



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, July 13, 2021 at 8:30 am
Our Lady of the Rosary Hall (1654 State Street – Downstairs)
CLOSED SESSION TO DISCUSS LEGAL MATTER ON ITEM 6

AGENDA

- 1) **Introductions / Steve Galasso, President**
- 2) **Minutes of the June 8, 2021 Board Meeting** *Action Item*
- 3) **Non-Agenda: Public Comment & Announcements**
- 4) **Committee Reports**
 - Organization Committee / Steve Galasso
 - a. Skip Board Meeting in August *Action Item*
 - b. FY22 NCA Goals/Tasks *Action Item*
 - c. Nominations Forms Available & Postcards Being Mailed Out
 - d. FY22 Get-or-Give
 - e. Board & Committee Attendance
 - f. Committee Sign-Up
 - g. Update on City Rules re: Outdoor Dining
 - h. Petition to Governor re: 1-Year Waiver of CA Building Code
 - i. Next Meeting: Thursday July 15, 2021 at 9:00am
LIA's Conference Room (2210 Columbia Street)
 - Finance Committee / Bryan Thompson
 - a. YTD Financial Report / Jeri Keiller & Bryan Thompson *Action Item*
 - b. FY22 LIA Budgets *Action Item*
 - c. County Grant (\$35K) & Parking Revenues for LIA's Rescue Mission Program
 - d. NCA Annual Review & Review of Accomplishments – September Meeting
 - e. Next Meeting: Thursday, September 2, 2021 at 9:00am
LIA's Conference Room (2210 Columbia Street)
 - District Identity & Streetscape Improvement (DISI) Committee / Perry Meyer
 - a. Olive Creative Strategies Report
 - b. Little Italy Mercato (Saturday & Wednesday) / Catt White
 - c. Taste of Little Italy
 - d. ArtWalk Summer Series – 7/11 & 25, 8/22, 9/5 & 19
 - e. Little Italy Summer Film Festival – Every Saturday 7/17-9/18
 - f. Marine Band San Diego Summer Concert – 7/31
 - g. San Diego Padres Italian Heritage Night – 8/6, 7 & 8
 - h. 9/11 Tribute: 20-Years Later
 - i. Next Meeting: Friday, August 6, 2021 at 9:00am
LIA's Conference Room (2210 Columbia Street)

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. First Meeting to Introduce Committee to the Community
- b. Working on Beautification

Parking & Mobility Committee / Luke Vinci

- a. FY22 Budget – Update
- b. Bollard Program – Update
- c. Expanding Valet Program

Sidewalk Operations, Beautification & Order (SOBO) Committee / Rich Gustafson

- a. Civil Restraining Orders – Update
- b. Notification of Aggressive Behavior
- c. Sidewalk Vending Ordinance

Project Review / Marco Li Mandri:

- a. Traffic Impact on India & W. Beech (Asaro Project)
- b. Pending Review of W. Grape & PachHwy Project

5) Community Reports

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

6) CLOSED SESSION: BOARDMEMBERS AND STAFF TO GO INTO CLOSED SESSION TO DISCUSS LEGAL AND PERSONNEL MATTERS. GENERAL PUBLIC WILL BE EXCUSED FOR THE DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED ONCE CLOSED SESSION HAS ENDED.

- a. LIA Attorney, Christine Cameron, reporting on the pending case against San Diego BIDs brought by San Diegan's for Open Government.
- b. LIA Attorney, Mike Zarconi, reporting on Mercato COVID Face Covering mediation and settlement.
- c. LIA Staff, Marco Li Mandri and Dianne Serna De Leon, reporting on LIA Employee's Worker's Comp claim and settlement.

7) REOPEN MEETING & REPORT TO PUBLIC: Update on Little Italy Association's decision, if any, on Closed Session items.

**8) Next Meeting: TBD
Our Lady of the Rosary Hall (1654 State Street – Downstairs)**

9) Adjournment *Action Item*

THE BROWN ACT:

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



Little Italy Association of San Diego - Board of Directors Meeting

Tuesday, June 8, 2021 at 8:30am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83087828978>

or call 1-669-900-6833 Meeting ID: 830 8782 8978/ Password: 3898

PRESENT Steve Galasso, Bryan Thompson, Frank Stiriti, Jeri Keiller, Joe Cordileone, Lou Palestini, Annette Casemero, Perry Meyer, Jocelyn Marcus, Ryan Blum, Rich Gustafson, Davis Newton, Jim DeSpensa, Danny Mocerri, Catt White, Diana Casey, Melanie Dellas, Joey Busalacchi, Lee Scrivner, Dino Cresci, Domenic Brunetto, Luke Vinci

EXCUSED Pasquale Ioele, Tom Zolezzi, Sando Cottrell

ABSENT Jack Pecoraro, Sandi Cottrell

GUESTS Kara Galasso-Garcia, Vito Altieri, Shirley Altieri, Officer Larry Turner, Kathi Meyer, Susan Ranft, Brijet Myers, Marsha Lyon, Nina Childs, Mark Childs, Christopher Gris

STAFF Marco Li Mandri, Chris Gomez, Rosie DeLuca, Dianne Serna De Leon, Dominic Li Mandri, Larisa Medina, Brijet Myers, Chris Cameron (Legal Counsel)

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 a.m. by the Chief Executive Administrator, Marco Li Mandri. Chris Gomez reviewed the Zoom meeting etiquette. President Steve Galasso was running a few minutes late.	No action taken
2. Review of May 4, 2021 Board Minutes	Minutes from May 4, 2021 were reviewed.	Steve Galasso moved to accept the Board Minutes. Frank Stiriti seconded the motion. Unanimously approved.

