



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, July 7, 2020 at 8:30am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/85083045126>
or call 1-669-900-6833 / Meeting ID: 850 8304 5126

AGENDA

- 1) **Zoom Meeting Protocol & Introductions –Steve Galasso, President**
 - a. **All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to that particular topic.**

- 2) **Minutes of the June 2, 2020 Board Meeting** *Action Item*

- 3) **Non-Agenda /Public Comment, Introductions and Announcements**

- 4) **Committee Reports**

Org Committee / Steve Galasso

- a. YTD Financial Report – Jeri Keiller & Lou Palestini *Action Item*
- b. Approval of FY21 Budgets *Action Item*
- c. Board Nominations Task Force Appointees – Steve Galasso, Chair *Action Item*
 - i. Annual Meeting in September
- d. Finance Committee to Submit Amendment to Bylaws in August to Codify the Function & Membership of the Finance Committee as a Standing Committee
- e. Insurance & City Attorney Issues
- f. City Candidate Forum in August, September or October
- g. Update on COVID Activities
 - i. SBA Paycheck Protection Program - \$252K [Forgivable]
 - ii. Amici Park & DIF (See Finance Committee)
- h. Next Meeting: Friday, July 24, 2020 at 10:00am via Zoom
Visit: <https://us02web.zoom.us/j/83416512460> or
Call: 1-669-900-6833 / Meeting ID: 834 1651 2460

DISI Committee / Perry Meyer

- a. Little Italy Mercato – Catt White
- b. Olive Creative Strategies
 - i. Traditional & Social Media
 - ii. Ciao Bella Campaign & *Al Fresco* Promotion
- c. *Al Fresco* Update – July & August
- d. City Emergency Ordinance: Temporary Parklets
- e. Mission Fed ArtWalk
- f. Taste of Little Italy / New Concept
- g. Next Meeting: Friday, July 10, 2020 at 9:00am via Zoom
Visit: <https://us02web.zoom.us/j/85641328924> or
Call: 1-669-900-6833 / Meeting ID: 893 4340 4249

Parking & Mobility Committee / Luke Vinci

- a. Bollards Program Status
- b. Columbia Street & Remaining Side Streets Parking Conversion
- c. Creative Crosswalks
- d. Washington Elementary School Lot

Sidewalk Operations / Rich Gustafson

- a. No Updates

Finance Committee / Frank Stiriti

- a. Approval of New Chair, Bryan Thompson Action Item
- b. Amici Park RFP, DIF & Construction Action Item
- c. NCA FY21 Contract to be Reviewed at September’s Finance Meeting
- d. EIDL Long-Term Loan & Recommendation by Finance Committee Action Item
- e. Next Meeting: Tuesday, August 25, 2020 at 9:00am via Zoom
 Visit: <https://us02web.zoom.us/j/82618216068> or
 Call: 1-669-900-6833 / Meeting ID: 826 1821 6068

Project Review Committee / Marco Li Mandri

- a. Cedar Park Changes
- b. New Development at Grape & PachWwy

5) Community Reports: SDPD, DCPC, City Attorney’s Office, Councilman Ward’s Office, Mayor Faulconer’s Office, Supervisor Fletcher’s Office, Assemblyman Gloria’s Office, Senator Atkin’s Office, LIRA, Our Lady of the Rosary, Washington School & Convivio

6) Next Board Meeting: Tuesday, August 4, 2020 at 8:30am via Zoom
 Visit: <https://us02web.zoom.us/j/85910154309> or
 Call: 1-669-900-6833 / Meeting ID: 859 1015 4309

7) Adjournment

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit www.LittleItalySDMeetings.com (Page 4, Section 11).

THE BROWN ACT:

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

ARTICLE 4
ELECTION OF DIRECTORS

SECTION 1. NOMINATION AND ELECTION

A) Not less than forty five (45) days before the date set forth for the annual meeting of the Directors, the President, shall request that the Board appoint at least three (3) members as the Nominating Committee which shall include the President and at least two of the Directors exclusive of the officers of the Corporation to solicit nominees for consideration and election as Directors, and the names so proposed shall be presented to the Board of Directors at its annual meeting; any Director may, at such meeting, nominate any other qualified person(s) as candidates for such office. Thereafter, the names of the nominees shall be presented to the Board of Directors at such meeting. The Nominees which have been deemed to be qualified, consistent with Article 4, Section 2, shall be presented to the Board for consideration of appointment to the Board at its Annual elections meeting. The Board may vote to accept all of the nominees based upon the conditions set forth in Article 4, Section 2 (a) and (b). The Board shall vote to accept all or some of the nominees based upon the seats allocated consistent with Article V, Section 1 (a) in the bylaws.

SECTION 2. QUALIFICATION

- A) Members of the Little Italy Community shall be eligible for nomination to the Board of Directors based upon active participation with the corporation including its committees, task forces or otherwise for a period of not less than one (1) year, and support for the policies, goals of the corporation. In addition, nominees shall only be eligible for election to those positions for which they qualify as a property owner, current business license certificate holder, residential tenant or at large member under Article 4, Section 2 (B);
- B) Eligibility shall be determined by:
 - 1) full payment of assessments into the Little Italy Maintenance Assessment District for the previous and current fiscal years that such assessments were due; or
 - 2) full payment of assessments into the Little Italy Business Improvement District for the previous and current fiscal years that such assessments were due; or
 - 3) residential tenants living within the boundaries of the Little Italy Maintenance Assessment District; (a tenant is one who rents and occupies property and is called the "lessee". Or the person whose name is on the lease and is the guarantor of the lease).
 - 4) a community member that the Board deems important and whose appointment shall allow the corporation to fulfill its goals as a public benefit corporation

ARTICLE 5
DIRECTORS

SECTION 1. NUMBER AND TERM

- A) The corporation shall have a minimum of nine (9) and a maximum of thirty-five (35) Directors and collectively they shall be known as the Board of Directors. The exact number of Directors shall be fixed from time-to-time by resolution of the Board of Directors. The number may be changed by amendment of this Bylaw, or by repeal of this Bylaw and adoption of a new Bylaw, as provided in these Bylaws. Subject to the foregoing provisions for changing the number of Directors, the following seats shall be allocated to the Board of Directors based upon their financial contribution, as a group, to the operation of the Association. The breakdown of Board seats shall be as follows:
- 1) At least two thirds (2/3) of the seats on the Board of Directors within a specific year, shall be filled by property owners , or representatives of property owners, who have fully paid into the current fiscal year of the Little Italy Maintenance Assessment District;
 - 2) The balance of seats shall be filled by Community at large members, including business tenants, residential tenants, or Community at Large members. Business tenants must have paid fully paid into the current fiscal year of the Little Italy Business Improvement District. The Directors shall be elected in accordance with Article 4, Sections 1 and 2 for staggered two (2) year terms beginning on the date of election to replace those Directors whose terms are then expiring.



