



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, March 1, 2022 at 8:30 am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847>
or call 1-669-900-6833 / Meeting ID: 863 3683 2847 / Password: 3898

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) Approval of AB361 Continuing Virtual Meetings

Action Item P. 3

Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3) Minutes of the February 1, 2021 Board Meeting

Action Item P. 4-8

4) Non-Agenda: Public Comment & Announcements

5) Committee Reports

Organization Committee / Steve Galasso

- | | |
|--|-----------------|
| a. Sidewalk Vending Ordinance – Update & Need Community to Call-In to City Council Meeting | P. 9-11 |
| b. Get-or-Give Recap, Self Reporting Reminder & Board Attendance / Chris | P. 12-13 |
| c. Next Meeting: TBA | |

Finance Committee / Bryan Thompson

- | | |
|--|-----------------------------|
| a. YTD Financial Report / Jeri Keiller & Bryan Thompson | Action Item P. 14-15 |
| b. MAD 5% Increase for FY23 | Action Item |
| c. PPP Round 2 Forgiveness – Update | P. 16 |
| d. Next Meeting: Thursday, March 24, 2022 at 9:00am
Visit: https://us02web.zoom.us/j/84175129569 or
Call: 1-669-900-6833 / Meeting ID: 841 7512 9569
Password: 3898 | |

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

- | | |
|---|----------------------------|
| a. Olive Creative Strategies Report | P. 17-19 |
| b. San Diego Police & Fire Fees | Action Item |
| c. Little Italy Mercato (Saturdays & Wednesdays) / Catt White | |
| d. San Diego Stickball | Wrap-Up |
| e. RemedyRX Red Cross Blood Drive | Sat., 4/16 |
| f. Mission Federal ArtWalk | Sat. & Sun.,
4/30 & 5/1 |
| g. Bella Vita: Chalk & Wine Festival | Sat. & Sun.,
10/22 & 23 |
| h. <i>Bella Notte</i> Italian Heritage Concert Series | Sun.'s in Oct. |
| i. Little Italy Venues – Update | |

- j. San Diego Hospitality Associates Tours – Update
- k. Next Meeting: **Friday, March 4, 2022 at 9:00am**
Visit: <https://us02web.zoom.us/j/83003333549> or
Call: 1-669-900-6833 / Meeting ID: 830 0333 3549
Password: 3898

Neighborhood Advisory Committee (NAC) / Jeri Keiller

P. 23-24

- a. Rescue Mission Unhoused Citizens Program – Update
- b. Little Italy Fish Shop – Report

Parking & Mobility Committee / Luke Vinci

- a. No Updates

6) Community Reports

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

7) Other

- 8) Next Meeting: Tuesday, March 1, 2022 at 8:30 am. location to be determined**
Visit: <https://us02web.zoom.us/j/81754825757> or
Call: 1-669-900-6833 / Meeting ID: 817 5482 5757
Password: 3898

9) Adjournment

Action Item

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and on the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619-233-3898 or via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
 - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
 - (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, February 1, at 8:30 am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847> or
call 1-669-900-6833/Meeting ID: 863 3683 2847/Password: 3898

- PRESENT** Steve Galasso, Lou Palestini, Jeri Keiller, Danny Mocerri, Perry Meyer, Domenic Brunetto, Davis Newton, Bryan Thompson, Rich Gustafson, Pasquale Ioele, Jim DeSpenza, Jocelyn Marcus, Sandi Cottrell, Catt White, Ryan Blum, Tom Zolezzi, Father Joe Tabigue, Jack Pecoraro, Diana Casey, Luke Vinci, Melanie Dellas
- EXCUSED** Frank Stiriti, Annette Casemero, Joe Cordileone, Dino Cresci, Charlie Coradino
- UNEXCUSED** Joey Busalacchi, Lee Scrivner
- GUESTS** Assemblymember Chris Ward, Carolina Chavez, Marsha Lyon, Susan Ranft, Joe Scaglione, Kathi Meyer, Larry Turner, Zina Busalacchi, Michael Sabella, Meghan Elledge, Lexee Hutchens, Curt Brooker, Andrew (?), Nicole Paquette
- STAFF** Marco Li Mandri, Chris Gomez, Dianne Serna De León, Rosie DeLuca, Dominic Li Mandri, Larisa Medina, Brijet Myers, Alicia Douglas

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. Continuing Virtual Meetings Pursuant to AB 361	2. Chris stated the Board and Committee need to ratify a vote during each meeting that states that we will continue to meet via Zoom until The Board and Committee are comfortable with resuming in-person meetings.	2. Danny Mocerri moved to accept the vote to continue meeting via Zoom. Perry Meyer seconded the motion. Unanimously approved.