<p>3. Non-Agenda: Public Comment, Introductions and Announcements</p>	<p>3. Nothing to report.</p>	<p>3. No action taken</p>
<p>4. Committee Reports <i>Org Committee:</i> <i>Steve Galasso;</i></p> <p>a. Set Annual Meeting & Appointment Nominations Task Force</p> <p>b. FY22 Get-or-Give Policy & Board Attendance</p> <p>c. New City Requirements re: BID/City Contracts</p>	<p>Chris Gomez announced that based on the June 15th, 2021 directive, we are anticipating to meet in-person for the July 2021 Board meeting,</p> <p>4.a. Marco Li Mandri read Article 4, Election of Directors, from the Bylaws. He asked the Board to appoint Steve Galasso to head the Nominations Task Force. The Nomination Task Force will include, Steve Galasso, Jim DeSpenza & Frank Stiriti.</p> <p>The Annual Meeting will be on Tuesday, September 14, 2021.</p> <p>4.b. Chris Gomez reported that effective July 1, 2021, as per the Org Committee's decision, the Board Members are required to give or raise \$1,500 per year. If anyone would like to request consideration for financial hardship, please contact Chris Gomez.</p> <p>Chris read Section 16 of the bylaws regarding Vacancies and Removal, which outlines attendance requirements of Board members. We will be enforcing Board attendance in FY22. If you are unable to attend a Board Meeting, please email Chris Gomez or Marco Li Mandri.</p> <p>4.c. Chris Gomez reported that Councilmember Whitburn approved a motion to move forward with several amendments for the FY 22 BID agreement. The agreement will renew for six months, then there will be a six-month review and potential extension. Bylaws will need to be reviewed annually, and the management contract will need to be open for</p>	<p>4.a. Bryan Thompson moved to appoint Steve Galasso to the Nominations TF and he moved to approve September 14, 2021 as the date for the Annual Meeting. Frank Stiriti seconded the motion. Unanimously approved.</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>

<p>d. New City America, Inc. Performance Review-Next Meeting</p> <p>e. Next Meeting</p>	<p>public comment. Board members will be required to complete anti-harassment and diversity inclusion training.</p> <p>4.d. Chris Reported that the NCA Performance review will take place on June 11, 2021 during the ORG meeting.</p> <p>4.e. Next Org Meeting will take place on Friday, June 11, 2021 at 10:00am. Via Zoom Visit: https://us02web.zoom.us/j/85734722879 or Call: 1-669-900-6833/ Meeting ID: 857 3472 879 Password: 3898</p>	<p>4.d. No action taken</p> <p>4.e. No action taken</p>
<p><i>Finance Committee:</i> <i>Bryan Thompson;</i></p> <p>a. YTD Financial Report/Jeri Keiller & Bryan Thompson</p> <p>b. Community Enhancement Grant for LIA's PATH Program-\$35,000</p> <p>c. Next Meeting</p>	<p>4.a. Jeri Keiller reported on the YTD financials. Marco LiMandri acknowledged Diana Casey and her \$50,000 Piazza della Famiglia tile contribution.</p> <p>4.b. Chris Gomez reported that we applied for a grant with Supervisor Fletcher's Office in the amount of \$125,000. Supervisors awarded \$35,000 to the Association, which will be used for a Homeless Outreach program.</p> <p>4.c. Next Org Meeting will be Thursday, July 1, 2021 at 10:00am via Zoom Visit: https://us02web.zoom.us/j/86168492655 or Call: 1-669-900-6833/ Meeting ID: 861 8492 655 Password: 3898</p>	<p>4.a. Bryan Thompson moved to accept the YTD Financial Report. Lou Palestini seconded the motion. Unanimously approved. Jeri Keiller abstained.</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>Committee Reports <i>DISI Committee:</i> <i>Perry Meyer</i></p>		

a. Olive Creative Strategies	4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media Activities.	4.a. No action taken
b. Little Italy Mercato- Catt White	4.b. Catt White reported on current Mercato activities. The Mercato will be fully reopened on Saturday, June 19, 2021 and the Wednesday Market is projected to reopen on July 14, 2021.	4.b. No action taken
c. Taste of Little Italy- June 22 & 23 rd	4.c. Chis Gomez gave an update on the Taste of Little Italy. It will be a two-day event that will take place on June 22 and 23 rd . \$5.00 from each ticket sale will go back to participating restaurants.	4.c. No action taken
d. Marine Band San Diego Summer Concert- July 31 st	4.d. Chris Gomez reported that the Marine Band Summer concert is scheduled for Saturday, July 31, 2021 with no restrictions. It will cost \$2,000 to underwrite this event.	4.d. No action taken
e. San Diego Padres Heritage Night- August 6 th -8 th	4.e. Chris Gomez reported that the San Diego Padres Heritage Nights will take place on August 6 th – 8 th against the Arizona Diamondbacks. Each ticket purchase will include a commemorative hat designed by Chris Gomez.	4.e. No action taken
f. Little Italy Venues- Curt Brooker	4.f. Chris Gomez gave an update on Little Italy Venues. ArtWalk Summer Series which will take place in the Piazza della Famiglia will begin on June 27, 2021 and will run through September 19, 2021. Mission Fed ArtWalk will take place in Little Italy on October 2 nd and 3 rd , 2021.	4.f. No action taken
g. Hospitality Task Force-New Guidelines From City re: Parklets & Coverings	4.g. Chris Gomez reported on the new guidelines from the City regarding parklets and coverings. By July 13, 2021, decks/platforms, railings, and/or barriers may not be higher than 45 inches, either attached to any overhead or permanent structure. Failure to comply could cause businesses to be shut down.	4.g. No action taken

<p>h. Public Art Task Force</p> <p>i. Piazza della Basilone Plaque & Refurbishing</p> <p>ii. Piazzas Sculpture Maintenance</p> <p>iii. Bella Donnas of Spring</p> <p>i. Next Meeting:</p>	<p>4.h. Chris Gomez gave an update on the Public Art Task Force.</p> <p>4.i. Chris Gomez reported that the plaque refurbishing has been approved.</p> <p>4.ii. Chris Gomez reported that the sculpture maintenance has been approved.</p> <p>4.iii. Chris Gomez reported that the Bella Donnas of Spring program has been approved.</p> <p>4.i. Next Meeting of the DISI Committee will be on Friday, July 9, 2021 at 9:00am in the Little Italy Association conference room.</p>	<p>4.h. No action taken</p> <p>4.i. No action taken</p> <p>4.ii. No action taken</p> <p>4.iii.No action taken</p> <p>4.i. No action taken</p>
<p>Neighborhood Advisory Committee (NAC)- <i>Jeri Keiller</i></p> <p>a. First Joint LIRA & CAB Meeting</p> <p>b. Coco Maya by Miss B's Project- Review</p>	<p>4.a. Jeri Keiller gave an update on the first joint LIRA & CAB Meeting. She would like to increase attendance for future meetings.</p> <p>4.i. Marco Li Mandri reported that Coco Maya, (formally Prep Kitchen) will begin construction soon. They will be removing the existing roof and replacing it with a glass roof, the staging of the debris removal was discussed during the project review.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>Project Review/Marco Li Mandri</p> <p>a. 1460 India Street (Asaro Project) Traffic & Staging Impact Review</p> <p>b. New 949 W. Grape Street</p>	<p>4.a. Marco Li Mandri reported that we had a discussion regarding the Asaro Project and the traffic and staging impact on Little Italy.</p> <p>4.b. Marco Li Mandri reported that we had a discussion regarding the Grape Street Condo</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>