Board of Directors Meeting
Little Italy Association
Tuesday, June 2, 2020 - 8:30 a.m.
Little Italy Association Office (Zoom Meeting)
2210 Columbia Street San Diego, CA 92101

Present: Vito Altieri, Jenn Borba Von Stauffenberg, Domenic Brunetto, Sandi Cottrell, Dino Cresci, Melanie Dellas, Jim DeSpensa, Steve Galasso, Jonathan Herbert, Pasquale Ioele, Jeri Keiller, Christie Kong, Jocelyn Marcus, Perry Meyer, Danny Mocer, Lou Palestini, Frank Stiriti, Bryan Thompson, Michelle Van Rooyen, Luke Vinci, Catt White

Excused Absence: Charlie, Coradino, Lee Scrivner,

Guests: Joe Scaglione, Zina Busalacchi, Stacy Dion, Johnathan Herbert, Legacy, Nina Child, Mark Childs Marsha Lyon

Staff: Marco Li Mandri, Rosie De Luca, Chris Gomez, Dianne T. Serna De León

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 President, Steve Galasso. Chris Gomez went over the Zoom Meeting Etiquette, Steve then turned the meeting over to Marco LiMandri, the Chief Executive Administrator.	No action taken
2. Review of March 3, 2020 Board Minutes	Minutes of March 3, 2020 were reviewed.	Luke Vinci moved to accept the Board Minutes. Vito Altieri seconded the motion. Unanimously approved.

<p>3. Non-Agenda/Public Comment, Introductions and Announcements</p>	<p>3. Lou Palestini announced that Jim Bregante passed away on June 1, 2020</p>	<p>No action taken</p>
<p>4. Committee Reports Org Committee: <i>Steve Galasso;</i></p> <p>a. YTD Financial Report</p> <p>b. CalTrans Nursery Update</p> <p>c. Amici Park & DIF</p> <p>d. Financial Effects of COVID</p> <p>i. SBA (EIDL)</p> <p>ii. SBA (PPP)</p>	<p>4.a. Jeri Keiller reported on the YTD financial report.</p> <p>4.b. Marco reported that the city of San Diego signed off on the CalTrans project and we have been authorized to move forward on the nursery. LIA submitted a grant request to Supervisor Fletcher for \$25,000 to offset the costs for the Project. This 8-year long project should be fully open by the end of June.</p> <p>4.c. Marco reported that Amici Park and DIF are making headway. The estimate for improvements on Amici Park is \$2 million.</p> <p>4.d. Chris Gomez reported that due to COVID-19, the Association has taken a hit financially, as the Valet Program has been suspended and the Mercato has been drastically reduced. Art Walk, GranFondo and Taste of Little Italy are other Programs that help offset the budget for the year, they have all been postponed. Due to these impacts, we will be at a projected loss of \$180k for this year.</p> <p>4.i. Chris Gomez reported that due to the Association’s financial losses, LIA applied for an SBA (EIDL) loan, \$10,000 was received.</p> <p>4.ii. Chris Gomez reported that LIA has also applied for the SBA (PPP) Loan and was awarded \$250,000. Marco then explained the PPP process.</p>	<p>4.a. Dino Cresci moved to accept the year to date financials Vito Altieri seconded the motion. Unanimously approved.</p> <p>4.b. No action taken.</p> <p>4.c. No action taken.</p> <p>4.d. No action taken.</p> <p>4.i. No action taken.</p> <p>4.ii. No action taken.</p>

<p>iii. Other Pending Grants</p> <p>e. Next Meeting:</p>	<p>4.iii. Marco reported that there are two pending grants; one from the County of San Diego and the other from the City. The City received \$250 million from the Cares Act. LIA is asking for \$125,000 to fund the purchase of Safety Equipment for Little Italy. This will help with the acquisition of stanchions, crowd control barriers and curb ramps, which will help with social distancing and safety for customers.</p> <p>4.e. Next Meeting will be June 26, 2020 at 10:00am via Zoom</p>	<p>4.iii. No action taken.</p> <p>4.e. No action taken.</p>
<p>4. Committee Reports</p>		
<p><i>DISI Committee:</i></p>		
<p><i>Perry Meyer</i></p>		
<p>a. Olive Strategies (PR & Social Media)</p>	<p>4.a. Jenn Borba Von Stauffenberg from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p>	<p>4.a. No action taken.</p>
<p>b. Hospitality Task Force</p>	<p>4.b. Chris Gomez updated the Board on the Hospitality Task Force meetings.</p>	<p>4.b. No action taken.</p>
<p>c. Ciao Bella Campaign Approval</p>	<p>4.c. Chris Gomez reported on the Ciao Bella Campaign. The expression “Ciao Bella” means “hello beautiful” and references our neighborhood.</p>	<p>4.c. Luke Vinci moved to approve the Ciao Bella Campaign. Perry Meyer seconded the motion. Unanimously approved</p>
<p>d. Al Fresco</p>	<p>4.d. Chris Gomez announced that Al Fresco will begin on Saturday, June 13, 2020 and will take place every Saturday from 2:00 pm to 10:00 pm. India Street will be closed to expand open-air dining and create a safe 30-foot physical distancing promenade which will help restaurants alleviate the loss of indoor seating.</p>	<p>4.d. No action taken</p>
<p>e. Mercato: Catt White</p>	<p>4. e. Catt White reported on the Mercato activities.</p>	<p>4.e. No action taken</p>
<p>f. Postponed Events</p>	<p>4.f. Chris Gomez reported on the status of Little Italy Events.</p>	<p>4.f. No action taken</p>

<p>i. Mission Fed ArtWalk</p> <p>ii. New Taste Event</p> <p>iii. Marine Band San Diego Summer Concert</p> <p>iv. GranFondo San Diego</p> <p>v. Little Italy Summer Film Festival</p> <p>g. Piazza, Amici Park & Little Italy Dog Park Open for Passive Use</p> <p>h. Next Meeting</p>	<p>4.i. Mission ArtWalk has been postponed until November 7-8, 2020</p> <p>4.ii. The new reinvented Taste of Little Italy Event has been postponed until Late Summer or Fall.</p> <p>4.iii. The Marine Band San Diego Summer Concert may be postponed.</p> <p>4.iv. Gran Fondo San Diego has been cancelled and has not been rescheduled.</p> <p>4.v. Little Italy Summer Film Festival has been cancelled and has not been rescheduled.</p> <p>4.g. Marco reported that the Piazza, Amici Park & Little Italy have all opened for passive use and will be sanitized every hour. The Bocce Courts have not yet opened due to it being a geared towards a team sport/group gathering.</p> <p>4.h. Next Meeting TBA via Zoom</p>	<p>4.i. No action taken</p> <p>4.ii. No action taken</p> <p>4.iii. No action taken</p> <p>4.iv. No action taken</p> <p>4.v. No action taken</p> <p>4.g. No action taken</p> <p>4.h. No action taken</p>
<p>4. Parking & Mobility committee: Luke Vinci</p> <p>a. Little Italy Valet</p> <p>b. Bollards Program Status</p> <p>c. Creative Sidewalks</p>	<p>4.a. Chris Gomez reported that Valet services have not re-opened.</p> <p>4.b. Marco reported that the Mayor's office is committed to giving the Association \$660,000 to complete the Bollards on Date and India Street. The funding will come from the Downtown Parking Meter fund.</p> <p>4.c. Chris Gomez reported that the Association is moving forward with the Creative Street intersection colored bars throughout Little Italy.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>

