quigley*

ly completed townhouses (inspired by his "Vienna Secessionist Movement" no-frills aesthetic) definitely are not Italian Renaissance architecture. Maybe Segal's one concession to the San Diego Italians: he's put in New York City-style stoops like the entrances to the classic brownstones of Brooklyn and Manhattan, where most of them emigrated from — step-up front doors where you can sit and linger as the sun sets over the county building and the Star of India. ■