Condo Project- Pending	Project and the traffic and staging impact on Little Italy.	
<i>Parking & Mobility Committee: Luke Vinci</i> a. Bollard Program –Potholing Complete	4.a. Chris Gomez reported that the potholing has been completed. The Bollard Program is projected to be complete in February, 2022.	4.a. No action taken
Committee Reports <i>Sidewalk Operations: Rich Gustafson;</i> a. Civil Restraining Orders- Update b. FY22 MAD & MNA Budgets- Pending Review	4.a. Marco Li Mandri gave an update on Civil Restraining Orders. Robert J, is ordered to stay away from Filippi's for three years. Chad D. has six restraining orders against him. Chad's next court date is coming up in July 2021. 4.b. No update.	4.a. No action taken 4.b. No action taken
5. Community Reports	5. Officer Turner from SDPD reported that the City is working on bringing in six additional Bike Officers to Little Italy, as well as more Patrol Officers to assist in the downtown area. Marco LiMandri expressed his condolences for the two officers who recently lost their lives in a head on collision.	5. No action taken
6. CLOSED SESSION: Pending Case against San Diego BIDs brought by San Diegans for Open Government- Christine Cameron	6. Board meeting went into a closed session	6. Joe Cordileone moved to empower our attorney to continue fighting and not to settle the case. Frank Stiriti seconded the motion. Motion passed.

7. Return to Open Session & Report Decision, if any, on Pending BID case involving San Diegans for Open Government	7. The Board returned to open session. The Board has voted not to settle the pending case.	7. No action taken
7. Next Meeting:	6. In-Person: 2 nd Tuesday, July 13, 2021 at 8:30 a.m. Location or Zoom TBA	6. No action taken
9. Adjournment	7. Meeting Adjourned.	7. Bryan Thompson moved to adjourn the meeting. Danny Mocerri seconded the motion. Meeting was adjourned.

Minutes taken by Dianne T. Serna De León, Staff

GOALS AND FOCUS FOR NEW CITY AMERICA FOR FY 2021-2022

NCA FOCUS:	DISCUSSION
1. MAINTENANCE	
a. Prioritize general maintenance for community	ALWAYS A PRIORITY FOR NCA. BETTER COMMUNICATION WITH THE MAINTENANCE SUPERVISOR TO ENSURE DIRECTIONS ARE CARRIED OUT.
b. Improve scheduled cleaning of Piazza della Famiglia	MONDAY MORNING WASH DOWN. ON-GOING RESEARCH TO FIGURE OUT BEST WAY TO KEEP PIAZZA CLEAN.
2. FINANCES	
a. Budget process completed and reviewed as early as possible.	DEADLINE - JULY 1
b. Fund raising for new public spaces.	
c. Other resources – tile sales, new grants, etc.	ON GOING EFFORTS TO SELL TILES BY NCA AND BOARD. "EDUCATE" BOARD ON HOW TO RAISE FUNDS.
d. Fund raising for cultural events	DISCUSS OPPORTUNITIES FOR EVENTS WITH DISI. MINIMALLY ALL EVENTS NEED TO BREAK EVEN.
e. Insurance covered by City	ON GOING EFFORT BY NCA. KEEP FINANCE/BOARD INFORMED OF EFFORTS.
f. Receive more general benefit services from the City	MARCO IS WOKING WITH THE CITY TO RE-WRITE APPLICABLE PORTIONS OF CONTRACT DURING 2021-2022
g. Support Mercato expansion	PRIORTITY FOR LIA AND NCA
h. Make savings a priority (accomplished by insuring surplus net income for each year)	DEVELOP BUDGET THAT PROVIDES NET EXCESS INCOME TO PERMANENTLY INCREASE SAVINGS. BUDGET DEADLINE JULY 1.
i. Determine future of legacy committee	ACCOMPLISH EARLY 2021-2022
j. Long term financing for major infrastructure requirements	RESERVE STUDY TO BE DONE. WORK WITH FINANCE ON HOW TO FUND CAPITAL REQUIREMENTS
k. Funding for replacement of Little Italy flags on a regular basis	PROVIDE IN BUDGET.
3. PROGRAMS AND EVENTS	
a. Add back cultural events	SEE ABOVE

4. COMMUNICATION	
a. Transition plan for retirement of Marco-discuss with Org and Board	NO PLANS TO RETIRE FOR 5 YEARS. WORK WITH CHRIS AND DOMINIC FOR A SMOOTH TRANSITION.
b. Community Newsletter on monthly or quarterly basis	JULY 1 NEWSLETTER WILL BEGIN AGAIN. QUARTERLY OR MONTHLY DEPENDING ON CONTENT.
5. OPERATIONS	
a. Secure location for LIA – short and long term	CONTACT IN JUNE - YEAR TO YEAR LEASE AT CURRENT LOCATION. INVESTIGATING ALL OPTIONS FOR RENT AND PURCHASE.
b. Complete Bollard project	PLAN IN PLACE FOR COMPLETION DURING 2021-2022
c. Complete securing funds and resolve open issues to remodel Amici Park	EXPECT DECISION ON FUNDING JUNE 15TH. AUGUST FUNDING.
d. Install Fat City sign	NO LOCATION DECIDED YET.
6. COMMUNITY/CITY-COUNTY RELATIONS	
a. Busker and sidewalk vendor ordinances	MARCO IS WORKING ON RE-WRITES OF CITY RULES FOR EACH.
b. Secure sites for historic homes	VERY DIFFICULT. NO PROPERTY AVAILABLE AT THIS TIME. WHEN SOMETHING IS AVAILABLE, WORK WITH PROJECT REVIEW COMMITTEE.
c. Work with MTS on possible Airport link site	ON GOING COMMUNICATION WITH MTS FOR STATION LOCATED AT AIRPORT.
d. Support development of Neighborhood Advisory Committee	CHRIS TO WORK WITH 'JERI - VOTING STRUCTURE, MEMBERSHIP, DEFINITION OF RESPONSIBILITIES. "QUALITY OF LIFE" ISSUES.
e. Improve relationships with community and neighborhood organizations	
f. Support permanent outdoor seating – parkletts	CITY ANNOUNCEMENT OF PLANS
g. More public art by individuals and tuna fishing industry	PUBLIC ARTS TASK FORCE
h. Congestion on India Street.	
i. Parking conversions to maximize spots	
HOMELESS	
a. Security and safety	ON-GOING. REDEVELOPMENT OF AMICI PARK. RESOURCES FROM CITY/COUNTY-GRANTS AND CURRENT CONTRACTS
b. Find resources and develop a relations with an organization to work with the homeless	PATH AND SAN DIEGO RESCUE MISSION

The board adopts these focus/goals.