<p>4. Committee Reports <i>Sidewalk Operations:</i> <i>Rich Gustafson;</i> a. Proposal for 5% Increase</p> <p>b. Next Meeting</p>	<p>4.a. Marco reported that the Finance Committee will propose a 5% increase FY 21 MAD assessments. He explained the purpose for the proposed increase is due to the COVID 19 impact on property tax revenues for FY 21, the increase in general liability insurance coverage, increases in monthly rent at 710 W. Ivy, and overall increases in costs to the Association for the MAD related expenses. Discussion followed.</p> <p>4.b. Next Meeting: TBA</p>	<p>4.a. Dino Cresci moved to approve the 5% increase and Steve Galasso seconded the motion. Unanimously approved</p> <p>4.b. No action taken</p>
<p>4. Committee Reports <i>Finance Committee:</i> <i>Frank Stiriti</i> a. NCA Contract Review</p> <p>b. 5% Increase in MAD</p> <p>c. Convivio's Rent</p> <p>d. Next Meeting]</p>	<p>4.a. Frank Stiriti reported that we are still waiting to hear from Mike Zarconi regarding the NCA Contract. It will be brought to Finance sometime this summer.</p> <p>4.b. Frank Stiriti reported that the 5% MAD Assessment increase was discussed at the Finance committee, and they agreed to support the increase.</p> <p>4.c. Chris Gomez reported that Convivio's rent was postponed for April and May which would be paid off by the end of 2020 in the amount of \$1,000</p> <p>4.d. Next Meeting: TBA</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c Frank Stiriti moved to approve Convivio's payment by the end of 2020. Domenic Brunetto seconded the motion. Unanimously approved</p> <p>4.d. No action taken</p>
<p>4. Committee Reports <i>Project Review Committee:</i> <i>Marco LiMandri;</i> a. Cedar Park Changes</p>	<p>4.a. Marco reported that there was a change on the Cedar Park proposal. Plans will be reviewed further as they want to build a two-story, enclosed building.</p>	<p>4.a. No action taken</p>

<p>b. New Development at W. Grape & Pacific Hwy</p> <p>c. Next Meeting:</p>	<p>4.b. Marco reported that there is a new Development on Grape and Pacific Hwy., a 12-story condo project which is beyond the 85-foot County overlay height limit. We will meet with the developers sometime this summer.</p> <p>4.c. Next Meeting: TBA</p>	<p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>5. Next Meeting</p>	<p>5. Next Board Meeting will be on July 7, 2020 via Zoom.</p>	<p>5. No action taken</p>
<p>6. Adjournment</p>		<p>Steve Galasso moved to adjourn the June Board meeting. Bryan Thompson seconded the motion. Unanimously approved.</p>

Minutes taken by: Dianne T. Serna De León, Staff.

LITTLE ITALY ASSOCIATION
 FINANCIAL OVERVIEW
 SAN DIEGO CONTRACTS
 FY JULY 2019 - JUNE 2020

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BOARD MEETING DATE:	07/07/20						
Accrual Basis Report through May 2020							
		<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>
SAN DIEGO CONTRACTS							
	BID	137,596	124,213	13,383	2,041	142,725	5,000
	MAD₁	975,899	1,008,375	-32,476	579	1,063,637	-58,990
	PARKING METER₂	658,866	660,676	-1,810	-4	700,250	0
	TOTAL	\$1,772,361	\$1,793,264	-\$20,903	\$2,616	\$1,906,612	-\$53,990
<p>1. MAD deficit is covered in part by the Supplemental Maintenance program: YTD +\$53,480</p> <p>2. Additional Parking Program operations have generated 240,802 and expenses of 202,945. Net income of 37,857. Valet services were suspended in March.</p> <p>3. Program operations have been significantly impacted by the close and then reopening of a modified Mercato, postponement of Art Walk, cancellation of Gran Fondo - offset by the reduction in expenses at Piazza della Famiglia and Amici Parks grounds. Budgeted income was 33,952. YTD income is 5,140.</p> <p>4. Payroll Protection Program funding was \$252,029 has offset payroll, utilites and rent expenses. \$33,645 has been spent thru May.</p>							
Total income for Little Italy Association		\$3,211,187					
Total expense for Little Italy Association		3,135,612					
Net income over expense YTD		\$75,575					

Little Italy Association of San Diego

BID Profit & Loss Budget Performance

May 2020

	May 20	Budget	Jul '19 - May 20	YTD Budget	Annual Budget
Income					
BID INCOME					
Carry-forward	0.00	1,477.10	12,921.67	16,248.17	17,725.27
BID Dues	0.00	0.00	2,200.00	0.00	0.00
BID Disbursements	4,285.25	7,958.45	99,100.09	93,667.55	101,626.00
SBEP Mgmt Grant	0.00	0.00	18,374.00	18,374.00	23,374.00
Total BID INCOME	4,285.25	9,435.55	132,595.76	128,289.72	142,725.27
Total Income	9,285.25	9,435.55	137,595.76	128,289.72	142,725.27
Gross Profit	9,285.25	9,435.55	137,595.76	128,289.72	142,725.27
Expense					
OFFICE OPERATIONS					
Accounting	0.00	333.33	0.00	3,666.67	4,000.00
Computer Service	0.00	400.00	12,496.60	4,400.00	4,800.00
Dues & subscriptions	0.00	41.67	1,990.00	458.33	500.00
Insurance	0.00	1,083.33	3,250.00	11,916.67	13,000.00
Office supplies	565.11	750.00	8,276.38	8,250.00	9,000.00
Printing	0.00	125.00	464.66	1,375.00	1,500.00
Phone & Internet	33.50	500.00	2,684.23	5,500.00	6,000.00
Postage	0.00	87.50	1,706.11	962.50	1,050.00
Rent	0.00	0.00	6,340.18	0.00	0.00
Web Maintenance	0.00	166.67	135.00	1,833.33	2,000.00
Total OFFICE OPERATIONS	598.61	3,487.50	37,343.16	38,362.50	41,850.00
ASSESS DIST OPERATIONAL EXP					
MAD / BID OPERATIONS					
Misc	0.00	239.58	0.00	2,635.69	2,875.27
Total MAD / BID OPERATIONS	0.00	239.58	0.00	2,635.69	2,875.27
Total ASSESS DIST OPERATIONAL EXP	0.00	239.58	0.00	2,635.69	2,875.27
NCA Management					
Staff Administration	916.78	2,958.45	36,626.00	38,667.55	41,626.00
Total NCA Management	916.78	2,958.45	36,626.00	38,667.55	41,626.00
Consulting Services					
PR	2,750.00	2,750.00	24,750.00	30,250.00	33,000.00
Total Consulting Services	2,750.00	2,750.00	24,750.00	30,250.00	33,000.00
Contingency					
SBEP EXPENSES	0.00	0.00	3,275.00	0.00	0.00
Staff Administration (SBEP)	4,083.22	2,041.54	18,374.00	16,332.46	18,374.00
Total SBEP EXPENSES	4,083.22	2,041.54	18,374.00	16,332.46	18,374.00
Total Expense	8,348.61	11,477.07	124,213.16	126,248.20	137,725.27
Net Income	936.64	-2,041.52	13,382.60	2,041.52	5,000.00