3. Non-Agenda: Public Comment, Introductions and Announcements	3. Nothing to report.	3. No action taken
4. Review of December 6, 2021, Board Minutes	Minutes from December 6, 2021, were reviewed.	4. Sandi Cottrell moved to accept the Board Minutes. Ryan Blum seconded the motion. Unanimously approved.
<p>5. Committee Reports <i>Org Committee / Steve Galasso</i></p> <p>a. Status of Sidewalk Vending Ordinance</p> <p>b. Proposal of Wakefield Development on India Street</p> <p>c. Outdoor Structure Roof Removal Timeline</p> <p>d. Update on SDOG vs. San Diego BIDs-Signed Settlement</p> <p>e. Amici Park Redesign-Pending</p>	<p>5.a. Marco reported that City Council will be considering a new Sidewalk Vending Ordinance this week. Marco asked for the Board's support at Council.</p> <p>5.b. Marco reported that Wakeland Development is no longer involved in the development on India Street. Marco and Dominic Brunetto are pushing for market rate housing with the locally required affordable housing in 1, 2 and 3 bedroom units.</p> <p>5.c. Chris reported that there was a mix up at the City regarding permitted structures. Effective immediately, Code Compliance will begin citing businesses, therefore, roofs will need to be removed from all parkettes. The Spaces as Places application process is now open, however if a business has any roof violations, they will not be permitted to apply.</p> <p>5.d. Marco gave an update on SDOG vs. San Diego BIDs. Cory Briggs has agreed to a settlement, not to exceed \$4,500 from each of the BIDs, including the Little Italy Association.</p> <p>5.e. Marco gave an update on the Amici Park Redesign. We are waiting on the contract from the City Attorney's office to be approved by City Council. The goal is to begin the redesign in spring.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p>

<p>f. County of San Diego Redistricting-Supervisor Terra Lawson-Remer (District 3)</p> <p>g. Get-or-Give Recap, Self-Reporting Reminder & Board Attendance/Chris</p> <p>h. Next Meeting:</p>	<p>5.f. Marco announced that Terra Lawson-Remer will be the new District 3 Supervisor.</p> <p>5.g. Chris reminded the Board that the Get-or-Give YTD Summary and Self-Reporting is on page 17. If any updates need to be made, please contact Chris.</p> <p>5.h. The Next Meeting-TBA</p>	<p>5.f. No action taken</p> <p>5.g. No action taken</p> <p>5.h. No action taken</p>
<p><i>Finance Committee / Bryan Thompson</i></p> <p>a. YTD Financial Report / Jeri Keiller & Bryan Thompson</p> <p>b. FY22 Budget Adjustments / Jeri Keiller</p> <p>c. Preparing FY23 BID, MAD & Parking District Budgets</p> <p>d. Next Meeting:</p>	<p>5.a. Jeri Keiller reported on the YTD financials. Danny Mocerri asked if Jeri would please separate the checking and savings on the Financials Balance Sheet.</p> <p>5.b. Jeri Keiller gave an update on FY22 Budget Adjustments. Page 19</p> <p>5.c. Marco Reported that Finance will discuss and make recommendations regarding the 5% increase in the MAD budget this fiscal year.</p>	<p>5.a. Luke Vinci moved to accept the YTD Financial Report. Danny Mocerri seconded the motion. Unanimously approved. Jeri Keiller and Catt Fields-White abstained.</p> <p>5.b. Luke Vinci moved to accept the revised Budget Adjustments. Bryan Thompson seconded the motion. Unanimously approved. Jeri Keiller, Sandi Cottrell, and Catt Fields-White abstained.</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p>

	<p>5.d. Next Meeting will be on Friday, February 8, 2022, at 9:00 a.m. Visit: https://us02web.zoom.us/j/85956098423 or call: 1-669-900-6833. Meeting ID: 859 5609 8423 Password: 3898</p>	
<p>Committee Reports <i>DISI Committee / Perry Meyer</i></p> <p>a. Olive Creative Strategies</p> <p>b. Little Italy Mercato-Saturdays & Wednesdays/ Catt White</p> <p>c. Christmas Tree Lighting- Results</p> <p>d. San Diego Hospitality Associates Tours - Update</p> <p>e. Next Meeting</p>	<p>5.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media activities. Larisa reintroduced Olive’s team member, Cree Jones to the Board. Cree was a previous employee of Olive Creative Strategies.</p> <p>5.b. Catt White reported on current Mercato activities. Catt stated that the Mercato’s fire inspection went well.</p> <p>5.c. Chris gave an update of the Tree lighting. The P&L is on page 24.</p> <p>5.d Chris reported that Anthony Davi signed the Hospitality Tours contract. Anthony is currently working on the platform for ticket purchases.</p> <p>5.e. Next Meeting of the DISI Committee will be on Friday, February 4, 2022, at 9:00 a.m. Visit https://us02web.zoom.us/j/83003333549 or call: 1-669-900-6833/ Meeting ID: 830 0333 3549 Password: 3898</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p>
<p>Neighborhood Advisory Committee (NAC) / Jeri Keiller</p> <p>a. Off-Duty Officers-Update</p> <p>b. Rescue Mission Unhoused Citizens Program - Update</p>	<p>5.a. Marco gave an update on the Off-Duty Officers program. Effective Saturday, January 29, 2022, the Little Italy Association will discontinue the program.</p> <p>5.b. Marco reported that the Rescue Mission is doing a great job providing connective services to the unhoused citizens in Little Italy.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p>
<p><i>Parking & Mobility Committee / Luke</i></p>		