Determine priorities.

Staff establishes method of implementation.



The Little Italy Association of San Diego Board of Directors' Nomination Application

DUE: Friday, August 20, 2021 by 5:00pm

Note: Applicant may answer questions by simply attaching a resume.

Board Applicant Name: _____ Date: _____
Mailing Address: _____ City: _____ ST: _____ Zip: _____
Email: _____ Phone (Day): _____ (Eve): _____

I am applying for a Little Italy Association:
[] Business Owner Seat [] Property Owner Seat
[] Residential/Tenant Seat [] Community-at-Large Rep. Seat

Past/Current Community Involvement

Current or past Board positions:
Organization From/To Organization From/To

Fundraising Experience:
Organization Amount Raised Please describe your role

Volunteer Experience:
Organization Please describe your role

Current or past relation(s) with The Little Italy Association:
Contact Please describe

Skills / Qualifications

Please describe skills you possess that you feel equip you to serve on the Board of Directors:

Please describe any unique strengths that you will bring to the Board of Directors:

Please provide any additional information about yourself that you feel demonstrates your qualifications:

Please select your committee/task force(s) you wish to sit on, if appointed:

- Finance District Identity & Street Improvements (DISI)
- Project Review Neighborhood Advisory Parking & Mobility

Please tell us why you wish to be a member of the Board of Directors':

References

I authorize representatives of The Little Italy Association to contact the references I have provided below:

Name	Title	Phone	Organization
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

I certify that the statements made in this application are true and correct to the best of my knowledge. It is understood that this application will be reviewed by the Nominations Committee of The Little Italy Association. I also understand that the Nomination Committee reserves the right to decline applications for membership for and reason without explanation. I also agree to fulfill my "Get-or-Give" obligation set-forth by the Little Italy Association Board of Directors.

Signature _____

_____ Date



GIVE-OR-GET FUNDRAISING BOARD POLICY

Adopted on February 2, 2016 / Effective on July 1, 2016 / Amended May 4, 2021

On May 4, 2021, the Little Italy Association Board of Directors amended the Little Italy Association's "Give-or-Get" (GoG) Policy. The expectation of each Member will be to:

- 1) "Get" monies via donations to the Association for specific projects/programs; and/or
- 2) Volunteer for special events with a max number of hours set forth by this Board; and
or
- 3) "Give" monies that have not been fulfilled by the above methods.

The Board's goal is to have every Member meet a minimum of \$1,500 in cash and/or in-kind donations. This amount may be reviewed and adjusted at the end of each fiscal year for the next fiscal year to help the Association meet fundraising goals.

The ways that the GoG obligations can be met are by the following methods:

- 1) Raise \$1,500 cash; and/or
- 2) Contribute \$1,500 in-kind; and/or
- 3) Purchase mandatory tickets for Little Italy events and/or
- 4) Volunteer hours for Little Italy sanctioned events at a max of 10 hours per Member (Value: \$75 per hour worked).

Members must self-report contributions they have made or secured and hours volunteered so that staff can validate and add to their GoG Summary. The GoG Summary will be maintained for each Member by staff. Members will be provided a quarterly report for review or upon request. If there are any discrepancies, it is the responsibility of the Member to provide staff with additional information.

Contributions, larger than the minimum GoG obligation, can be rolled over for a max of one (1) fiscal year.

Amended by the Organization Committee: Steve Galasso, Danny Mocerì, Louis Palestini and Luke Vinci

I, _____, hereby agree to support the GoG Policy as stated and will fulfill my obligation.

Signature

Date

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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

SECTION 16. VACANCIES AND REMOVAL

Any Board members with three (3) unexcused absences from a regularly scheduled Board meeting within a one-year term of the Board shall be automatically removed from the Board, and a vote of the Board is not required for this removal. Board members who miss six (6) regular Board meeting within a one (1) year Board term, whether excused or unexcused, shall be automatically removed from the Board. The Board has the ability to grant an exception to the above rule.

Vacancies on the Board of Directors shall exist: 1) on the death, resignation or removal of any Director, and 2) whenever the number of authorized Directors is increased.

The Board of Directors may declare vacant the office of a Director who has been declared of unsound mind by a final order of court, or convicted of a felony, or been found by a final order or judgment of any court to have breached any duty under Section 5230 and following of the California Nonprofit Public Benefit Corporation Law.

If this Corporation has any members, then, if the Corporation has less than fifty (50) members, Directors may be removed without cause by a majority of all members, or, if the Corporation has fifty (50) or more members, by vote of a majority of the votes represented at a membership meeting at which a quorum is present.

If this Corporation has no members, Directors may be removed without cause by a majority of the Directors then in office.

Any Director may resign effective upon giving written notice to the Managing Administrator, the President, the Secretary, or the Board of Directors, unless the notice specifies a later time for the effectiveness of such resignation. No Director may resign if the Corporation would then be left without a duly elected Director or Directors in charge of its affairs, except upon notice to the Attorney General.

Vacancies on the Board may be filled by approval of the Board or, if the number of Directors then in office is less than a quorum, by (1) the unanimous written consent of the Directors then in office, (2) the affirmative vote of a majority of the Directors then in office at a meeting held pursuant to notice or waivers of notice complying with this Article of these Bylaws, or (3) a sole remaining Director.

If this Corporation has members, however, vacancies created by the removal of a Director may be filled only by the approval of the members. The members, if any, of this Corporation may elect a Director at any time to fill any vacancy not filled by the Directors.

A person elected to fill a vacancy as provided by this Section shall hold office until the next annual election of the Board of Directors or until his or her death, resignation or removal from office.

