



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

CLOSED SESSION TO DISCUSS LEGAL MATTER ON ITEM 6

AGENDA

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

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 the topic being discussed.

2) Minutes of the May 4, 2021 Board Meeting

Action Item

3) Non-Agenda: Public Comment & Announcements

4) Committee Reports

Based on new directive, to be released on June 15th from the State of California, the next Board meeting and committee meetings after the 15th will more than likely return to in-person meetings.

Organization Committee / Steve Galasso

a. Set Annual Meeting & Appoint Nominations Task Force
led by President, Steve Galasso

Action Item

b. FY22 Get-or-Give Policy & Board Attendance

c. New City Requirements re: BID/City Contracts

d. New City America, Inc. Performance Review – Next Meeting

e. Next Meeting: Friday, June 11, 2021 at 9:00am via Zoom

Visit: <https://us02web.zoom.us/j/85734722879> or

Call: 1-669-900-6833 / Meeting ID: 857 3472 2879

Password: 3898

Finance Committee / Bryan Thompson

a. YTD Financial Report / Jeri Keiller & Bryan Thompson

Action Item

b. Community Enhancement Grant for LIA's PATH Program - \$35,000

c. Next Meeting: 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 6849 2655

Password: 3898

District Identity & Streetscape Improvement (DISI) Committee / Perry Meyer

a. Olive Creative Strategies Report

b. Little Italy Mercato / Catt White

c. Taste of Little Italy – June 22nd & 23rd / Curt Brooker

d. Marine Band San Diego Summer Concert – July 31st

e. San Diego Padres Italian Heritage Night – August 6th-8th

f. Little Italy Venues / Curt Brooker

- g. Hospitality Task Force – New Guidelines from City re: Parklets & Coverings
- h. Public Art Task Force
 - i. Piazza Basilone Plaque Refurbishing
 - ii. Piazzas Sculpture Maintenance
 - iii. Bella Donnas of Spring
- d. Next Meeting: **2nd Friday, July 9, 2021 at 9:00am**
Little Italy Association Conference Room (2210 Columbia St.)

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. First Joint LIRA & CAB Meeting
- b. Coco Maya by Miss B's Project – Review

Project Review / Marco Li Mandri (Interim)

- a. 1460 India Street (Asaro Project) Traffic & Staging Impact Review
- b. New 949 W. Grape Street Condo Project – Pending

Parking & Mobility Committee / Luke Vinci

- a. Bollard Program – Potholing Complete

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

- a. Civil Restraining Orders – Update
- b. FY22 MAD & MNA Budgets – Pending Review

5) Community Reports

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

BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS LEGAL MATTER WITH LIA ATTORNEY, CHRISTINE CAMERON. THE PUBLIC TO BE EXCUSED FROM THE MEETING AT THIS POINT AND WELCOMED BACK FOR UPDATE AFTER ITEM 6 IS DISCUSSED.

- 6) Pending case against San Diego BIDs brought by San Diegan's for *Action Item*
 Open Government / Christine Cameron

- 7) Return to Open Session and report decision, if any, on pending BID case involving San Diegan's for Open Government

- 8) Next Meeting: **In-Person: 2nd Tuesday, July 13, 2021 at 8:30am**
Location or Zoom TBA

9) 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.



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, May 4, 2021 at 8:30am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/83513622488>
or call 1-669-900-6833 Meeting ID: 835 1362 2488/ Password: 3898

PRESENT Steve Galasso, Bryan Thompson, Frank Stiriti, Jeri Keiller, Joe Cordileone, Lou Palestini, Annette Casemero, Sandi Cottrell, Perry Meyer, Jocelyn Marcus, Ryan Blum, Rich Gustafson, Davis Newton, Jim DeSpenza, Danny Mocerri, Catt White, Diana Casey, Melanie Dellas, Joey Busalacchi

EXCUSED Jack Pecoraro, Pasquale Ioele

ABSENT Charlie Coradino, Lee Scrivner, Tom Zolezzi

GUESTS Officer Larry Turner, Kathi Meyer, Susan Ranft, Curt Brooker, Jason Weisz, Marsha Lyon, Alicia Douglas, Thomas DeFranco, Nina Childs, Mark Childs, Kohta Zaiser, Caller (2553)