<p><i>Vinci</i></p> <p>a. Columbia & Remaining Streets Parking Conversions-Update</p>	<p>5.a. Luke Vinci stated that the City does not have the manpower to complete the remaining street conversions and the City is not willing to share their engineering plan. The Little Italy Association will obtain outside quotes to have the parking conversions completed.</p> <p>Marco shared MTS's Trolley to Airport Feasibility Study on pages 25-37.</p>	<p>5.a. No action taken</p>
<p>6. Community Reports</p>	<p>6. Meghan Elledge from Supervisor Terra Lawson-Remer's office introduced herself to the Board. Megan is looking forward to meeting with Marco.</p> <p>Carolina Chavez from Councilmember Whitburn's office reported on issues that the Councilmember is currently working on. Carolina stated that she will send Marco the Sidewalk Vending Ordinance to review.</p> <p>Sandi Cottrell asked Carolina to please let the Board know when we can expect the Police and Fire's proposed plans for increased police officers to be on the City Council's agenda. The price for the increased officers for street closure events has tripled.</p> <p>Father Joe Tabigue thanked The Little Italy Association for all of the support</p>	<p>6. No action taken</p>
<p>7. Other</p>	<p>7. Joe Scaglione reported that the Wounded Warriors March event has been cancelled. Joe thanked Chris, Marco, and the Little Italy Association for the work that they had done for the event.</p>	<p>7. No action taken</p>
<p>8. Next Meeting</p>	<p>8. The next Board meeting will be on Tuesday, March 1, 2022, at 8:30am. https://us02web.zoom.us/j/81754825757 or call: 1-669-900-6833/Meeting ID: 817 5482 5757 Password: 3898</p>	<p>8. No action taken</p>
<p>9. Adjournment</p>	<p>9. Meeting Adjourned.</p>	<p>9. No action taken</p>

Minutes taken by Dianne T. Serna De León, Staff



February 8, 2022

To: Little Italy Association Board
 Little Italy Association Hospitality Task Force
 Little Italy Community & Stakeholders

SUBJECT: Ordinance Regulating Sidewalk Vending in Little Italy

Dear Community Members:

After waiting for almost 3 years, the San Diego City Council will be considering a new Sidewalk Vending Ordinance that was triggered when the Assembly and Senate approved Senate Bill 946 (SB946) and the Governor signed it into law. SB946 allows for nearly no restrictions as it pertains to sidewalk vending anywhere in the State of California. The Little Italy Association and other communities in San Diego were blindsided by this new legislation and need your support tomorrow, February 9th, at 2:00pm to share your voice with City Council Committee Members.

Though every major city in the state has adopted a local enabling ordinance that regulates "health and safety" provisions restricting such sidewalk vending, the City of San Diego, due to a variety of reasons, postponed consideration of adopting a new enabling ordinance until this month. Other issues including competition and impacting business communities are NOT reasons for regulating the location of sidewalk vendors.

The process for adopting this new ordinance is as follows:

1. The City Attorney's office authors (or in this case, rewrote) an ordinance and the one under consideration was released it last week. Keep in mind that this issue was studied and worked on for over one year with great input from the business community, including the Association and was supposed to go to the City Council in late 2019, but was stopped. The re-written ordinance, which removed key provisions effecting Little Italy was released last week.
2. The ordinance is sent to the Economic Development Committee for consideration and input, this will happen tomorrow, Wednesday February 9th at 2:00pm. People can zoom in and give their comments to the Committee.
3. The ordinance is tentatively scheduled to be heard and adopted, amended, or rejected by the City Council on Tuesday March 1st.

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

We are proposing that, as a community, *"We support the adoption of the ordinance, with the following amendments..."*

Page	Section	Proposed Amendment
8	Portions of Little Italy	<p>Add the following in the first sentence:</p> <p>"The ordinance prohibits sidewalk vending year-round on India Street, Kettner Boulevard and Columbia Street from W. Ash to W. Kalmia Streets within the boundaries known as Little Italy. This will include all the side streets between Columbia Street on the east and Kettner Boulevard on the west.</p> <p>In addition, any designated public piazza in Little Italy including the Piazza della Famiglia, Piazza Basilone, Piazza Pescatore, Piazza Giannini, Piazza Villaggio, Piazza Costanza, and any future Piazzas are considered public plazas and should NOT allow for sidewalk vending due to the high density of public use.</p> <p>We also request that State and Union Streets within the Little Italy boundaries be recognized as residential corridors."</p>
17	Amici Park	<p>"No sidewalk vending shall be allowed on the periphery of Washington Elementary School as well as all of the areas along W. Date Street and State Street bordering the Washington Elementary School, Amici Park (amphitheater and bocce courts) and Little Italy Dog Park"</p>
19	Indemnity But No Insurance Requirement	<p><i>The Association is currently paying over \$200,000 per year for General Liability insurance due to the City of San Diego wrapping the Association into all trip and falls incidents that occur within Little Italy in the public rights-of-way. This burden is economically unbearable and unsustainable. The logic of exempting people from insurance obligations, who are conducting business in the public rights-of-way will have an impact not only on pedestrian activity, but also could result in accidents resulting from this activation and encroachment. We suggest the following be added to this section...</i></p> <p>Delete the first sentence on the second paragraph of this section and replace with:</p> <p>"Sidewalk vendors, just as any other private use in the public rights-of-way, will be required to carry minimal general liability insurance that ensures that the City of San Diego, the Little Italy Association (or any BID, MAD, or PBID management corporation under contract with the City), be fully indemnified against liability due to the intended or unintended actions resulting from a sidewalk vendor. Proof of insurance must be displayed at all times."</p>

19	Paragraph with multiple bullet points, third point	"No sidewalk vendor shall set up prior to 9:00am each morning anywhere in the City of San Diego and each vendor must be completing gone from the sidewalks by 6:00pm each evening."
20	Enforcement	"Only three violations should lead to a permanent revocation of the right to vend in the public rights-of-way."
14	Entrepreneurship Zone	<p>"Any Entrepreneurship Zones designated by the City Manager should be done with input and management by the designated BID, MAD, or PBID management corporation within their respective designated area.</p> <p>The City, in demonstrating its support for the concept of "open vending areas" should encourage the local district management corporations to locate such zones within their boundaries that may be used as a location for many sidewalk vendors, outside of the public rights of way. Such Entrepreneurship Zones shall include private parking lots, City owned property, County property or any other area at least 2,000 square feet that will allow daily vending under the management of the designated management corporation and be fully funded by the City of San Diego."</p>
21	Fiscal Considerations	"The City MUST fund and hire Code Enforcement Officers to regulate and monitor vendors' compliance of the Sidewalk Vending ordinance. Fees should be levied on vendors to cover the cost of this enforcement otherwise the ordinance regulations will be unenforceable."