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

BOARD MEETING DATE:		July 13,2021						
Accrual Basis Report through May 2021								
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	<u>NET BUDGET YTD</u>	<u>ANNUAL BUDGET (GROSS)</u>	<u>ANNUAL BUDGET (NET)</u>	<u>ESTIMATE FOR FISCAL YEAREND</u>
SAN DIEGO CONTRACTS								
	BID	128,995	116,326	12,669	2,042	144,374	0	0
	MAD₁	1,041,676	1,023,929	17,747	54,017	1,136,754	0	-3,600
	PARKING METER₂	729,059	729,059	0	0	750,000	3,780	-11,900
	TOTAL	\$1,899,730	\$1,869,314	30,416	\$56,059	\$2,031,128	\$3,780	-\$15,500
1. Supplemental Maintenance program: YTD net gain \$52,550. (Budget net gain YTD \$44,489.)								51,700
2. Additional Parking Program operations-net income 6,293. (Budget YTD -442)								17,000
Programs and Operations YTD net income is -42,209 (Budgeted net loss was -134,942.) (Includes income from PPP1 loan forgiveness and excludes PPP2 loan income)								13,700
TOTAL FISCAL YEAR ESTIMATE (excluding NCA bonus projection)								\$66,900
YTD May 2021								
Total income for Little Italy Assn		2,961,979						
Total expense for Little Italy Assn		2,902,305						
Operational Net income over expense YTD		<u><u>\$59,674</u></u>						
Balance Sheet 5/31/2021								
Checking and Savings	1,213,662							
Accounts Receivable	66,770							
Other assets	129,008							
Total Assets	<u><u>1,409,440</u></u>							
Accounts Payable	32,329							
Advances	355,256							
Loans	432,755							
Equity	589,100							
Liabilities & Equity	<u><u>1,409,440</u></u>							

**LITTLE ITALY ASSOCIATION
BUDGET FOR FISCAL YEAR
2021-2022**

TOTAL FY 2021-2022			
	Income	Expenses	Net
BID	128,011	128,011	0
MAD	1,114,355	1,306,200	-191,845
MNA	127,000	46,920	80,080
PARKING	866,640	866,640	0
PROGRAMS	1,382,106	1,026,300	355,806
TOTAL	3,618,112	3,374,071	244,041

1. MAD budget includes an additional pressure washing team.
2. Program budget- Recognition of the PPP 2 income net of expenses of \$242,000.
3. Program budget-Piazza della Famiglia budgeted income includes the sale of 2-\$50,000 tiles.
4. Program - General and admin expenses does not potential bonuses that NCA is eligible by contract.



LIA Board Meeting PR Agenda Tuesday, July 13, 2021

PITCHING

Recap

- ArtWalk Little Italy Summer Series (Short Leads)
- ArtWalk Little Italy Summer Series (Long Leads)
- Taste of Little Italy (Short Leads)

Current/Upcoming Focus

- Marine Band San Diego Summer Concert (Short Leads)
- Shop Local Small Business Saturday (Long Leads)

BLOGS

Recap

- How to Spend Father's Day in Little Italy
- Celebrating Pride Month in Little Italy

Upcoming

- Gelato Roundup for National Ice Cream Day on 7/18
- Summer Essentials Shopping Roundup

Social Media Statistics: June 1 – June 27




- **Facebook**
 - Fans: 89,582 (+707)
- **Twitter**
 - Followers: 8,550 (+9)
- **Instagram**
 - Followers: 81,542 (+952)

Highlights




- Broke 81K on Instagram
- 2M impressions across all platforms, up 4.6%
- 77K engagements across all platforms, up 8.6%
- 1,668 new followers across all platforms, up 26%
- Created paid promotion of Taste of Little Italy with additional \$400 budget
- **Taste of Little Italy Traffic ad:** 1,875 link clicks, CPC 10 cents – Total cost: \$196.73

- **Taste of Little Italy Conversion ad:** 880 views, 34 initiate checkout clicks, CPIC \$5.78 – Total Cost: \$196.46




FACEBOOK: Top Performing Posts:

<p>Little Italy Sun 6/13/2021 8:10 pm PDT</p> <p>Nights like these are what dreams are made of. 🇮🇹 @rhyzzo #LittleItalySD</p>  <table border="1"> <tr><td>Total Engagements</td><td>1,409</td></tr> <tr><td>Reactions</td><td>941</td></tr> <tr><td>Comments</td><td>36</td></tr> <tr><td>Shares</td><td>65</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>367</td></tr> </table>	Total Engagements	1,409	Reactions	941	Comments	36	Shares	65	Post Link Clicks	—	Other Post Clicks	367	<p>Little Italy Wed 6/2/2021 8:09 pm PDT</p> <p>Sunset season is upon us. Buona Notte, Little Italy! 🇮🇹 @gillyovexo #LittleItalySD</p>  <table border="1"> <tr><td>Total Engagements</td><td>1,322</td></tr> <tr><td>Reactions</td><td>949</td></tr> <tr><td>Comments</td><td>29</td></tr> <tr><td>Shares</td><td>74</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>270</td></tr> </table>	Total Engagements	1,322	Reactions	949	Comments	29	Shares	74	Post Link Clicks	—	Other Post Clicks	270	<p>Little Italy Mon 6/14/2021 2:26 pm PDT</p> <p>Tomorrow is a momentous day for us all. We are beyond grateful for the strong, supportive community of Little Italy!</p> <p>Vaxxed or masked? What you ne...</p>  <table border="1"> <tr><td>Total Engagements</td><td>644</td></tr> <tr><td>Reactions</td><td>87</td></tr> <tr><td>Comments</td><td>3</td></tr> <tr><td>Shares</td><td>9</td></tr> <tr><td>Post Link Clicks</td><td>367</td></tr> <tr><td>Other Post Clicks</td><td>178</td></tr> </table>	Total Engagements	644	Reactions	87	Comments	3	Shares	9	Post Link Clicks	367	Other Post Clicks	178
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TWITTER: Top Performing Tweets:

<p>LittleItalySD Thu 6/3/2021 3:09 am UTC</p> <p>Sunset season is upon us. Buona Notte, Little Italy! 🇮🇹 @gillyovexo #LittleItalySD</p>  <table border="1"> <tr><td>Total Engagements</td><td>113</td></tr> <tr><td>Likes</td><td>31</td></tr> <tr><td>@Replies</td><td>1</td></tr> <tr><td>Retweets</td><td>3</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>78</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	113	Likes	31	@Replies	1	Retweets	3	Post Link Clicks	—	Other Post Clicks	78	Other Engagements	0	<p>LittleItalySD Mon 6/14/2021 3:10 am UTC</p> <p>Nights like these are what dreams are made of. 🇮🇹 @rhyzzo #LittleItalySD</p>  <table border="1"> <tr><td>Total Engagements</td><td>72</td></tr> <tr><td>Likes</td><td>28</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>6</td></tr> <tr><td>Post Link Clicks</td><td>1</td></tr> <tr><td>Other Post Clicks</td><td>37</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	72	Likes	28	@Replies	0	Retweets	6	Post Link Clicks	1	Other Post Clicks	37	Other Engagements	0	<p>LittleItalySD Sun 6/6/2021 4:59 pm UTC</p> <p>Located in the heart of Little Italy, Piazza della Famiglia is dedicated to the past, present and future families of Little Italy!</p>  <table border="1"> <tr><td>Total Engagements</td><td>68</td></tr> <tr><td>Likes</td><td>21</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>2</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>45</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	68	Likes	21	@Replies	0	Retweets	2	Post Link Clicks	—	Other Post Clicks	45	Other Engagements	0
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ACTUAL 2021 TOLI ACTIVITY BREAKDOWN:Event Revenue:

Online Ticket Sales	\$	76,916.86
Cash Ticket Sales	\$	500.00
Sponsor Sales	\$	2,000.00

Total Revenue	\$	79,416.86
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Cost of Production:

Production Staff, Wages	\$	12,000.00	
Banner Patch & Posters, T's & Signs	\$	255.57	Street-spanning banner & promo posters
Signage, My Printer SD	\$	462.24	Restaurant signs, check-in banner patch, a-frame signs
Adhesive Clay, Michaels	\$	20.63	For restaurant signage
Passports, Diego and Sons	\$	387.90	
Paper & Plastic Supplies, Webstaurant	\$	494.99	
Paper & Plastic Supplies, Smart and Final	\$	75.09	
Paper & Plastic Supplies, Target	\$	15.67	
Advertising and Marketing	\$	400.00	
Public Relations	\$	500.00	
Restaurant giveback	\$	7,250.00	
Office Supplies, Other	\$	105.00	

Total Cost of Production	\$	21,967.09
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Gross Profit:	\$	57,449.77
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Profit Split:

A4P	\$	28,724.88
LIA	\$	28,724.89



MARINE BAND SAN DIEGO SUMMER CONCERT

LOCATION // Piazza della Famiglia

DATE // Saturday, July 31, 2021

TIME // Sunset

For over a decade, the Little Italy Association has partnered with the Marine Band San Diego to host a free Summer concert for San Diegans and visitors. Every year, Marine Band San Diego brings over 40 Marines to play time honored hymns, traditional patriotic songs and to spice things up has a smaller break-out band that does cover songs.

This year, the concert will be held in the Piazza della Famiglia where hundreds of guests will grab a seat and enjoy the show.

Help us keep this long standing tradition alive by becoming a sponsor. Below are the different levels and benefits.

SPONSORSHIP LEVELS

- **Platinum Level / \$5,000**
Gold Level + "Presenting" sponsorship.
- **Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- **Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- **Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

Marine Band San Diego Summer Concert

Marine Band San Diego Summer Concert

SPONSORSHIP LEVELS

Check one of the options below.

- Platinum Level / \$5,000**
Gold Level + "Presenting" sponsorship.
- Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

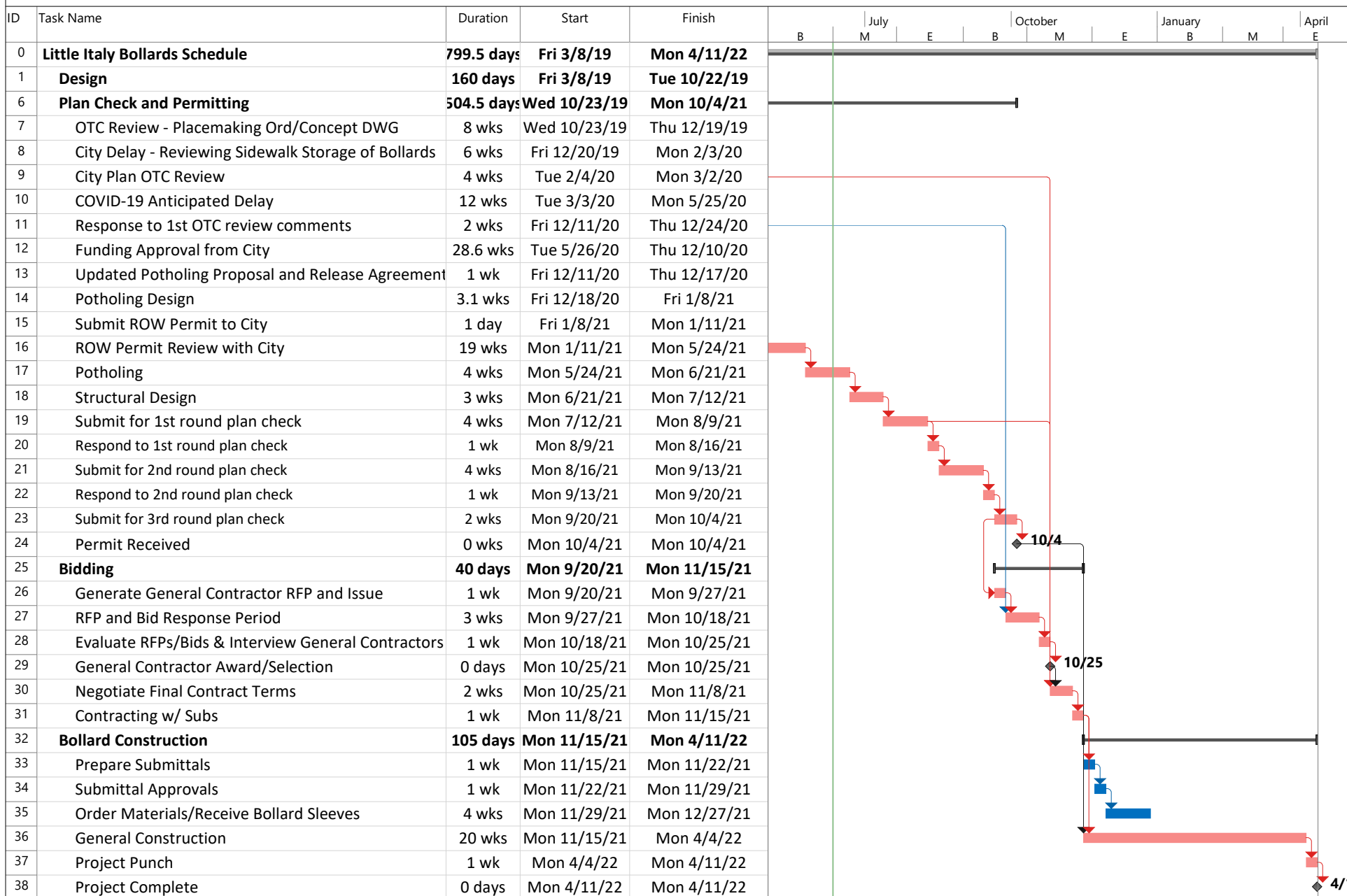
Remit form and payment to: Little Italy Association
Mail to: 2210 Columbia Street, San Diego, CA 92101
Email to: Chris@LittleItalySD.com

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.