Little Italy Association of San Diego
Balance Sheet
As of May 31, 2020

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	May 31, 20
ASSETS	
Current Assets	
Checking/Savings	
BID Acct / Torrey Pines	15,443.73
Programs Acct / Torrey Pines	119,430.73
Mercato / Torrey Pines	12,427.76
Parking District / Torrey Pines	5,350.50
MAD Acct / Torrey Pines	187,561.04
Payroll Acct / Torrey Pines	173,131.97
Savings Acct / Torrey Pines	167,738.41
Total Checking/Savings	681,084.14
Accounts Receivable	
Accts Rec - BID	5,000.00
Accts Rec - MAD	3,540.00
Accts Rec - Parking District	145,050.27
Accts Rec - Programs	750.00
Total Accounts Receivable	154,340.27
Other Current Assets	
Inventory LIA merchandise	1,020.00
Endowment Fund	11,202.00
Total Other Current Assets	12,222.00
Total Current Assets	847,646.41
Fixed Assets	
Program Equipment	51,279.96
Improvements	29,077.36
Equipment - MAD	18,499.82
Website design	10,400.00
Vehicles - MAD	113,215.15
Accumulated depreciation	-131,873.93
Total Fixed Assets	90,598.36
TOTAL ASSETS	938,244.77
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable - BID	3,024.23
Accounts Payable - Programs	672.32
Accounts Payable - Mercato	363.00
Accounts Payable - Parking Dist	2,000.00
Accounts Payable - MAD	21,289.38
Total Accounts Payable	27,348.93
Other Current Liabilities	
Unearned income - PP Program	218,563.79
MAD Advance	87,738.25
Payroll Liabilities	1,273.57
Total Other Current Liabilities	307,575.61
Total Current Liabilities	334,924.54
Long Term Liabilities	
Loan Payable #3 F-150 V8	14,527.09
Loan Payable #4 F-150 V6	14,421.23
Total Long Term Liabilities	28,948.32
Total Liabilities	363,872.86
Equity	
Net unrestricted assets	498,796.92
Net Income	75,574.99
Total Equity	574,371.91
TOTAL LIABILITIES & EQUITY	938,244.77

LITTLE ITALY ASSOCIATE BUDGET - FISCAL YEAR 2020-21

June 30-2020

	INCOME	EXPENSE	DIFFERENCE
BID	120,000	120,000	0
MAD	1,136,374	1,136,374	0
MAD NON ASSESSMENT	95,500	51,575	43,925
PARKING DISTRICT	1,881,470	1,881,470	0
PROGRAMS AND OPERATIONS	858,019	843,424	14,595
TOTAL	4,091,363	4,032,843	58,520



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Little Italy Association of San Diego
Joint Organization & Finance Committee Meeting
Friday, May 29, 2020 at 10:00am
LIA Office & Zoom Virtual

PRESENT Steve Galasso, Lou Palestini, Jeri Keiler, Danny Mocerì, Luke Vinci, Vito Altieri, Frank Stiriti, Jim DeSpensa, Kathi Meyer, Perry Meyer, Tommy Zolezzi, Rich Gustafson, Melanie Dellas, Catt White, Sandy Cottrell, Lucien Conner, Jack Pecoraro, Michelle Van Rooyen, Parisa Bukhowa, Curt Booker, Jenn von Stauffenberg,

STAFF Marco Li Mandri, Chris Gomez, Rosie DeLuca

MINUTES

ITEM	DISCUSSION	ACTION TAKEN
Minutes from April 17	Luke made a motion to approve minutes, Seconded by Frank	Unanimously Approved
Next Meeting	June 26. 10:00 am	Unanimously Approved
Ciao Bella	Campaign has begun. Tagline is Our Little Italy, Your Famiglia. "She is my neighborhood, They are my businesses. This is my family. Little Italy is home to many, over 150 retailers & restaurants, over 15 hotels & motels, and more than 3,000 residents. No matter the times.. they are, we are, I AM LITTLE ITALY.	Non-Taken
Al Fresco Concept	Special event application has gone in and fast tracked and we are still waiting on approval. Hopefully to come in the next few days.. Concept to serve on curb in multiple areas of the neighborhood, with using Parklets as a next step in the dining operations. Each business will have to submit their own application to ABC. We are concentrating on details now regarding delineation and if there are any new county health requirements. Sandy commented on county health during festa and discussed there was an SOP form that was simple. Lastly, we are looking at a street closure process. Staff has received approval to use parking meter revenue to pay for the process and infrastructure costs. Closure permit request is for 6 days running starting on June 13 th All businesses that are participating in the Al Fresco zone they will be required to get an indemnification and additional insurance naming LIA and providing required ABC / Business licenses.	Non-Taken
Ciao Bella Pins & Merchandise	LIA has purchased 1000 pins. Shirts have been created and wholesale to be sold at businesses. Issue came up of having merchandised bagged because of Covid issues.	Non-Taken
Olive Creative Strategies Update	Olive is taking the lead and incorporating campaigns strategies such as the "air kiss" challenge to use social media as well as other tactics to increase awareness.	Non-Taken

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 / Twitter / Instagram / Pinterest: LittleItalySD ▪ #LittleItalySD

City Insurance	Marco is meeting with the city and working to get the insurance finalized by September and drop our costs by 50k in the proposed budget for next year.	Non-Taken
Effects of COVID-19	Chris went over the details of economic impact to the Association FY20 budget due to COVID-19. He also updated the Committee on the two SBA loans that staff had applied for including SBA PPP (Awarded \$252K) and SBA EIDL (Pending).	Non-Taken
Convivio Differed Rent	Marco informed the Committee that the Org Committee had approved differed rent for Convivio due to COVID-19 for April and May in the amount of \$1,000 and the differed rent must be paid back before end of 2020. Marco asked the Finance Committee to ratify the vote. Luke made the motion to differ the rent for April and May and that it must be paid back before the end of 2020, Seconded by Frank.	Unanimously Approved
Events	Chris briefly updated the Committee on the postponed and cancelled events. Also, he provided information on a new concept to replace the loss of revenue for the Taste of Little Italy that would take place in the late-Summer or Fall.	Non-Taken
5% MAD Increase	Marco went over the need to increase the MAD assessments due to increased costs and demands on the right-of-way. He informed the Committee that he and Rich, Chair of SOBO, to discuss and there was a recommendation from SOBO for Finance to consider increase to offset growing expense. Jeri and Louis expressed their concern with the increase. Rich made a motion to increase the MAD assessments by 5% for FY21, Seconded by Tommy	Approved by Majority Opposed: Jeri, Luke, Vito & Louis
FY21 Budgets	Tabled: Due to questions of NCA contract and compensation.	Non-Taken
FY21 Grants	Marco went over a few grants that were in the process or had been already received for FY21. Including \$25K grant from County and \$12K Batta Fulkerson Dog Bag Sponsorship.	Non-Taken
Little Italy Venues	Chris advised the Committee that Little Italy Venues would start selling our spaces starting July 1 st . He also gave an update on the Amazon PupFest.	Non-Taken
New City America, Inc. Contract	Tabled: Marco advised that Zarconi was still reviewing one of the components of the contract.	Non-Taken
Meeting Adjourned	11:41 am	