STAFF Marco Li Mandri, Chris Gomez, Rosie DeLuca, Dianne Serna De Leon, Dominic Li Mandri, Larisa Medina, Alicia Douglas, Brijet Myers, Mike Zarconi

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.	No action taken
2. Review of April 6, 2021 Board Minutes	Minutes from April 6, 2021 were reviewed.	Jeri Keiller moved to accept the Board Minutes. Bryan Thompson seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment, Introductions and Announcements	3. Nothing to report.	No action taken

<p>4. Committee Reports <i>Org Committee, Steve Galasso</i></p> <p>a. Get-or-Give Policy Language Amendment</p> <p>b. Board Committee Attendance</p> <p>c. FY22 New City America Goals-Drafting</p> <p>d. Next Meeting</p>	<p>4.a. Chris Gomez will update the Get-or-Give Policy language. The self-reporting form will be included at the end of each Board meeting packet. Steve Galasso and Bryan Thompson will be the first officers on the Financial Hardship Task Force. Every fiscal year the task force will rotate a new officer in to sit with Steve Galasso.</p> <p>4.b. Chris Gomez announced that in FY22, we will take action when Board members have three unexcused absences. If you are unable to attend the Board Meeting, please email Chris Gomez or Marco Li Mandri.</p> <p>4.c. Steve Galasso reported that the ORG committee will be meeting on 5/6/2021 to review the goals for NCA and bring them back to the Board.</p> <p>4.d. Next Org Meeting will be Friday, May 14, 2021 at 09:00am via Zoom Visit: https://us02web.zoom.us/j/84516575038 or Call: 1-669-900-6833/ Meeting ID: 845 1657 5038 Password: 3898</p>	<p>4.a. Steve Galasso approved the Get-or-Give Language Amendment. Danny Mocerri 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><i>Finance Committee, Bryan Thompson</i></p> <p>a. YTD Financial Report/Jeri Keiller & Bryan Thompson</p> <p>b. Authorization to Pay-Off Vehicles (= \$15,000) with FY 21 Surplus</p>	<p>4.a. Jeri Keiller gave an update on the YTD Financials Report.</p> <p>4.b. Chris Gomez reported that remaining FY 21 MAD funds could be used to pay off two LIA Trucks and the golfcart.</p>	<p>4.a. Frank Stiriti moved to accept the YTD Financial Report. Catt White seconded the motion. Unanimously approved. Jeri Keiller abstained.</p> <p>4.b. Perry Meyer moved to accept the vehicle pay-offs. Bryan Thompson seconded the motion. Unanimously Approved.</p>

<p>c. Green Lot Fence Repair, Bollards & Small Claim</p>	<p>4.c. Chris Gomez reported that LIA will attempt to recoup funds through Small Claims Court for damage to the Green Lot The fence will cost \$6,500 to repair, however small claims can only pay up to \$5,000. Bollard installation will cost \$1,800. Installing Bollards near the Green Lot fence will work as a buffer to protect the fence from further damage.</p>	<p>4.c. Jeri Keiller moved to accept the installation of the bollards, the fence repair and the small claim. Frank Stiriti seconded the motion. Unanimously Approved.</p>
<p>d. SDTA Ad for Piazza della Famiglia Venue (\$3,000)</p>	<p>4.d. Curt Brooker reported that it will cost \$3,000 for an ad in the SDTA National Ad to promote the Piazza della Famiglia Venue.</p>	<p>4.d. Steve Galasso moved to accept the cost of the Ad. Jeri Keiller seconded the motion. Unanimously Approved.</p>
<p>e. County Community Enhancement Grant for LI's PATH Program</p>	<p>4.e. Chris Gomez reported that a Community Enhancement Grant from the County of San Diego in the amount of \$145,000 could go towards the PATH Program. PATH Program could potentially cover two full-time employees and a nurse to provide assistance with the homeless and mentally ill in Little Italy.</p>	<p>4.e. Bryan Thompson approved to move forward with submitting for the grant. Frank Stiriti seconded the motion. Unanimously Approved.</p>
<p>f. Next Meeting</p>	<p>4.f. Next Org Meeting will be Friday, May 24, 2021 at 10:00am via Zoom Visit: https://us02web.zoom.us/j/82305101400 or Call: 1-669-900-6833/ Meeting ID: 823 0510 1400 Password: 3898</p>	<p>4.f. No action taken</p>