Little Italy Bollards Design & Construction "Draft" Schedule





Little Italy Association of San Diego – Project Review Committee
Thursday, July 1st, 2021, at 9:00am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/89272081978>

PRESENT: Lou Palestini, Frank Stiriti, Danny Mocerri, Jeri Keiller, Rich Gustafson, Steve Galasso,

GUESTS: Guy Zomick, Stevan Denenberg, Bruce Jordan

STAFF: Marco Li Mandri, Chris Gomez, Dominic Li Mandri, Dianne Serna De Leon,

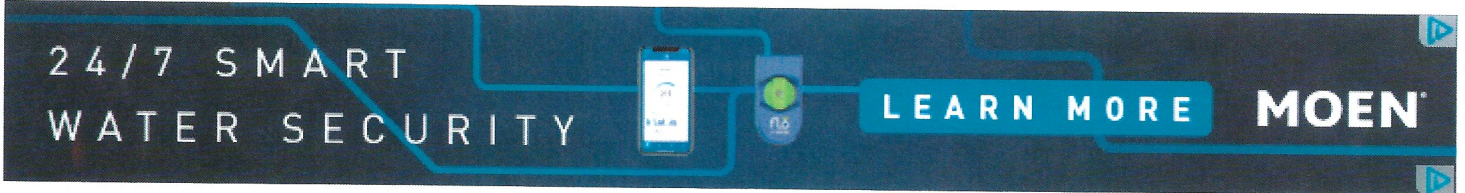
MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
Presentation of Project on Pacific Highway behind the Golf building, between Hawthorn and Laurel, east side	The presenters for this new storage facility included Guy Zomick, Stevan Denenberg and Bruce Jordan. They were presenting their project to Project Review as part of their approval process.	No action taken
Features of the development	The developer gave the following report: 1. The FAA has approved this project as it is in the crash zone with a maximum height of 45 feet. 2. The storage facility will include 900 storage units, most 10 x 1. 0' 3. There will be 13 parking spaces for customers, this is consistent with industry standards for storage facilities and average monthly use. 4. They will provide raised landscape boxes on the California Street side. 5. The space from the curb to the front of their building is 14'. 6. They will have 62 feet of frontage on Pacific Highway which will include their driveway as well as the front office. 7. They are 2 months away from presenting their plans.	

	8. Construction should commence in October and the project will open in around 10 – 12 months.	
Group discussion on the project	<p>The Committee generally approved the project. There are many issues with this site due to the flight path issues. Storage is one of the only uses that are acceptable to the FAA on this location.</p> <p>The Committee is recommending approval to the City based upon the following:</p> <ol style="list-style-type: none"> 1. Landscaping must be provided but NOT including Fan Palm trees. Rather an evergreen or deciduous tree (Chinese Tallow or Chinese Pistache) should be planted. 2. They must install a pedestrian streetlight, dual acorn, green, Little Italy standard light – LED. 3. They must provide one trash receptacle, based upon the Civic San Diego standard, green/Victor Stanley. 4. Down lighting from the building onto Pacific Highway is strongly urged. 	
7. Adjournment	7. Meeting Adjourned.	7. No action taken

Minutes taken by Marco Li Mandri and Dianne T. Serna De León, Staff.

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TRANSPORTATION

VA Medical Center Trolley Station unveiled as part of \$2 billion rail expansion



The San Diego Union-Tribune





County Supervisor Nathan Fletcher speaks during the opening ceremonies of the new trolley stop at the VA Medical Center on Wednesday, June 23, 2021 in San Diego. (Jarrod Valliere/The San Diego Union-Tribune)

A Mid-Coast Trolley extension is slated to open for service in November, connecting downtown to UCSD and University City

By JOSHUA EMERSON SMITH

JUNE 23, 2021 4:36 PM PT



The VA Medical Center Trolley Station was unveiled Wednesday, the latest milestone in San Diego’s more than \$2 billion rail project extending from downtown up to UC San Diego and University City.

The facility — located at the VA San Diego Healthcare System campus at 3350 La Jolla Village Drive — is the first of nine new stations to be revealed through the summer and fall.

“San Diego is proud that so many veterans of the U.S. military call our city home,” said San Diego Mayor Gloria. “We must always support them in gratitude for their service. It is essential that our service members and their families have safe and convenient access to health care, and the new Blue Line trolley stop at the VA Medical Center will do just that.”

The Mid-Coast Trolley extension began construction about five years ago and is slated to begin service in November, according to the San Diego Association of Governments, or SANDAG. The agency constructed the project with funds from the half-cent sales tax dubbed Transnet.

ADVERTISING



The new 11 miles of track will service the Blue Line trolley, which currently runs between San Ysidro and Santa Fe Depot in downtown San Diego. The project will allow for one-seat travel from the Mexico border to one of the region’s larger job centers, adding new stops along Mission Bay, just east of Pacific Beach, UCSD and ending at the Westfield UTC mall.

“The unveiling of this station is a momentous milestone in the construction of the Mid-Coast extension of the UC San Diego Blue Line Trolley,” said Encinitas Mayor Catherine Blakespear, who chairs the board of the regional transportation and planning agency.

“SANDAG is committed to working with our partners to provide faster, fairer and cleaner transportation options for every person in this region, especially for the brave individuals who have served our nation.”

Once construction is completed, the San Diego Metropolitan Transit System (MTS) will take over operations of the new trolley line. The agency said it plans to unveil additional stations throughout the summer and fall.

