



**Little Italy Association of San Diego - Board of Directors Meeting**  
**Tuesday, March 2, 2021 at 8:30am**  
**Zoom Virtual Meeting: <https://us02web.zoom.us/j/89272081978>**  
**or call 1-669-900-6833 / Meeting ID: 892 7208 1978 / Password: 3898**

#### **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 February 2, 2021 Board Meeting** *Action Item*
  
- 3) Non-Agenda: Public Comment, Introductions & Announcements**
  
- 4) Committee Reports**
  - Org Committee / Steve Galasso
    - a. YTD Financial Report / Jeri Keiller & Bryan Thompson *Action Item*
    - b. Appoint Annette Casemero to Board (Property Director – ALSCO) *Action Item*
      - i. "Who am I?"
    - c. Letter from Vito Altieri
    - d. Cory Briggs Lawsuit Against All San Diego BIDs – Update
    - e. Mercato Mask Requirements Complaint – Update
    - f. Short-Term Rentals – Update
    - g. Get-or-Give Policy
    - h. Next Meeting: Tuesday, March 9, 2021 at 11:00am via Zoom  
Visit: <https://us02web.zoom.us/j/81055586442> or  
Call: 1-669-900-6833 / Meeting ID: 810 5558 6442  
**Password: 3898**
  
  - DISI Committee / Perry Meyer
    - a. Olive Creative Strategies Report
    - b. Little Italy Mercato / Catt White
    - c. Hospitality Task Force – Report from Development Services
      - i. Winter Coverings & Decks
      - ii. Sidewalk Dining (PROW Program)
    - d. Public Art Task Force
    - e. Piazza della Famiglia Repairs & Missing Bollard
    - f. Next Meeting: Friday, March 5, 2021 at 9:00am via Zoom  
Visit: <https://us02web.zoom.us/j/83441423434> or  
Call: 1-669-900-6833 / Meeting ID: 834 4142 3434  
**Password: 3898**

Parking & Mobility Committee / Luke Vinci

- a. Bollard Program – Progress
- b. Phase II Enhanced Pedestrian Lighting (Kettner)
- c. FY22 Budget Preparation

Sidewalk Operations / Rich Gustafson

- a. Civil Stay Away Order Status

Finance / Bryan Thompson

- a. EIDL Resolution & Personal Guarantor Release **Action Item**
- b. PPP Round 2 & FY21 Adjustments
- c. Amici Park Redesign with DIFs – Update
- d. Heritage Row on W. Date – Update
- e. Next Meeting: Thursday, March 25, 2021 at Noon via Zoom  
Visit: <https://us02web.zoom.us/j/83998907838> or  
Call: 1-669-900-6833 / Meeting ID: 839 9890 7838  
**Password: 3898**

**5) Community Reports**

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

- 6) **Next Meeting:** **Tuesday, April 6, 2021 at 8:30am via Zoom**  
**Visit:** <https://us02web.zoom.us/j/81285810312> or  
**Call: 1-669-900-6833 / Meeting ID: 812 8581 0312**  
**Password: 3898**

**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](http://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,  
February 2, 2021 at 8:30am Zoom Virtual Meeting:  
<https://us02web.zoom.us/j/87250659105> or call 1-669-900-6833 / Meeting ID:  
872 5065 9105 / Password: 3898**

**PRESENT:** Vito Altieri, Lou Palestini, Frank Stiriti, Ryan Blum, Danny Mocerri, Joe Cordileone  
Catt White, Perry Meyer, Diana Casey, Olivia Connolly, Sandi Cottrell, Bryan Thompson  
Jeri Keiller, Jim DeSpensa, Dino Cresci, Melanie Dellas, Rich Gustafson, Joey Busalacchi  
Steve Galasso, Jocelyn Marcus, Jack Pecoraro

**EXCUSED:** Luke Vinci, Domenic Brunetto, Lee Scrivner, Tom Zolezzi

**ABSENT:** Charlie Coradino, Father Joe Tabigue, Juan Nunez, Pasquale leole

**GUESTS:** Larry Turner, Annette Casemero, Susan Ranft, Emily Bonner, Kathi Meyer, Carlos Alvarez  
Marsha Lyon, Kohta Zaiser, Brijet Meyers, Robert Chute, Curt Brooker, Davis Newton  
Mark Arjomandi, Marco Polo Cortes, John LaRaia, Joe Scaglione, Chris Forrest, Caller  
(????)