<p>Committee Reports <i>DISI Committee,</i> <i>Perry Meyer</i></p> <p>a. Olive Creative Strategies</p> <p>b. Little Italy Mercato- Catt White</p> <p>c. Taste of Little Italy: Take out Edition-June 2021</p> <p>d. Public Art Task Force</p> <p>e. Next Meeting:</p>	<p>4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media Activities.</p> <p>4.b. Catt White reported on current Mercato activities.</p> <p>4.c. Curt Brooker gave an update on the Taste of Little Italy: Take-out Edition. It will be a two-day event that will take place on June 22 and 23rd.</p> <p>4.d. Chris Gomez gave an update on the Public Art Task Force.</p> <p>4.e. Next Meeting of the DISI Committee will be on Friday, May 7, 2021 at 9:00am via Zoom Visit: https://us02web.zoom.us/j/87598707582 or Call: 1-699-900-6833/ Meeting ID: 875 9870 7582 Password: 3898</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p> <p>4.d. No action taken</p> <p>4.e. No action taken</p>
<p>Community Advisory Board (CAB) Jack Pecoraro</p> <p>a. LIRA & CAB to Merge Under LIA Umbrella</p> <p>i. Neighborhood Advisory Committee (NAC)</p> <p>ii. New Chair Jeri Keiller</p>	<p>4.a. Chris Gomez reported that the Community Advisory Board and LIRA will merge and operate under the umbrella of the Little Italy Association.</p> <p>4.i. Chris Gomez reported that the Community Advisory Board (CAB) will now be called the Neighborhood Advisory Committee (NAC).</p> <p>4.ii. Chris Gomez reported that Jack Pecoraro will be stepping down as the Chair of the CAB and Jeri Keiller will be taking his place.</p>	<p>4.a. Lou Palestini approved to change the name of CAB to NAC and assign Jeri Keiller as the new Chair. Bryan Thompson seconded the motion. Unanimously Approved.</p>

<p><i>Parking & Mobility Committee, Luke Vinci</i></p> <p>a. FY22 Budget</p> <p>b. Bollard Program – Update</p> <p>c. Expansion of Valet FY22</p>	<p>4.a. Chris Gomez reported that the FY22 budget has been approved by the city and is en route to the City Attorney and City Council for review and consideration. We have requested \$750,000 in Parking Meter Revenues.</p> <p>4.b. Chris Gomez reported that due to a delay within Development Services, the Bollard Program completion date is now projected at February 2022.</p> <p>4.c. Chris Gomez reported that the Little Italy Valet program will expand to more locations in FY22.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p><i>Committee Reports Sidewalk Operations, Rich Gustafson</i></p> <p>a. Civil Restraining Orders-Update</p> <p>b. Issue with Trip & Fall Claims and City Attorney’s Office</p>	<p>4.a. Marco Li Mandri reported that we are still fine tuning the protocol for contacting SDPD when Chad Daniels violates his Restraining Orders.</p> <p>4.b. Marco Li Mandri reported that Little Italy continues to receive trip and fall claims. We hope to hear back from the City Attorney’s office to come up with a better solution.</p> <p>Marco Li Mandri shared a front-page, local article that highlighted Little Italy.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>5. Community Reports</p>	<p>5. Jason Weisz from senator Tony Atkins’ office gave an update on Assembly Bill 80 and PPP Tax Conformity for businesses that had up to 25% loss in revenues from 2019-2020. If anyone needs assistance with any State agency, such as EDD, DMV, ABC, or Franchise Tax board, please contact Jason.</p> <p>Kohta Zaiser, the District 3 Community Representative reported that Wednesday, May 5, 2021 kicks off the budget hearing review process. The</p>	<p>No action taken</p>

	<p>process will conclude at the end of the month.</p> <p>Kohta will follow up with the City Attorney regarding LIA's general liability insurance.</p>	
6. CLOSED SESSION: Little Italy Mercato Complaint & Mediation Update – Mike Zarconi	6. Board meeting went into a closed session where Mike Zarconi gave an update on the Little Italy Mercato complaint & mediation.	No action taken
7. Next Meeting:	<p>6. Due to the Memorial Day Holiday, the Jeri Keiller next meeting will be held on Tuesday, June 8, 2021 at 8:30 am via Zoom:</p> <p>https://us02web.zoom.us/j/830878289878 or Call: 1-669-900-6833 / Meeting ID: 830 8782 8978 Password: 3898</p>	No action taken
8. Adjournment	7. Meeting Adjourned.	7. No action taken

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

ARTICLE 4 ELECTION OF DIRECTORS

SECTION 1. NOMINATION AND ELECTION

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. 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. 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 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 community-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); or

a community member that the Board deems important and whose appointment shall allow the Corporation to fulfill its goals as a public benefit Corporation.