Little Italy Board of Directors Get-or-Give & Staff Fundraising Summary
Term: 2021-2022

GOALS MET

LAST NAME	FIRST NAME	FY21 C/F	JUL'21	AUG. '21	SEP. '21	OCT. '21	NOV. '21	DEC. '21	JAN. '22	FEB. '22	MAR. '22	APR. '22	MAY '22	JUN. '22	FY22 TOTAL	GoRG RQMTS	VARIANCE	
Galasso	Steven		\$300		\$40					\$2,500					\$2,840	\$1,500	\$1,340	Jul. MBSD Concert, Soccer Banners / Sep. Vici Casino / Feb. MBSD Sponsor
Moceri	Danny							\$10,000							\$10,000	\$1,500	\$8,500	Dec. Sysco Sponsor
Palestini	Lou		\$200			\$270		\$1,000							\$1,470	\$1,500	-\$30	Jul. MBSD Concert / Oct. Columbus Banner / Dec. Torrey Pines Sponsor
Thompson	Bryan		\$200		\$350			\$350							\$900	\$1,500	-\$600	Jul. MBSD Concert / Sep. Fall Display / Dec. Winter Display
Vinci	Luke														\$0	\$1,500	-\$1,500	
Blum	Ryan				\$350			\$1,200							\$1,550	\$1,500	\$50	Sep. Fall Display / Dec. Tree Sponsor
Brunetto	Domenic		\$200												\$200	\$1,500	-\$1,300	Jul. MBSD Concert
Busalacchi	Joey		\$890					\$1,000							\$1,890	\$1,500	\$390	Jul. Soccer Banners / Dec. Tree Sponsor
Casemero	Annette	\$77	\$100												\$100	\$1,500	-\$1,323	Jul. MBSD Concert
Coradino	Charlie														\$0	\$1,500	-\$1,500	
Cordileone	Joe	\$13	\$150				\$100			\$200					\$450	\$1,500	-\$1,037	Jul. MBSD Concert, Soccer Banners / Nov. Donation / Feb. Donation
Cottrell	Sandi					\$500									\$500	\$1,500	-\$1,000	Oct. Wood Donation
Cresci	Dino														\$0	\$1,500	-\$1,500	
Dellas	Melanie							\$350							\$350	\$1,500	-\$1,150	Dec. Winter Display
DeSpenza	Jim		\$250		\$350										\$600	\$1,500	-\$900	Jul. MBSD Concert, Soccer Banners / Sep. Fall Display
Gustafson	Rich														\$0	\$1,500	-\$1,500	
Ioelle	Pasquale		\$250												\$250	\$1,500	-\$1,250	Jul. MBSD Concert, Soccer Banners
Keiller	Jeri	\$30	\$100		\$350			\$350							\$800	\$1,500	-\$670	Jul. MBSD Concert / Sep. Fall Display / Dec. Winter Display
Marcus	Jocelyn		\$100												\$100	\$1,500	-\$1,400	Jul. MBSD Concert
Meyer	Perry		\$100		\$1,150		\$350								\$1,600	\$1,500	\$100	Jul. MBSD Concert / Sep. Fall Display, Vici Casino / Nov. Winter Display
Newton	Davis														\$0	\$1,500	-\$1,500	
Núñez	Juan														\$0	\$1,500	-\$1,500	
Pecoraro	Jack		\$1,000												\$1,000	\$1,500	-\$500	Jul. Soccer Banners
Scrivner	Lee		\$50												\$50	\$1,500	-\$1,450	Jul. MBSD Concert
Stiriti	Frank	\$4,250	\$100					\$5,000							\$5,100	\$1,500	\$7,850	Jul. MBSD Concert / Dec. Tree Sponsor
Strauss Casey	Diana	\$51,200	\$100												\$100	\$1,500	\$49,800	Jul. MBSD Concert
Tabigue	Father Joseph		\$250												\$250	\$1,500	-\$1,250	Jul. MBSD Concert
White	Catt							\$700							\$700	\$1,500	-\$800	Dec. Winter Displays
Zolezzi	Tom									\$5,000					\$5,000	\$1,500	\$3,500	Feb. Tree Sponsor
		\$55,570	\$4,340	\$0	\$2,590	\$770	\$450	\$19,950	\$0	\$7,700	\$0	\$0	\$0	\$0	\$35,800	\$43,500		