Minutes taken by Luke Vinci, Secretary



17

SBA Economic Injury Disaster Loan (EIDL) – June 2020

Amount: \$150,000 (Up To)
Term: 30-Year
Interest Rate: 2.75%
Payment: \$641.00
Frequency: Monthly, Starting 12-Months After Closing

The Association has been approved for a SBA EIDL in the amount up to \$150,000. Staff has reviewed the SBA guidelines and discussed the pros and cons of accepting the loan. There are several items that the Association needs to address but lacks the income to do so based on the impact of COVID-19.

Staff is recommending securing the full \$150,000 to support operations and other items to be outlined in the future. We are recommending that \$50,000 be used immediately and the balance to be expended once we get the first installment of the MAD, BID and Parking District funds.

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CONTRACT AGREEMENT

CLIENT:	<u>Little Italy Association</u>	DATE:	<u>February 21, 2020</u>
ADDRESS:	<u>2210 Columbia Street</u>	JOB:	<u>120-015.2</u>
	<u>San Diego, CA 92101</u>	PHONE:	_____
CONTACT:	_____	FAX:	_____
E-MAIL:	_____	OWNER:	_____
PROJECT:	<u>Little Italy Amici Park Re-Design</u>	LC:	_____
LOCATION:	_____		

SCOPE OF WORK

Per attached proposal letter dated February 21, 2020.

The Provisions of Agreement set forth upon the attached pages are hereby incorporated into and made a part of this agreement.

Client agrees to pay as compensation for the above-described services as follows:

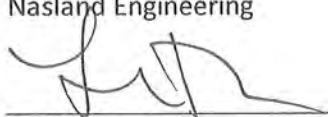
At hourly charge rates per the attached schedule, estimated in the amount of \$5,200.00.

This offer is valid and will remain effective for a term of 60 days from the above written date.

By signing below, the parties accept and execute this agreement under the terms, conditions, and provisions stated above and on the attached pages.

CONSULTANT

ENGINEER: Nasland Engineering

BY: 

NAME: Lawrence P. Thornburgh, PE, PLS

TITLE: Director of Engineering

LICENSE: C 49795

CLIENT: Little Italy Association

BY: _____

NAME: _____

TITLE: _____

DATE: _____



Nasland

19

February 21, 2020
NE Job No. 120-015.2

Christopher Gomez
Little Italy Association
2210 Columbia Street
San Diego, CA 92101

Re: Amici Park

Dear Mr. Gomez

Nasland Engineering is pleased to provide this proposal to prepare bid specifications and bidding assistance for the Amici Park Re-design Project. The scope of this proposal is limited to preparation of bid specifications for the plans prepared by others for the Amici Park Re-Design Project. Nasland Engineering will prepare Sitework Specifications using City of San Diego format including Volumes 1 and 2, for use in bidding of the Amici Park Re-Design Project. We will review the plans and coordinate with the client and designers regarding design items to be included in the specifications. Where feasible, the specifications will refer to the Standard Specifications for Public Works Construction ("Greenbook") and the City of San Diego Standard Specifications for Public Works Construction ("Whitebook"). Proposed bid documents will be provided to a minimum of three General Contractors and included in a public advertisement for bidding.

Fee (Estimate)

Our estimated fee for this scope of services is \$5,200. Reimbursable expenses such as printing, deliveries, etc., will be billed to the Client plus 10%.

Exclusions

The following items are specifically excluded from the Scope of Work:

- Design Plans (prepared by others)
- Cost Estimates
- Storm Water Pollution Prevention Plan (SWPPP) Specifications
- Surveying
- Submittal or Permit Fees, if required
- Any applicable taxes
- Immediate defense for a third party claim
- Permit Processing
- Construction Support

Thank you for the opportunity to provide this proposal. If you have any questions, please do not hesitate to contact me. We look forward to working with you on this project.