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

FY2022 BID Revenue Summary

Business Improvement District	Assessments Only	Carry Forward Amount	Assessments with Carry Forward	Estimated Contribution from Organization Activities
Adams Avenue	\$60,000	\$0	\$60,000	\$191,000
City Heights	\$40,000	\$0	\$40,000	\$408,134
College Area	\$72,000	\$5,000	\$77,000	\$528,300
Diamond	\$53,000	\$15,000	\$68,000	\$106,000
Downtown	\$101,400	\$5,000	\$106,400	\$466,000
East Village	\$175,000	\$16,228	\$191,228	\$458,500
El Cajon Boulevard Central	\$141,292	\$1,500	\$142,792	\$95,000
El Cajon Boulevard Gateway	\$69,467	\$11,500	\$80,967	\$49,440
Gaslamp	\$86,000	\$0	\$86,000	\$914,350
Hillcrest	\$90,000	\$401	\$90,401	\$705,083
La Jolla	\$200,000	\$2,782	\$202,782	\$89,000
Little Italy	\$126,000	\$2,011	\$128,011	\$2,974,374
Mission Hills	\$36,000	\$2,000	\$38,000	\$221,319
North Park	\$85,000	\$5,000	\$90,000	\$515,750
Ocean Beach	\$26,500	\$1,000	\$27,500	\$655,979
Old Town	\$38,000	\$253	\$38,253	\$181,162
Pacific Beach	\$170,000	\$0	\$170,000	\$323,125
San Ysidro	\$155,000	\$0	\$155,000	\$218,000
	\$1,724,659	\$67,675	\$1,792,334	\$9,100,516

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:	6/8/2021						
Accrual Basis Report through April 2021							
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	<u>NET BUDGET YTD</u>	<u>ANNUAL BUDGET (GROSS)</u>	<u>BUDGET/ PROJEC- TION</u>
SAN DIEGO CONTRACTS							
	BID	120,136	107,114	13,022	4,083	144,374	0
	MAD₁	946,978	910,334	36,644	37,524	1,136,754	0
	PARKING METER₂	697,582	697,881	-299	0	750,000	99
	TOTAL	\$1,764,696	\$1,715,329	49,367	\$41,607	\$2,031,128	\$99
1. Supplemental Maintenance program: YTD net gain \$45,504. (Budget net gain YTD \$39,526.) Fiscal year projection +49,468							
2. Additional Parking Program operations-net income 20,751 (Budget YTD 4,664) Fiscal year projection - Fiscal year projection - 0							
Programs and Operations YTD net income is -99,634 (Budgeted net loss -95,093) Fiscal year projection -74,943 (Includes income from PPP1 loan forgiveness and excludes PPP2 loan income)							
Net Advance for Bollard program		\$224,006					
YTD April 2021							
Total income for Little Italy Association		2,698,496					
Total expense for Little Italy Association		2,680,605					
Operational Net income over expense YTD		\$17,891					
Balance Sheet							
	4/30/2021	4/30/2020					
Checking and Savings	1,104,111	576,271					
Accounts Receivable	204,709	119,272					
Other assets	135,277	102,820					
Total Assets	1,444,097	798,363					
Accounts Payable	13,087	18,053					
Advances	450,938	175,477					
Loans	432,755	28,948					
Equity	247,317	575,885					
Total Liabilities & Equity	1,144,097	798,363					



LIA Board Meeting PR Agenda Tuesday, June 8, 2021

PITCHING

Recap

- Treat Your Mom to Mother's Day in Little Italy
- Taste of Little Italy (Short Leads)
- Reasons Why You Must Visit Little Italy During Your Next Road Trip

Current/Upcoming Focus

- Marine Band San Diego Summer Concert (Short Leads)
- ArtWalk Little Italy Summer Series (Short Leads)