FY22 Board Attendance

Last Name	First Name	Position	Jul. 21	Aug. 21	Sep. 21	Oct. 21	Nov. 21	Dec. 21	Jan. 22	Feb. 22	Mar. 22	Apr. 22	May. 22	Jun. 22
Blum	Ryan	Property Director			U									
Brunetto	Domenic	Property Director			X									
Busalacchi	Joey	Business Director								U				
Casemero	Annette	Property Director								X				
Coradino	Charlie	Property Director	X	X	X	X	X	X		X				
Cordileone	Joe	Community at Large								X				
Cottrell	Sandi	Business Director												
Cresci	Dino	Property Director	X	X	U		X			X				
Dellas	Melanie	Community at Large	U	X				X						
DeSpensa	Jim	Property Director												
Galasso	Steven	1 - PRESIDENT				X								
Gustafson	Rich	Property Director	X											
Ioele	Pasquale	Property Director		X		X								
Keiller	Jeri	Property Director												
Marcus	Jocelyn	Business Director												
Meyer	Perry	Business Director												
Moceri	Danny	2 - VICE PRESIDENT												
Newton	Davis	Property Director												
Núñez	Juan	Property Director	U	U	U	U	U	U						
Palestini	Lou	3 - V.P. OF CULT. AFF.												
Pecoraro	Jack	Property Director		X			U							
Scrivner	Lee	Property Director					X			U				
Stiriti	Frank	Community at Large					X			X				
Strauss Casey	Diana	Property Director				U		X						
Tabigue	Father Joseph	Property Director		U										
Thompson	Bryan	4 - TREASURER												
Vinci	Luke	5 - SECRETARY	X					X						
White	Catt	Community at Large												
Zolezzi	Tom	Business Director	X	U			X							

X - Excused
 U - Unexcused

Bylaws: Attendance

3 Unexcused

6 Total (Excused and Unexcused)

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2021 - JUNE 2022**

BOARD MEETING DATE:	3/1/2022					
Accrual Basis Report through January 31, 2022						
				<u>DIFFERENCE</u>	<u>YTD BUDGET</u>	<u>REVISED</u>
	<u>INCOME YTD</u>	<u>EXPENSE YTD</u>		<u>YTD</u>	<u>(NET)</u>	<u>ANNUAL</u>
						<u>BUDGET</u>
						<u>(NET)</u>
SAN DIEGO CONTRACTS						
	BID	79,875	77,085	2,790	430	0
	MAD₁	667,541	771,050	-103,509	-91,668	-172,370
	PARKING METER₂	301,557	305,557	-4,000	-47,144	2,000
	TOTAL	\$1,048,973	\$1,153,692	-104,719	-\$138,382	-\$170,370
1. Supplemental Maintenance program: YTD Jan. net gain \$42,179. (Budgeted net gain YTD \$60,101. Annual revised budget net income is \$107,543)						
2. Additional Parking Program operations: YTD net income \$57,339. (Budgeted net income \$19,107. Annual revised net income \$440)						
Programs and Operations: YTD net loss \$-14,821 (Budgeted net loss is -\$26,312. Annual budget net income is \$215,130.)						
YTD 1/31/2022						
Total income for Little Italy Assn		\$1,873,427				
Total expense for Little Italy Assn		<u>\$1,854,337</u>				
Net expense over income		<u>\$19,090</u>				
Balance Sheet						
	1/31/2022	1/31/2021				
Checking	925,419	907,319				
Savings	276,458	35,568				
Accounts Receivable	67,432	138,467				
Other assets	128,370	140,753				
Total Assets	<u>1,397,679</u>	<u>1,222,107</u>				
Accounts Payable	33,623	19,657				
Advances	346,734	420,433				
Loans	425,007	413,233				
Equity	592,315	368,784				
Liabilities & Equity	<u>1,397,679</u>	<u>1,222,107</u>				

Little Italy Association of San Diego

Profit & Loss

July 2021 through January 2022

	BID	MAD	Maintenance Non-Assessment	Total Parking District	Programs & Operations	TOTAL
Income						
SBEP · SBEP Management Grant	18,448	0	0	0	0	18,448
PROGRAM INCOME	0	0	6,000	22,875	598,809	627,684
BID INCOME	61,427	0	0	0	0	61,427
MAINTENANCE DISTRICT INCOME	0	667,541	0	0	0	667,541
MAINTENANCE NON-ASSESS INCOME	0	0	98,432	0	0	98,432
MERCATO INCOME	0	0	0	0	1,400	1,400
PARKING DISTRICT INCOME	0	0	0	328,033	0	328,033
PARKING DISTRICT REVENUES	0	0	0	70,462	0	70,462
Total Income	79,875	667,541	104,432	421,370	600,209	1,873,427
Expense						
MISC MAINT EXPENSE	0	0	-133	0	0	-133
OFFICE OPERATIONS	22,835	118,714	192	0	16,758	158,499
LANDSCAPE OPERATIONS	0	33,950	0	0	0	33,950
ASSESS DIST OPERATIONAL EXP	0	85,472	676	0	4,424	90,572
PERSONNEL EXPENSE	0	498,748	2,924	-6,054	31,634	527,252
ACCOUNTANT EXPENSE ENTRIES	0	0	14,063	0	8,795	22,858
PROGRAM EXPENSE	0	0	-1,218	0	175,002	173,784
Maintenance Personnel	0	0	0	0	958	958
NCA Management	26,801	33,000	0	0	89,546	149,347
Office Operational	0	1,166	3,325	0	8,588	13,079
Consulting Services	19,250	0	0	0	0	19,250
SBEP EXPENSES	8,199	0	0	0	0	8,199
MERCATO EXPENSE	0	0	0	0	277,171	277,171
PARKING DISTRICT EXPENSE	0	0	0	377,396	2,154	379,550
Total Expense	77,085	771,050	19,829	371,342	615,030	1,854,336
Net Income	2,790	-103,510	84,603	50,028	-14,821	19,090



WESTERN ALLIANCE BANK

Alliance Association Bank | Alliance Bank of Arizona | Bank of Nevada | Bridge Bank | First Independent Bank | Torrey Pines Bank

Divisions of Western Alliance Bank. Member FDIC.