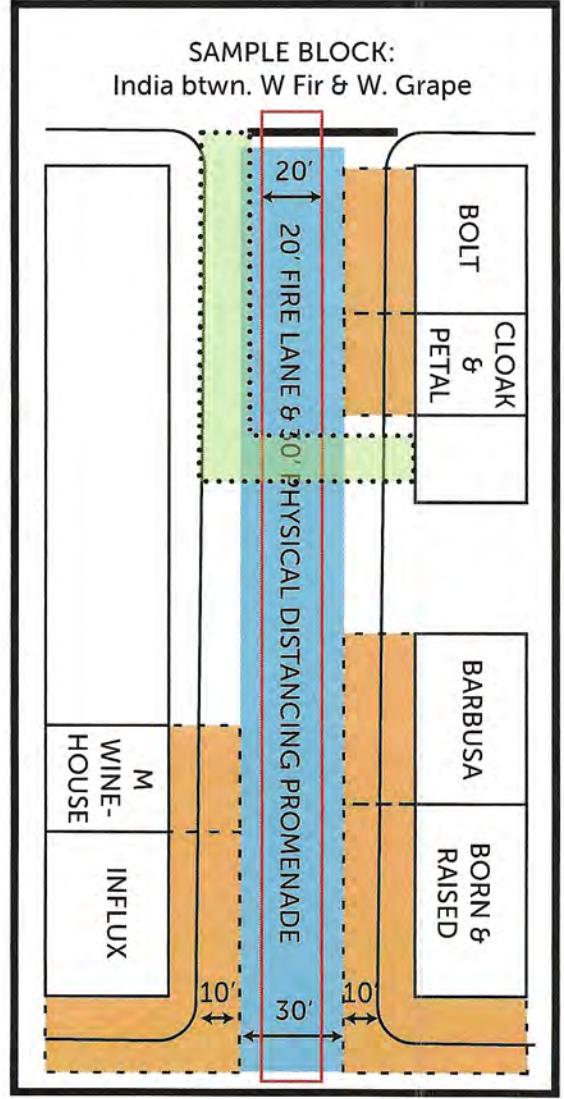
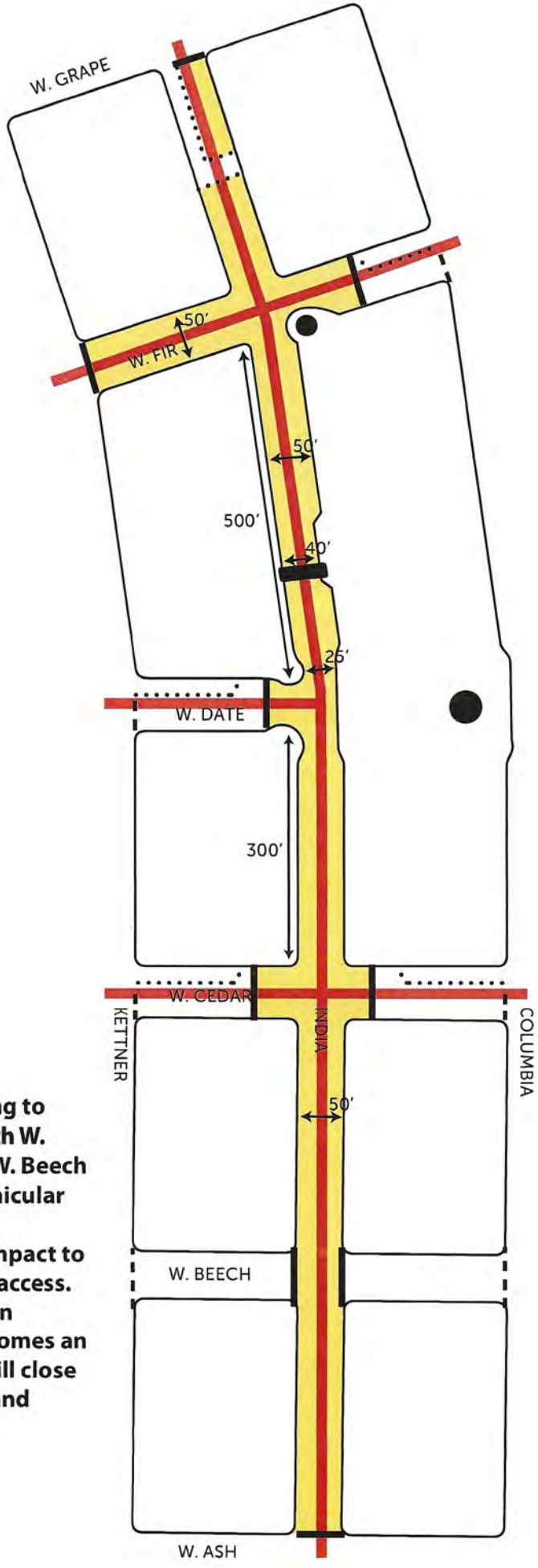
Sincerely,
NASLAND ENGINEERING

Larry Thornburgh, PE, PLS
Director of Engineering

LITTLE ITALY'S AL FRESCO Closures/Site Measurements

Tuesdays-Sundays
June 13, 2020 - December 31, 2020
3:00pm-11:00pm

- Activation Footprint
- Hard Closure
- Soft Closure
- Candlesticks
- Restaurant Zone
- 30' Physical Distancing Promenade
- 20' Fire Lane
- Residential Access



We are going to start off with W. Cedar and W. Beech open to vehicular access and minimize impact to residential access. If pedestrian control becomes an issue, we will close at Kettner and Columbia.

Revised
5/27/2020

21



LIMITED-TIME OFFER | \$1 for 4 weeks

Commentary: I was a San Diego police chief and mayor. I didn't monitor policing tactics close enough.



Officers on bicycles from the San Diego Police Department follow a group of protesters as the group marches toward police headquarters in downtown San Diego on June 6. (Nelvin C. Cepeda / The San Diego Union-Tribune)

By JERRY SANDERS

JUNE 11, 2020 | 5:24 PM

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22

I have watched with shock the killings of George Floyd and Breonna Taylor by police and with disgust as Ahmaud Arbery was hunted and killed by two vigilantes. Images of protesters and their passion for justice and equality have become the rallying cry for millions of Americans. But we have been here before. For decades, we as a country have witnessed large-scale protests, and incident after incident of police brutality against the African American community. Not by all police, but how can this happen with such frequency?

Each time the community heard leaders promise to end racism and systemic discrimination. Commissions were formed, investigations conducted, and we promised policing and policy changes, transparency, inclusivity, economic development in distressed neighborhoods, along with educational reform and improvements. Yet we never lived up to those promises.

Across our nation last week, we saw predominantly peaceful protests upended by bad police tactics and in some cases brutality. Protests are one of the most protected practices by our Constitution and I saw that protection badly violated. The protesters are our children, spouses, parents, neighbors, and they deserve the respect of the police.

It is past time for simple introspection, we need a complete rethinking of policing beginning with hiring and training. Different skill sets are needed emphasizing critical thinking, an understanding of the historical context of policing in poor and racially and ethnically diverse communities, communications and de-escalation proficiency, and problem-solving. Police need to stop pretext stops and the overuse of stop and frisk. We need all police, every single one, to be decent, respectful, analytic and impartial. That is the only way that policing, which relies on trust, can be effective.

We also need to rethink the role of police office

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often tasked with addressing truancy or student behavior issues, yet they are not social workers or educators. Other professions are better suited to address these issues. **23**

At the same time, police must stop thinking of themselves as simply law enforcement, because to paraphrase Abraham Maslow, if you think your major toolkit item is a hammer, everything looks like a nail. Police need to be problem solvers.

To make systemic change the California Police Officers Standards and Training Commission should immediately completely revamp Police Academy training. Police must stop emulating in any form military training. Instead, training should focus on developing skill sets that communities, academics and police regard as essential to the work, including analytic thinking, analyzing crime and disorder problems, respectful policing and a form of community-focused problem-solving policing reliant on the least invasive tactics to help create a civil society. A new code of conduct is due requiring officers and departments to report their misconduct. None of this should take years to complete.

Past models of problem-oriented policing are a good start. In the 1990s, San Diego police and community members partnered, and each community told us what were their highest priority for policing. A feedback loop was created to update the neighborhoods about police and community progress on crime and safety problems and together this created better outcomes. This not only developed an effective crime reduction model but also a closer collaboration.

We wrongly thought the model was institutionalized.

In retrospect, I must take responsibility for not more closely monitoring and focusing on the Police Department's policing tactics wh

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transparent. An independent commission is just one step. All officers have a role in this now, whether it is to speak up and be part of the change, or whether it is to leave the profession if we realize we are not suited to what is being asked of us. There are good officers at all ranks who must lead with their voices and actions.

24

Change is difficult, especially in policing. The truth is some in our departments have broken the trust and broken the heart of our community.

I believe there is an opportunity ahead that cannot be ignored or just addressed with government platitudes or quick fixes. And the onus is on all of us, especially the police, to make the most of this opportunity and necessity to change.

Sanders is a former mayor and former chief of police in San Diego.