BLOGS

Recap

- Meet the Farmers of the Little Italy Mercato
- Taste of Little Italy

Upcoming

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

Current/Upcoming Focus

- May Monthly Roundup
- Taste of Little Italy (Short Leads)
- Real Estate Roundup | Highlighting Places to Live in Little Italy

Social Media Statistics: May 1 – May 31

- **Facebook**
 - Fans: 88,689 (+517)
- **Twitter**
 - Followers: 8,541 (-45)
- **Instagram**
 - Followers: 80,590 (+1,015)

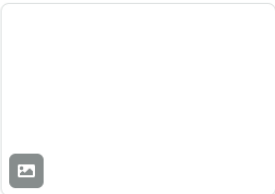
Highlights

- Broke 80K on Instagram
- Garnered more than 2M impressions across all platforms
- Earned over 77K engagements across all platforms
- Garnered 1,487 new followers across all platforms
- Created paid promotion of Taste of Little Italy with additional \$400 budget through event date, 942 interested on Facebook Event Page

FACEBOOK: Top Performing Posts:

Little Italy
Mon 5/10/2021 1:20 pm PDT

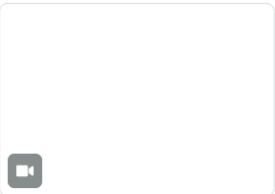
DID YOU KNOW?! 🇮🇹 Six time Emmy Award & Golden Globe Winner and funnyman Alan Alda has Italian Roots? 🇮🇹



Total Engagements	3,229
Reactions	1,531
Comments	151
Shares	82
Post Link Clicks	-
Other Post Clicks	1,465

Little Italy
Tue 5/18/2021 1:24 pm PDT


SPOTLIGHT ON LITTLE ITALY: A vibrant cultural hub, on the edge of downtown, transforms from a walkable morning an



Total Engagements	723
Reactions	233
Comments	18
Shares	38
Post Link Clicks	4
Other Post Clicks	430

Little Italy
Mon 5/31/2021 8:38 am PDT

Today we honor the men and women who gave their lives to uphold our freedoms. We are forever grateful. We hope you a




Total Engagements	547
Reactions	404
Comments	20
Shares	33
Post Link Clicks	-
Other Post Clicks	90

TWITTER: Top Performing Tweets:

LittleItalySD
Tue 5/4/2021 7:55 pm UTC


Mesmerizing murals around every corner make this neighborhood live and vibrant. Have you spotted any? 🇮🇹



Total Engagements	34
Likes	7
@Replies	2
Retweets	1
Post Link Clicks	-
Other Post Clicks	24
Other Engagements	0

LittleItalySD
Sun 5/9/2021 11:36 pm UTC

Buona Festa Della Mamma! Happy Mother's Day! We hope you are all enjoying the beautiful weather Mother



Total Engagements	33
Likes	9
@Replies	1
Retweets	0
Post Link Clicks	-
Other Post Clicks	23
Other Engagements	0


LittleItalySD
Thu 5/13/2021 7:39 pm UTC

Taste of Little Italy is coming back this summer! 🇮🇹 Get ready to enjoy mouthwatering bites from over 20 culin




Total Engagements	30
Likes	6
@Replies	0
Retweets	2
Post Link Clicks	8
Other Post Clicks	14
Other Engagements	0


INSTAGRAM: Top Performing Posts:

 **littleitalysd**
Tue 5/11/2021 4:55 pm PDT


Elevate your burger Italian style. Little Italy has a variety of cuisines for whatever you're in the mood for. 🍷: @allegro_sd




Total Engagements	1,137
Likes	1,077
Comments	15
Saves	45

 **littleitalysd**
Thu 5/13/2021 1:36 pm PDT


Taste of Little Italy is making a come back this summer! 🇮🇹 Get ready to enjoy mouthwatering bites from some of Little



Total Engagements	1,090
Likes	996
Comments	30
Saves	64

 **littleitalysd**
Wed 5/26/2021 12:56 pm PDT

Any way you slice it, Little Italy is the place to be. 🍕 🍷: @thefurydrury #LittleItalySD



Total Engagements	1,004
Likes	945
Comments	30
Saves	29



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.