February 24, 2022

LITTLE ITALY ASSOCIATION

Regarding: Approval of Application for Forgiveness of your Paycheck Protection Program Loan

Loan Number: 3234200117
Loan Disbursement Amount: \$274,105.00
Amount of Forgiveness Requested by Lender: \$274,105.00
SBA Approved Forgiveness Amount: \$276,998.33
Forgiveness Amount: \$274,105.00 in principal and \$2,893.33 in interest
Forgiveness Payment Date: 02/17/2022

Dear LITTLE ITALY ASSOCIATION,

We at Western Alliance Bank ("Bank") are pleased to have been able to provide you with the loan described above ("Loan") made under the Paycheck Protection Program ("PPP") administered by the Small Business Administration ("SBA").

In connection with the Loan, the Bank received your application for forgiveness ("Forgiveness Application") as well as the required supporting documentation for the Forgiveness Application, requesting that the Amount of Forgiveness Requested by Lender ("Requested Forgiveness Amount") (indicated above) be forgiven.

This letter is to inform you that your Forgiveness Application was reviewed by the Bank and the SBA, and your request for forgiveness of the Requested Forgiveness Amount has been **approved in full**. Congratulations! The SBA has also remitted the forgiven amount to the Bank which has been applied to your Loan.

Since your request for forgiveness of the Requested Forgiveness Amount has been approved in full, and the Requested Forgiveness Amount was for the full original amount of the Loan, all interest accrued on the Loan has also been forgiven and there is no balance owed on the Loan. Thus, we will be closing your Loan and there is nothing more for you to do at this time.

Please note that while the SBA has notified the Bank that your Forgiveness Application for the specified amount has been approved in full, the SBA reserves the right to at any time re-review your PPP Loan, including your eligibility for the PPP Loan, the amount of the Loan and the claimed loan forgiveness amount.

Should you have any questions about the above, or about any other matters related to your Loan, please do not hesitate to contact us at (888) 995-2265.

Sincerely,

Steve Reback, Managing Director
9734594.2



LIA Board Meeting PR Agenda Tuesday, March 1, 2022

PITCHING

Recap

- RemedyRX Blood Drive (Long Leads)
- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Long Leads)
- Female-owned Business Roundup (Short Leads)

Current/Upcoming Focus

- Celebrating Easter in Little Italy
- Summer Events Roundup - Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival (Long Leads)
- RemedyRX Blood Drive (Long Leads)
- Taste of Little Italy (Long Leads)
- Female-owned Business Roundup (Short Leads)

BLOGS

Current

- Valentine's Day in Little Italy

Upcoming

- Celebrating Women's History Month in Little Italy

WRITING

Recap

- Female-owned Business Roundup (Long Leads)
- February Blog #1 | Valentine's Day in Little Italy
- San Diego Downtown News Jan | Little Italy Celebrates Women in the Neighborhood
- Web Page Update #1 | Washington Elementary
- Web Page Updates #2 | Waterfront Park

Upcoming

- RemedyRX Blood Drive (Long Leads)
- Celebrating Easter in Little Italy
- Summer Events Roundup - Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival (Long Leads)
- March Blog #1 | Celebrating the Women of Little Italy

- San Diego Downtown News April | Little Italy's Italian Spritz Roundup

Social Media Statistics: January 27- February 22

Highlights / Recap

- Garnered **1,557** new followers across all platforms
- Earned over **8.1K** engagements across all platforms (+1.3K)
- Garnered over **880K** impressions across all platforms
- Launched TikTok Channel

Upcoming


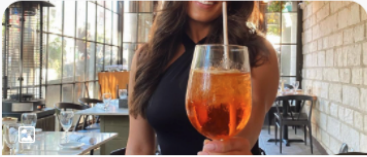
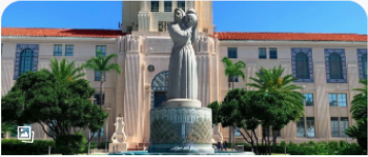
- Creating original Reels / TikTok videos
 - International Women's Day | Highlighting women-owned businesses
 - Unique Places to Stay | Highlighting hotels in the neighborhood
 - Bocce 101
- Creating Facebook event page for RemedyRX Blood Drive

Analytics

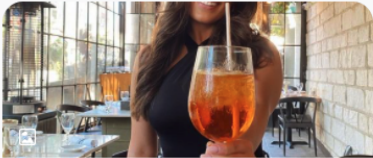

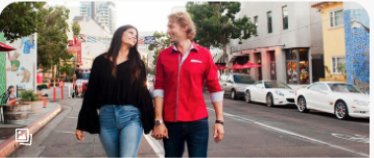
- **Instagram**
 - Followers: **86,339** (+1,300)
 - Impressions: **147K**
 - Engagements: **5.9K**
 - Engagement rate: **4.57%**
- **Facebook**
 - Fans: **90,998** (+206)
 - Impressions: **858K**
 - Engagements: **2.1K**
 - Engagement rate: **7.32%**
- **TikTok**
 - Followers: **29** (+29)
 - Likes: **32**
 - Views: **1,477**
- **Twitter**
 - Followers: **8,674** (+22)
 - Impressions: **4.9K**
 - Engagements: **136**
 - Engagement rate: **2.7%**