For more perspectives from law enforcement:

OPINION

Pete Carrillo: What I learned from shooting, nearly killing a suspect

June 10, 2020

OPINION

Jay Gresham: The struggle of a Black police officer

June 10, 2020

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Board Meeting PR Agenda Tuesday, July 7, 2020

PITCHING

Recap

- Ciao Bella! Announcement

Current/Upcoming Focus

- Ciao Bella!: Al Fresco & Air Kiss Challenge
- Taste of Little Italy
- Trick or Treat on India Street
- Shop Local Saturday

BLOGS

Recap

- Al Fresco Recap
- Ways to Support Little Italy This Summer

Upcoming

- PRIDE in Little Italy
- How Tuna Helped Develop Little Italy

RECAP OF SECURED COVERAGE

Regional Coverage

- **6/25 secured coverage on NBC7.com**
 - Episode spoke about the success of Little Italy's Al Fresco in a piece on the current state of dining in San Diego. Also, premier of podcast with NBC 7 and Eater SD.
- **6/20 secured broadcast coverage on ABC 10 News this Morning at 8 a.m.**
 - Segment on that night's Al Fresco dining along with an interview with Joey Busalacchi
- **6/20 secured broadcast coverage on ABC 10 News this Morning at 6 a.m.**
 - Segment on that night's Al Fresco dining
- **6/20 Secured broadcast coverage on Asian Business Association San Diego**
 - Summer To-Do List production featuring interview with Cecilia from Vocabulary Boutique
- **6/19 secured online coverage on Presidio Sentinel**
 - Feature on Al Fresco dining along with a mention of upcoming Al Fresco
- **6/19 secured online coverage on News Break**

- Syndicated article from SDNews.com on the mayor's press conference mentioning Al Fresco and a quote from Marco
- **6/19 secured online coverage on SDNews.com**
 - Article on the mayor's press conference mentioning Al Fresco and a quote from Marco
- **6/18 secured online coverage on MSN Lifestyle**
 - Syndicated article from SDUT on the mayor's press conference mentioning Al Fresco and a quote from Steve Galasso
- **6/18 secured online coverage on the San Diego Union-Tribune**
 - Article on the mayor's press conference mentioning Al Fresco and a quote from Steve Galasso
- **6/18 secured broadcast coverage on CBS 8 News at 11 a.m.**
 - Segment on mayor's press conference mentioning Al Fresco and commentary from Steve Galasso
- **6/18 secured broadcast coverage on NewsRadio 600 KOGO**
 - Mentioned mayor's press conference in Little Italy and noted second weekend along with commentary from Steve Galasso
- **6/18 secured broadcast coverage on KUSI Good Morning San Diego at 6 a.m.**
 - Segment mentions Saturday's upcoming Al Fresco dining
- **6/17 secured broadcast coverage on KUSI News at 10 p.m.**
 - Segment talks about success of Al Fresco
- **6/17 secured online coverage on SanDiegoVille**
 - Article spoke about success of Al Fresco
- **6/17 secured online coverage on the San Diego Union-Tribune**
 - Article on the Gaslamp's upcoming outdoor dining and mentioned Little Italy's and the changes being made for the next one (i.e. hand sanitizer stations and masks)
- **6/17 secured online coverage on Pacific San Diego**
 - Article on the Gaslamp's upcoming outdoor dining and mentioned Little Italy's and the changes being made for the next one (i.e. hand sanitizer stations and masks)
- **6/16 secured broadcast coverage on KUSI Good Morning San Diego at 5 a.m.**
 - Segment on Al Fresco dining featuring an interview with Luca from Civico 1845 and Sam from Not Tacos & Graze
- **6/16 secured broadcast coverage on KUSI News at 10 p.m.**
 - Segment on Al Fresco dining featuring an interview with Luca from Civico 1845
- **6/16 secured broadcast coverage on KUSI News at 6 p.m.**
 - Segment on Al Fresco dining featuring an interview with Sam from Not Tacos and Graze
- **6/16 secured broadcast coverage on KUSI News at 5 p.m.**
 - Segment on Al Fresco dining featuring an interview with Luca from Civico 1845
- **6/16 secured broadcast coverage on KUSI News at 4 p.m.**
 - Segment on Al Fresco dining featuring an interview with Sam from Not Tacos and Graze
- **6/16 secured broadcast coverage on NewsRadio 600 KOGO**
 - Mentioned Al Fresco dining and included clip on Marco's interview
- **6/16 secured broadcast coverage on NewsRadio 600 KOGO**
 - Mentioned Al Fresco dining and included clip on Marco's interview
- **6/16 secured broadcast coverage on NewsRadio 600 KOGO**
 - Mentioned Al Fresco dining and included clip on Marco's interview
- **6/16 secured broadcast coverage on NewsRadio 600 KOGO**
 - Mentioned Al Fresco dining and included clip on Marco's interview
- **6/16 secured broadcast coverage on NewsRadio 600 KOGO**
 - Mentioned Al Fresco dining and included clip on Marco's interview

- Mentioned Al Fresco dining and included clip on Marco's interview
- **6/15 secured broadcast coverage on NewsRadio 600 KOGO**
 - Interview with Marco on Little Italy's Al Fresco dining program.
- **6/15 secured online coverage on ABC10.com**
 - Feature following Al Fresco dining including commentary from Marco and Joey Busalacchi
- **6/15 secured online coverage on Eater San Diego**
 - Feature following Al Fresco dining including commentary from Marco and Dario
- **6/15 secured broadcast coverage on KUSI Good Morning San Diego at 8 a.m.**
 - Segment on Al Fresco dining featuring an interview with Chris
- **6/15 secured broadcast coverage on KUSI Good Morning San Diego at 5 a.m.**
 - Segment on Al Fresco dining featuring an interview with Chris
- **6/15 secured broadcast coverage on NewsRadio 600 KOGO**
 - Mentioned Al Fresco dining
- **6/15 secured broadcast coverage on NBC 7 News at 7 a.m.**
 - Segment on Al Fresco dining featuring commentary from Dario of Civico 1845
- **6/15 secured broadcast coverage on NBC 7 News at 7 a.m.**
 - Segment on Al Fresco dining
- **6/14 secured broadcast coverage on KUSI Good Morning San Diego at 9 a.m.**
 - Segment on Al Fresco dining featuring an interview with Chris
- **6/14 secured broadcast coverage on KUSI Good Morning San Diego at 7 a.m.**
 - Segment on Al Fresco dining featuring an interview with Chris
- **6/13 secured broadcast coverage on KUSI News at 11 p.m.**
 - Segment on Al Fresco dining featuring an interview with Chris
- **6/13 secured broadcast coverage on KUSI News at 10 p.m.**
 - Segment on Al Fresco dining featuring an interview with Chris
- **6/13 secured broadcast coverage on KUSI News at 6 p.m.**
 - Segment on Al Fresco dining featuring an interview with Chris
- **6/13 secured broadcast coverage on NBC 7 News at 11 p.m.**
 - Segment on Al Fresco dining featuring commentary from Dario of Civico 1845
- **6/13 secured broadcast coverage on NBC 7 News at 6 p.m.**
 - Segment on Al Fresco dining featuring an interview with Marco
- **6/13 secured online coverage on NBC7.com**
 - Segment on Al Fresco dining featuring commentary from Dario of Civico 1845
- **6/13 secured broadcast coverage on ABC 10 News at 11 p.m.**
 - Segment on Al Fresco dining featuring commentary from Carlos of Davanti
- **6/12 secured broadcast coverage on FOX 5 News at 11 p.m.**
 - Segment on Al Fresco dining featuring commentary from Valentina of Bencotto & Monello
- **6/12 secured broadcast coverage on FOX 5 News at 10 p.m.**
 - Segment on Al Fresco dining featuring commentary from Valentina of Bencotto & Monello
- **6/12 secured online coverage on NBC7.com**
 - A feature on upcoming Al Fresco dining
- **6/12 secured online coverage on FOX5.com**
 - A feature on upcoming Al Fresco dining
- **6/12 secured online coverage on San Diego Downtown News**
 - Featured a ghost-written article by Chris around "Ciao Bella!"