Christopher M. Gomez

From: Curt Booker
Sent: Thursday, June 3, 2021 9:42 PM
To: Christopher M. Gomez
Subject: Piazza inquiries

Piazza Inquires

- ArtWalk Summer Series - June 27th, July 11th, July 25th, August 22nd, Sept 5th, Sept 19
- Mission Fed ArtWalk - Oct 2nd and 3rd

2021

- 10 Year High School Reunion.- Partial booking - June 18th - Tentative
- AAOS - Week of Sept 6th - Tentative
- BIA - October 26th or 27th - Confirmed
- Golden Coast Mead - Little Italy Mead Festival - Date: TBD - Tentative
- Tots & Techno - Children's festival - Monthly on Sundays - Dates: TBD - Tentative
- Rady's - Fundraiser - Possible late 4th quarter

2022

- Centric Software - February 21st - Confirmed

Curt Brooker
Director

Little Italy Venues
2210 Columbia Street
San Diego, CA 92101

O - 619-615-1092

M - 619-972-1115

littleitalyvenues.com

Development Services Department

Code Enforcement Division

May 24, 2021

[Name]
[Address]
[City, State, Zip]

Subject: Temporary Outdoor Business Operations

Dear Permit Holder or Applicant:

The City of San Diego has extended outdoor operations in the Public Right of Way (PROW) until July 13, 2022. Under Mayor Todd Gloria's direction, the Planning Department is developing new regulations for permanent use of the public right away by private businesses. You are invited to participate in this public process over the next several months to provide your feedback. The "Spaces as Places" regulations are expected to go before the City Council in October 2021 for adoption, ideally providing businesses the opportunity to transition from temporary to permanent outdoor operations before July 13, 2022. Currently, businesses may currently transition to permanent outdoor operations in the PROW with Placemaking, Sidewalk Café permits, and Pedestrian Plazas, and on private property under the Placemaking regulations

This letter is to advise you that before July 13, 2021, all temporary outdoor businesses operating in the City of San Diego shall comply with the Mayors Emergency Order regarding Temporary Outdoor Business Operation (TOBO). Ordinances, numbered 21218, 21229, 21230, 21237 and 21287, were put into place to assist businesses to continue operations during the COVID-19 pandemic. These ordinances waive current San Diego Municipal Code (SDMC) requirements by allowing safe use of private parking lots and the PROW with Pedestrian Plazas, Pedestrian Plaza Street Parking Lanes, Sidewalk Cafes, and Special Event Permits for Street Closures.

Specifically, the City allowed businesses to obtain a TOBO permit to operate Pedestrian Plazas within the PROW. This permit approves moveable furniture, including tables and chairs, to be placed in public parking spaces and on the sidewalk. Additionally, the City required the installation of barriers to buffer patrons from vehicular traffic and allowed optional decks/platforms to enhance accessibility. To install a Simple Deck/Platform, businesses can use City Engineer pre-approved specifications with no additional architectural or engineering services to apply for a new Temporary Outdoor Business Operations Permit or amend an existing one. For a Custom Deck/Platform, submitted permit drawings must be signed and stamped by a responsible design professional such as a registered Civil or Structural Engineer licensed in the State of California. It is important to note that any decks/platforms, railings, and/or barriers may not be higher than 45 inches, attached to any overhead or permanent structure, and/or block any red curbs. All TOBO requirements can be found on the Development Services Department website at SanDiego.gov/TOB.

Tent structures over 400 square feet or over 700 feet without sidewalls must obtain a Fire Permit from San Diego Fire-Rescue (SDFR). Tent structures and canopies are for temporary use only. In the California Fire Code, "temporary use" is defined as a period of 180 days or less in any calendar year. Due to the extended duration of the COVID-19 Pandemic, many

Temporary Outdoor Business Operations

May 24, 2021

Page 2

tents/canopies have been in use for more than 180 days. These tents/canopies need to be removed. When a business submits for a new permit under the new requirements, SDFR can issue a new Fire Permit to allow the tent/canopy to remain for a new 180-day period. Once the new 180-day period has elapsed, the tent/canopy must be removed. The 180-day period requirement will be enforced in the PROW and on private property. Additionally, pop-up canopies must be secured properly and SDFR will inspect these for ballast used to secure it to the ground. If not properly secured, SDFR will require their removal.