Top Performing Posts:




Instagram

 <p>Feb 3, 2022</p> <p>Does your partner love Little Italy almost as much as they love you? If ...</p> <p>🔊 Reach 13,471</p> <p>💬 Comments 14</p> <p>❤️ Likes 795</p> <p>📌 Saves 17</p> <p>📊 Engagement 826</p>	 <p>Feb 15, 2022</p> <p>Picture it! Positano, but here in San Diego! 🍷 Beautiful breeze and a...</p> <p>🔊 Reach 20,193</p> <p>💬 Comments 11</p> <p>❤️ Likes 767</p> <p>📌 Saves 42</p> <p>📊 Engagement 820</p>	 <p>Feb 5, 2022</p> <p>Our bellissimo Waterfront Park is one of our favorite places to visit here in...</p> <p>🔊 Reach 11,419</p> <p>💬 Comments 9</p> <p>❤️ Likes 707</p> <p>📌 Saves 22</p> <p>📊 Engagement 738</p>
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Facebook

 <p>Feb 15, 2022</p> <p>Picture it! Positano, but here in San Diego! 🍷 Beautiful breeze and a...</p> <p>🔊 Reach 15,803</p> <p>📊 Engaged users 392</p> <p>👁️ Clicks 46</p> <p>👁️ Other clicks 216</p>	 <p>Feb 20, 2022</p> <p>Have you visited our Piazza Giannini? The 500-square-foot piazza at the...</p> <p>🔊 Reach 9,362</p> <p>📊 Engaged users 321</p> <p>👁️ Clicks 48</p> <p>👁️ Other clicks 117</p>	 <p>Feb 14, 2022</p> <p>Everyone knows that Italians are in love with love. ❤️ Today we celebrat...</p> <p>🔊 Reach 8,071</p> <p>📊 Engaged users 415</p> <p>👁️ Clicks 207</p> <p>👁️ Other clicks 134</p>
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Twitter

 <p>Feb 20, 2022</p> <p>Have you visited our Piazza Giannini? The 500-square-foot piazza at the...</p> <p>❤️ Likes 11</p> <p>🔄 Retweets 1</p> <p>📊 Engagement 12</p>	<p>This post had no picture linked.</p>  <p>Feb 11, 2022</p> <p>San Diego was ranked as one of the best spring break destinations for...</p> <p>❤️ Likes 11</p> <p>🔄 Retweets 5</p> <p>📊 Engagement 16</p>	 <p>Feb 1, 2022</p> <p>Our Italian Word of the Month is "Amore", pronounced a-mó-re,...</p> <p>❤️ Likes 8</p> <p>🔄 Retweets 2</p> <p>📊 Engagement 10</p>
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STREET CLOSURE DATES & TIMES

Thurs. 4/28 @ 7am - Mon. 5/2 @ 11am:
 W. Fir from Kettner to India
 W. Date from Columbia to State
 W. Cedar from Kettner to India
 W. Beech from Kettner to Columbia

Fri. 4/29 @ 7am - Mon. 5/2 @ 3pm:
 W. Cedar from India to Columbia

Fri. 4/29 @ 7am - Sun. 5/1 @ 11:59pm:
 W. Fir from India to Columbia
 W. Date from Kettner to India
 W. Date from State to Union
 W. Cedar from Columbia to State
 W. Beech from Columbia to State

Fri. 4/29 @ 9pm - Sun. 5/1 @ 11:59pm:
 India St. from W. Grape to W. Ash
 Fir St. from Columbia to State

LITTLE ITALY MERCATO (SEPARATE EVENT)

Sat. 4/30 from 5:30am - 4:00pm
 W. Beech from State to Front
 W. Cedar from State to Front

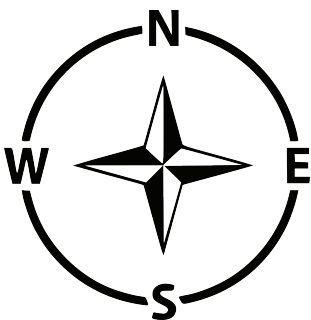


**MISSION FED ARTWALK 2022
 STREET CLOSURE MAP & SCHEDULE**

Saturday, April 30: 11am - 6pm
Sunday, May 1: 10am - 5pm

LEGEND

- ArtWalk Booths
- Driveway Access (One-way Street)
- Driveway Access (Two-way Street)
- Handicap Parking Only
- Hard Street Closure
- Public Parking
- Rideshare Pickup/ Drop-Off



Bella Vita Fest

(working title)

Little Italy -- October 22 & 23, 2022 (Tentative Dates)

Team ArtWalk proposes a brand new Italian Cultural event to take place in 2022 in October, Italian Heritage Month. Tentative dates are October 22 and 23.

The key elements are chalk artists creating street paintings before your eyes, Italian live music and dance, and an “event within the event” featuring Italian wine and Italian food vendors. The event will take place on 5 blocks of Date Street (see map below) and would necessitate relocation of the Mercato to Cedar Street for this one weekend.