“San Diego and the people who served in our military are forever intertwined and this station gives a proper salute to those who have served our country,” said county Supervisor Nathan Fletcher, who also serves as the MTS board chair. “The VA Medical Center is a first-class health care campus, and now at its doorstep is a first-class transit system. I am pleased to see this design come to life and thank SANDAG and MTS staff for making it a reality.”

TRANSPORTATION LATEST POLITICS



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Get top headlines from the Union-Tribune in your inbox weekday mornings, including top news, local, sports, business, entertainment and opinion.

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Joshua Emerson Smith

Twitter Email

WAYS THE WORLD HAS CHANGED

A Fresh Brand of Success at the Mall

The pandemic altered buying habits beyond return, but in-person shopping isn't over

THE MALL isn't dead yet. But the in-person shopping experience of the future is going to be a lot different than what it was even two years ago.

Department stores and dressy clothing brands suffered last year; furniture, home goods and athletic brands fared better. Big-box retailers are likely to enjoy permanent boosts in popularity as shoppers look to consolidate shopping trips—a habit picked up during

Covid that is unlikely to go away anytime soon.

Last year produced the most retail bankruptcies since 2010, in the aftermath of the 2008-09 financial crisis, according to a report from professional-services firm BDO USA. Those bankruptcies included department store chains Neiman Marcus and JCPenney, and dressier clothing brands such as J.Crew and Brooks Brothers. Roughly half of all remaining mall-based de-

partment stores are expected to shut by the end of 2025, according to Green Street, a real-estate research firm.

Who will fill the gap? Off-price retailers such as T.J. Maxx and Ross Stores had been taking market share from department stores for years and look likely to continue. That was already evident in their resilient performance last year despite relying very little—or not at all—on e-commerce. T.J. Maxx owner TJX Cos. has said it sees opportunities to open more than 1,600 additional stores.

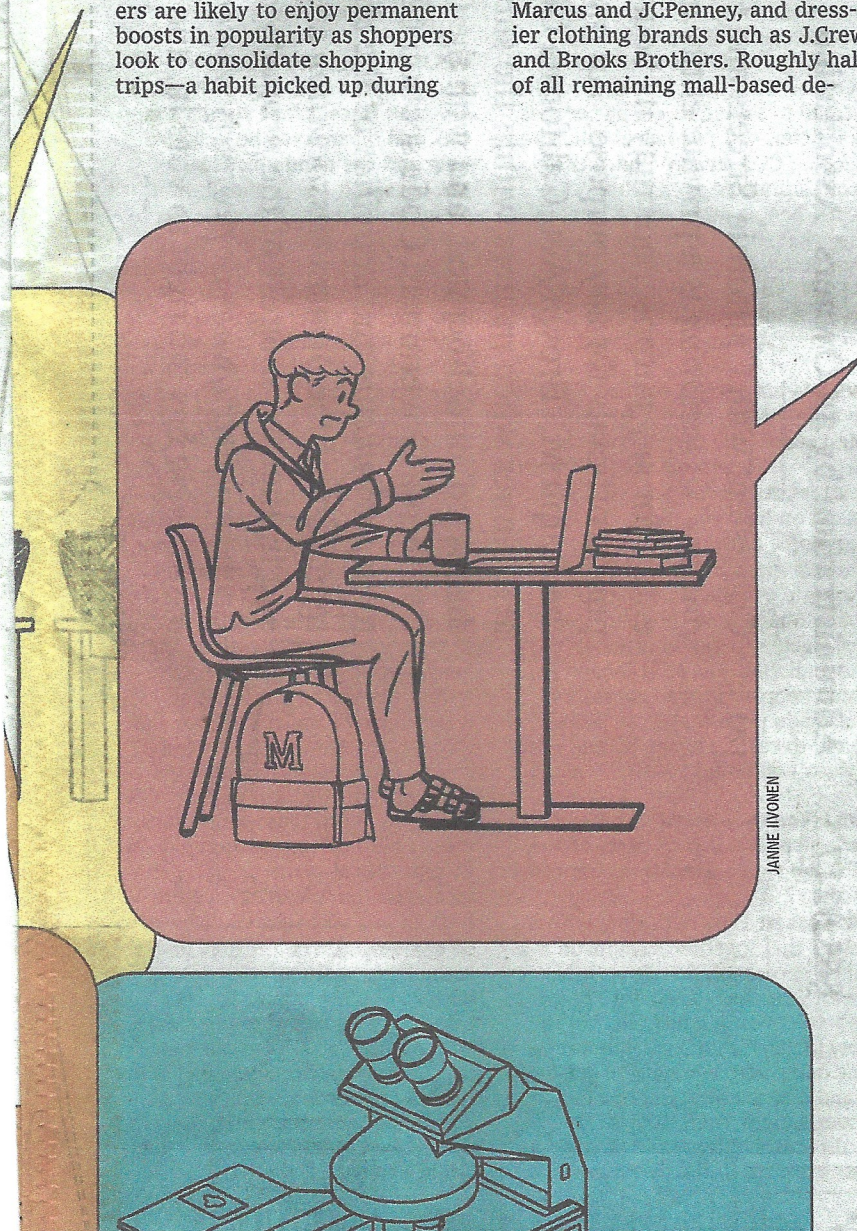
In some cases, it will be apparel makers themselves that fill the space that department stores leave behind. Brands such as Nike and Under Armour are pushing to sell more directly to consumers—especially through their own websites and apps. Direct-to-consumer sales are more profitable than selling through wholesale partners and let brands reclaim some cachet; having too many products displayed at off-price retailers or on sale racks at malls can erode pricing power.

As online shopping exploded, giants like Amazon weren't the only beneficiaries. Traditional retailers and grocers that had previously been e-commerce dilettantes became serious online sellers.

Big-box retailers such as Walmart, Target and Costco will become more common fixtures too. Target, for example, plans to spend roughly \$4 billion in each of the next few years on new stores, remodels and other projects. Consumers turned to these retailers in record numbers last year—not only for necessities such as toilet paper and household staples, but also for discretionary items like apparel to consolidate shopping trips. Those retailers are seizing the moment to look even more like department stores. Last year, Target entered a partnership to open Ulta Beauty stores within some of its locations. Walmart got into an e-commerce partnership with secondhand-clothing seller thredUP.

The National Retail Federation now expects retail sales to grow up to 13.5% in 2021, a substantial revision from its prior forecast, delivered in February, of 6.5% growth. The pie has gotten bigger, and 2020's retail winners will grab even more of it in the future.

—Jinjoo Lee



JAMIE IVONEN