The City has received reports of over 100 businesses that have gone beyond the scope of their issued TOBO permit by building noncompliant decks/platforms, walls above 45 inches, and overhangs. Violations include building structures or placing tents in the PROW that cover utility access, block street corner visibility, block pedestrian pathways, create tripping hazards, and/or use electrical equipment not listed for outdoor use. Overhead structures are never permitted in the PROW, temporarily or permanently.

On July 14, 2021, any business with a TOBO permit that is not in conformance with their adopted TOBO permit plan and/or the SDMC may be subject to immediate permit revocation. By signing the Encroachment Maintenance and Removal Agreement (EMRA), you agreed to remove items from the PROW when notified by the City. You are hereby notified that anything beyond the scope of your approved plan must to be removed. Previously, overhead elements were approved on a temporary basis for TOBOs in Little Italy but now must be removed as the temporary conditions for overhead structures to be allowed can no longer be met.

Development Services Department's Code Enforcement Division will begin issuing Civil Penalty Notice and Orders to businesses that are not meeting TOBO requirements. In addition to penalties, be advised that a violation of permit requirements may result in permit revocation and denial of renewal as stated in the issued TOBO permits. If you have a TOBO in the PROW with decks/platforms, railings and/or barriers over 45 inches high, side enclosures, a roof, and/or electrical equipment not listed for outdoor use, you must remove all non-permitted elements prior to July 13, 2021.

Should you have questions regarding this letter, need to determine if your business is in violation, or are requesting a Code Enforcement inspection, please contact Code Enforcement at DSD-NCCAdmin@SanDiego.gov. For questions regarding your TOBO permit, please contact TemporaryOutdoorPermit@SanDiego.gov. For questions regarding a San Diego Fire Department requirement or permits, please contact SDFD@SanDiego.gov.

Sincerely,

Kim Wallace-Ross
Program Manager
Development Services Department

Doug Perry
Deputy Chief
Fire Department

KW/AC/CS/DP



**Little Italy Association of San Diego – Hospitality Task Force
Thursday, May 27. 2021 at 8:00am**

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/8967976617>
or call 1-669-900-6833 // Meeting ID: 896 9791 6617 // Password: 3898**

Present: Jeri Keiller, Davis Newton, Corson Smith, Cesar Vallin, Guido Nistri, Christine Landini, Darren Roach, Lindsey Pegueros, Leanna Van Dyk, Lilia Vidal, Ted Smith, Ruth Melero Audrey Hermes, Leo Landini, Robert Nakamura, Katie Fitzgerald, Bianca Puopolo Cynthia Briseno, Molly Rust, Joey Busalacchi, Vince Busalacchi, Dario Gallo, Roberta Cotta Trevor ???, Caller (2751)

Staff: Marco Li Mandri, Chris Gomez, Dianne Serna De León, Dominic Li Mandri, Larisa Medina, Jacob Rocha, Curt Brooker

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions	The meeting was called to order at 10:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Nothing to report	2. No action taken
3. Review of March 12, 2021 minutes	3. Meeting minutes can be found within the packet.	3. No action taken
4. Extension of Urgency Ordinance & Temporary Outdoor Business Operations (TOBO) Permit a. Extended until July 2022	4.a. Chris Gomez reported that the Urgency Ordinance & temporary outdoor business operations permits have been extended until July 2022.	4.a. No action taken

8. Mission Fed ArtWalk- October 2nd & 3rd	8. Curt Brooker gave an update on Mission Fed Art Walk. It will be a two-day event on October 2 & 3, 2021.	8. No action taken
9. Little Italy Valet Operations- More stations In July	9. Chris Gomez reported Little Italy's Valet operations will open more locations in July.	9. No action taken
10. Adjourn	10. Meeting was adjourned. Chris Gomez thanked Corson Smith for all of his help.	10. No action taken

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



**Little Italy Association of San Diego – Neighborhood Advisory Committee
Thursday, May 27, 2021 at 10:00am**

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/84846816098>
or call 1-669-900-6833 // Meeting ID: 848 4681 6098 // Password: 3898**

PRESENTERS: Natasha Ross and Pete Cich

ATTENDEES: Jeri Keiller, Susan Ranft, Jocelyn Marcus, Steve Galasso, Davis Newton, Flavio Borquez
Jack Pecoraro, Carolina Chavez, Marsha Lyon