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

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

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

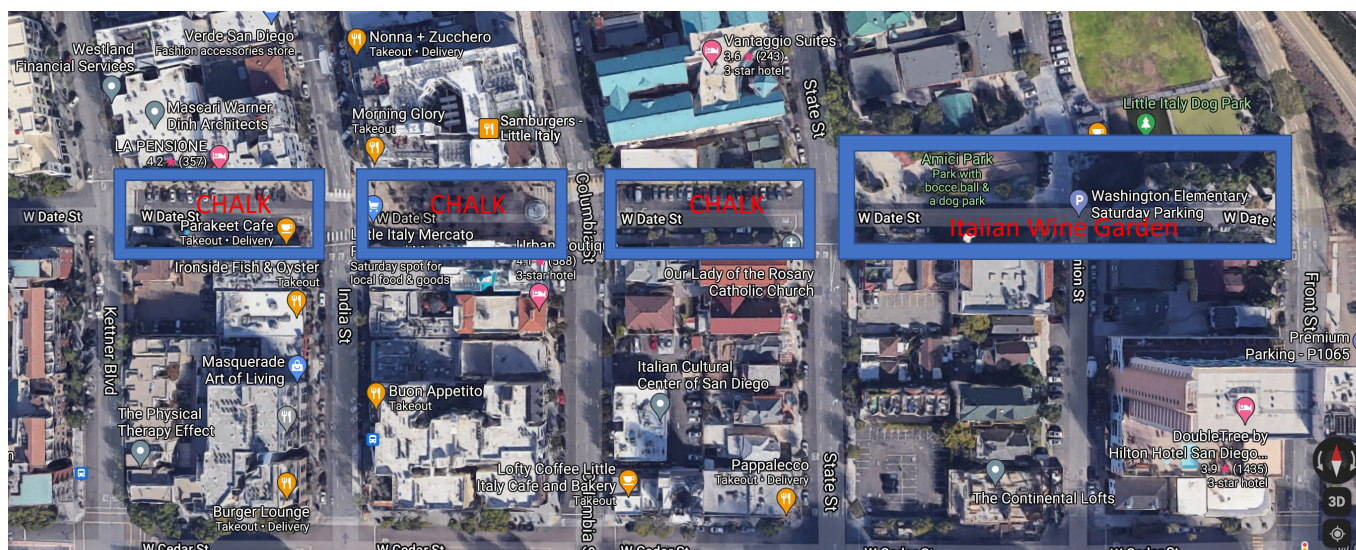
The Elements:

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

The event venue will be fenced, and admission will be charged to attend. We envision admission to the chalk and vendor area at about \$10 and admission to the food and beverage area will be higher and will include tickets for wine and food. Details of the pricing will be worked out as the elements begin to come together.

Little Italy Association will receive a \$5000 donation from ArtWalk that will offset any costs incurred to the association for assisting with the event. An example of these costs could be labor costs, staging, traffic equipment etc.

Proposed Layout:





Little Italy Association of San Diego – Neighborhood Advisory Committee
Monday, February 7, 2021, at 5:30pm
Zoom Virtual Meeting: <https://us02web.zoom.us/j/89792784889>
or call 1-669-900-6833 // Meeting ID: 897 9278 4889 // Password: 3898

ATTENDEES Jeri Keiller, Ted Keiller, Susan Ranft, Annette Casemero, LeAnna Zevely
 Lou Palestini, Davis Newton, Linda Kenney, Jack Pecoraro, Danny Mocerri
 Rob Johnson, Gary Smith, Joyce Summer

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

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions / Jeri Keiller	The meeting was called to order at 5:30 p.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Continuing Virtual Meeting Pursuant to AB 361	2. Chris stated that the Board and Committee need to ratify a vote during each meeting that states that we will continue to meet via Zoom until The Board and Committee are comfortable with resuming in-person meetings.	Lou Palestini moved to accept the vote to continue meeting via Zoom. Danny Mocerri seconded the motion. Unanimously approved.
3. Review of November 1, 2021 Minutes	Minutes from November 1, 2021, we reviewed.	Jeri Keiller moved to approve the minutes. Danny Mocerri seconded the motion. Unanimously approved.
4. Projects to Review a. Little Italy Fish Shop / Billy Ramirez	4.a. Billy Ramirez gave a presentation on the proposed opening of the Fish Shop in Little Italy. The Neighborhood Advisory Committee discussed their concerns and would like to move forward with the Little Italy Fish Shop with the	4.a. Jeri Keiller moved to approve the LI Fish Shop project based on the conditions from the committee. Susan Ranft seconded the motion. Unanimously

	<p>following conditions in put in place.</p> <ul style="list-style-type: none"> • A fume scrubber will need to be installed. • Amplified music will not be permitted. • Hours of operations will be Monday - Wednesday, 11:00am - 10:00pm and Thursday - Saturday, 11:00am-11:00pm with no outdoor dining after 10:00pm on any day. <p>Marco stated that he would like Billy Ramirez to be involved in the LIA Board and its committees.</p>	approved.
<p>5. Updates:</p> <p>a. Sidewalk Vending Ordinance</p> <p>b. ODO Security</p> <p>c. Rescue Mission Unhoused Citizen Program</p> <p>d. Discussion on MAD Increase</p>	<p>5.a. Marco reported that City Council will meet at 2:00pm Wednesday, February 9, 2022. Marco asked for support for the LIA amendments.</p> <p>b. Marco reported that the Off-Duty Officer Program was terminated at the end of January 2022.</p> <p>c. Marco reported that the Rescue Mission is available Monday through Friday from 6:00am- 12:00pm. Carla Vanegas is currently working on housing for Robert Johnson.</p> <p>Marco stated that there is nothing to report at this time. We will discuss this at the Finance Meeting.</p>	5. No action taken
6. Other	6. Nothing to report	6. No action taken
7. Adjournment	7. Meeting Adjourned	7. No action taken

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