- **6/12 secured online coverage on THERE San Diego**
 - A feature on upcoming Al Fresco dining
- **6/12 Secured online coverage on San Diego Downtown News**
 - Ghost-written article by Chris around Ciao Bella! campaign and Little Italy reopening
- **6/11 secured online coverage on Thrillist**
 - Featured Little Italy's Al Fresco dining in a San Diego weekend roundup
- **6/11 secured online coverage on Times of San Diego**
 - Featured Little Italy's Al Fresco dining in a San Diego weekend roundup
- **6/11 secured broadcast coverage on KUSI News at 6 p.m.**
 - Interview with Marco on Little Italy's Al Fresco dining program.
- **6/9 secured online coverage on SanDiegoVille**
 - Feature on Little Italy's upcoming Al Fresco dining
- **6/9 secured online coverage on Eater**
 - Feature on Ciao Bella along with commentary from Marco

SECURED INTEREST

National Coverage

- **Secured Invitation au Voyage**
 - Secure interest featuring LIA neighborhood in upcoming episode
- **Secured The New York Times**
 - Secured interest in featuring LIA's evolution in a neighborhood profile story
- **Secured freelancer Amber Love Bond for HuffPost, Eater, Thrillist and Time Out**
 - Interested in a media trip to San Diego in 2020 and will advise on dates
- **Secured OC Community Publications (Sorbet magazine, Marmalade magazine, South County Magazine, HB Magazine, Orange Magazine and Newport Mesa Magazine**
 - Working on a family travel feature around Little Italy. Interview pending.
- **Secured interest with Food & Wine Mexico**
 - Interested in a tasting at Pali Wine Co and Carruth Cellars; OCS confirming dates once COVID-19 passes

Social Media Statistics: June

- **Facebook**
 - Fans: 80,569-81,056 (1% increase)
 - Impressions: 783,708
 - Engagements: 35,133
- **Twitter**
 - Followers: 8,180-8,240 (1% increase)
 - Impressions: 35,024
 - Engagements: 1,616
- **Instagram**
 - Followers: 65,295-66,535 (2% increase)
 - Impressions: 294,076
 - Engagements: 12,686

Highlights

- Garnered more than 1.1M impressions across all platforms, up 114%
- Gained more than 1.8K new followers across all platforms, up 93%
- Earned more than 49.4K total engagements across all platforms, up 119%
- Kicked off ads after Covid break
- Shared launch of initial two dates of Al Fresco as a Facebook “event page” - 12.9k people reached, 669 event responses (60 from paid ads)
- Shared June-July dates of Al Fresco as a Facebook “event page” – 24.19k people reached, 633 event responses (194 from paid ads)
- FB Page likes ad garnered 430 page likes
- Promoted Air Kiss Challenge
- Promoted Our Lady of the Rosary renovation


Upcoming

- Continue to share CiaoBellaSD.com site & highlight reopening campaign
- Continue to promote Al Fresco Open-Air Dining Experience
- Continue to engage and share “Air Kiss” Challenge participants
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media

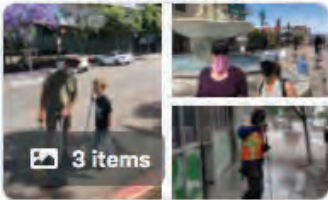
FACEBOOK: Top Performing Posts

Post Title	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
We would like to thank our LIA Maintenance and Landscaping staff and volunteers that help	4,281	614	65	27	-	3,575
Our Lady of the Rosary Catholic Church was built as a labor of love by the Italian-Americans	3,044	866	95	59	28	1,996
Saturday evening was a work in progress. We are happy to see our community back and	746	167	28	22	306	223


TWITTER: Top Performing Tweets

 **LittleItalySD**
Tue 6/2/2020 1:30 am U...

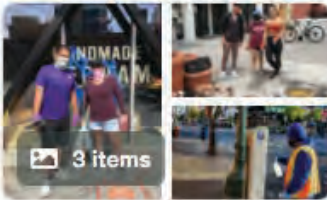
We would like to thank our LIA Maintenance and Landscaping staff and volunteers that help




Total Engagements	347
Likes	42
@Replies	4
Retweets	4
Post Link Clicks	2
Other Post Clicks	295
Other Engagements	0

 **LittleItalySD**
Tue 6/2/2020 1:30 am U...

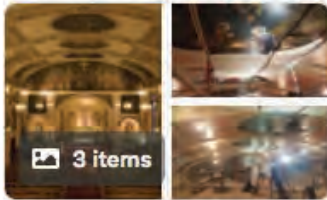
We have received notification that there is another protest underway in Balboa Park but



Total Engagements	300
Likes	11
@Replies	1
Retweets	1
Post Link Clicks	1
Other Post Clicks	286
Other Engagements	0


 **LittleItalySD**
Fri 6/12/2020 2:47 am U...

Our Lady of the Rosary Catholic Church was built as a labor of love by the Italian-Americans

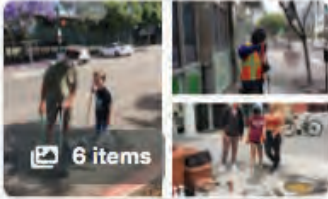


Total Engagements	120
Likes	19
@Replies	0
Retweets	4
Post Link Clicks	-
Other Post Clicks	97
Other Engagements	0

INSTAGRAM: Top Performing Posts

 **littleitalysd**
 Mon 6/1/2020 6:32 pm P...

We would like to thank our LIA Maintenance and Landscaping staff and volunteers that help




Total Engagements 1,758


Likes 1,699

Comments 43

Saves 16

 **littleitalysd**
 Fri 6/12/2020 1:46 pm PDT

Ciao! In case you haven't heard, Little Italy's piazzas are open for passive use! We are excited




Total Engagements 1,033


Likes 1,007

Comments 13

Saves 13

 **littleitalysd**
 Sat 6/20/2020 9:54 am ...

Ciao Bella! Celebrate the first night of summer by dining Al Fresco in Little Italy! Make a



Total Engagements 971

Likes 936

Comments 19

Saves 16