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions-Perry Meyer, Chair	The meeting was called to order at 10:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. LIRA & CAB Merge into Neighborhood Advisory Committee	3. Chris Gomez reported that LIRA and CAB have merged together and will now be called the Neighborhood Advisory Committee (NAC).	No action taken
4. Presentation of Coco Maya by Miss B's	4. Natasha Ross and Pete Cich gave a presentation on their designs, plans and concept for a new restaurant called Coco Maya which will be located on India & Date Street (previously Prep Kitchen). Jack Pecoraro, Jocelyn Marcus and Jeri Keiller voiced their concerns regarding noise levels, garbage and foot traffic. Natasha and Pete appreciated all of their feedback and concerns and will work with Little Italy to abide by all the necessary guidelines.	4. Steve Galasso moved to allow Coco Maya to move forward with their Neighborhood Use Permit, conditional upon points a – e to be implemented mentioned in the discussion, (see page 2), for the opening of the restaurant. Jeri Keiller seconded the motion. Unanimously

	<p>Both Pete and Natasha agreed with the following comments Marco made:</p> <ul style="list-style-type: none"> a. No outdoor dining will be allowed after 10 pm each evening due to the noise. Coco will need to close the doors that separate the indoor area from the outdoor area over India Street at 10 pm. each night; b. ambient music must not be able to be heard from the Street below or adjacent buildings; c. The restaurant must close at the latest at 12 midnite 7 days per week; d. Coco must work with its landlord to figure out the ongoing problem of intense use of the dumpster that serves Salt and Straw, Parakeet café and now Coco. The dumpster mess is out of control; e. Due to the intense crowding of pedestrians at that corner of India and Date, all tenants must work with the LIA to develop a new pop out that would run from India and Date down 50 feet south, and maybe include Ironside. This pop-outs function would be to accommodate the hundreds of people who accumulate at that corner waiting to cross the street to the main Piazza. This must be done sooner rather than later. 	approved.
5. Community Enhancement Grant: PATH Little Italy	<p>5. Chris Gomez reported that we submitted for the \$125K Community Enhancement Grant. We may need to resubmit for FY22. This grant will be a funding source to help with the homeless and mentally ill in Little Italy.</p> <p>Chris Gomez introduced Carolina Chavez. She is the Director of Business and Economic Policy for Whitburn's office.</p>	No action taken
6. Non-Agenda: Public Comment & Announcements	Davis Newton will look into the complaints about the noise level of the music at Music at Morning Glory.	No action taken
7. Adjournment	Meeting Adjourned	7. No action taken

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



Little Italy Association of San Diego – Project Review Committee
Thursday, May 27, 2021 at 09:00am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/81493918011>
or call 1-669-900-6833 // Meeting ID: 814 3918 011 // Password: 3898

PRESENTERS: Jamie Beyer, Ben Briggs, Michael Dunham, Paul Williamson

ATTENDEES: Jeri Keiller, Ryan Blum, Steve Galasso, Diana Casey, Susan Ranft, Davis Newton
 Rich Gustafson, Lou Palestini, Stacy Dion, Curt Brooker, Caller (0727), Caller (Unknown)
 Alice ???

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions-Perry Meyer, Chair	The meeting was called to order at 11:30 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Nothing to Report.	No action taken
3. 1460 India Street Staging & Traffic Plan	<p>3. Chris Gomez reported that 1460 India Street is ready to break ground soon.</p> <p>Chris Gomez & Ryan Blum met with Jaime Beyer, Michael Dunham and their teams to discuss the project.</p> <p>Jaime Beyer reported that the Beech Street will be the main street they will utilize to enter and exit Little Italy.</p> <p>There are concerns about the use of Beech Street and the residents of Little Italy and</p>	3. Jeri Keiller moved to allow staff to create a TF to discuss and work out final details for this project. Ryan Blum seconded the motion. Unanimously approved.

	<p>parking for the employees coming to work on the project.</p> <p>Ryan Blum stated that he may have more parking spaces available at the ESET building if/when residents begin to return to work. The building has a 6' 4" clearance.</p> <p>Jaime Beyer will discuss other routes to access the project site.</p> <p>Chris Gomez, Marco Li Mandri, Ryan Blum, Jeri Keiller and Susan Ranft will create a Task Force to further discuss the plan for this project.</p>	
4. Adjournment	Meeting Adjourned.	5. No action taken

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