**STAFF:** Marco Li Mandri, Chris Gomez, Rosie DeLuca, Dianne Serna De Leon, Larisa Medina

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	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.	<b>No action taken</b>
<b>2. Review of December 1, 2020 Board Minutes</b>	Minutes from December 1, 2020 were reviewed.	<b>Danny Mocerri moved to accept the Board Minutes. Dino Cresci seconded the motion. Unanimously approved.</b>



<p><b>Committee Reports</b> <i>DISI Committee:</i> <i>Perry Meyer</i></p> <p>a. <b>Olive Creative Strategies</b></p>	<p>4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p>	<p><b>4.a. No action taken</b></p>
<p>b. <b>Little Italy Mercato-Catt White</b></p>	<p>4.b. Catt White reported on the current Mercato activities.</p>	<p><b>4.b. No action taken</b></p>
<p>c. <b>Little Italy Merchandise/Marco Polo Cortes</b></p>	<p>4.c. Marco Polo Cortes gave an update on Little Italy Merchandise sales. \$810.00 is due to the Little Italy Association, for 30% of the sales.</p>	<p><b>4.c. No action taken</b></p>
<p>d. <b>Little Italy Holiday Special &amp; Tree Lighting I &amp; E Report /Chris Gomez</b></p>	<p>4.d. Chris Gomez reported on the Little Italy "Virtual Tree Lighting &amp; Christmas Season Experience" Income &amp; Expenses.</p>	<p><b>4.d. No action taken</b></p>
<p>e. <b>Hospitality Task Force</b></p>	<p>4.e. Marco Li Mandri reported on the petition he submitted to the Board of Supervisors regarding a Resolution for outdoor dining in San Diego.</p>	<p><b>4.e. No action taken</b></p>
<p>i. <b>Resolution to County on Re-Opening Restaurants &amp; Retail</b></p>	<p>4.i. Chris Gomez reported on the current San Diego County directives.</p>	<p><b>4.i. No action taken</b></p>
<p>ii. <b>County now in Purple Tier</b></p>	<p>4.ii. Chris Gomez reported that the County of San Diego is now in the Purple Tier.</p>	<p><b>4.ii. No action taken</b></p>
<p>iii. <b>Winter Coverings &amp; Decks</b></p>	<p>4.iii. Chris Gomez reported on winter coverings and decks. 16 business have currently been permitted for the build out of winter coverings, KQ Studio design has provided a standard design that businesses will be required to follow. Winter coverings will be permitted until July, 2021, which could be extended if necessary.</p>	<p><b>4.iii. No action taken</b></p>
<p>iv. <b>Sidewalk Dinning (PROW Program)</b></p>	<p>4.iv. Chris Gomez reported on sidewalk dinning. Café Zones are not permitted to have tables on the sidewalk. If you do not</p>	<p><b>4.iv. No action taken</b></p>

<p>f. <b>Little Italy Retail Task Force</b></p> <p>g. <b>Public Art Task Force</b></p> <p>i. <b>Piazza della Famiglia Story Monument</b></p> <p>ii. <b>Mine-A-Lisa Mural Lighting (1-5 Entrance)</b></p> <p>h. <b>Next Meeting:</b></p>	<p>have a Café Zone, you are permitted to have tables and chairs on the sidewalk.</p> <p>4.f. Chris Gomez reported that a Retail Task Force will be created.</p> <p>4.g. Chris Gomez reported that a Public Art Task Force was created.</p> <p>4.i. Chris Gomez reported that the Story Monument is being created and will be placed in the center of the Piazza della Famiglia when completed.</p> <p>4.ii. Chris Gomez reported that we would like to illuminate the Mine-A-Lisa to minimize graffiti, and to add a nice element to the mural.</p> <p>4. h. Friday, February 5, 2021 at 9:00am via Zoom Visit:  <a href="https://us02web.zoom.us/j/83908384435">https://us02web.zoom.us/j/83908384435</a>  or Call: 1-669-900-6833 / Meeting ID: 839 0838 4435 Password: 3898</p>	<p><b>4.f. No action taken</b></p> <p><b>4.g. No action taken</b></p> <p><b>4.i. No action taken</b></p> <p><b>4.ii. No action taken</b></p> <p><b>4h. No action taken</b></p>
<p><b>Parking &amp; Mobility Committee: Luke Vinci</b></p> <p>a. <b>Bollard Program – Progress</b></p> <p>b. <b>Phase II of Enhanced Pedestrian Lighting on Kettner</b></p>	<p>4.a. Chris Gomez reported that the Bollard Program is scheduled to be completed in late September.</p> <p>4.b. Chris Gomez reported that Phase II of the Enhanced Pedestrian Lighting on Kettner should be wrapped up by the end of February.</p>	<p><b>4.a. No action taken</b></p> <p><b>4.b. No action taken</b></p>
<p><b>Committee Reports Sidewalk Operations: Rich Gustafson;</b></p> <p>a. <b>Temporary Restraining Order Against Specific Individuals</b></p>	<p>4.a. Marco Li Mandri reported that the temporary restraining orders (TRO's) for CD were issued at the end of December with a virtual court hearing scheduled for January 27, 2021. The maintenance workers were unable to locate and serve him in this time, so an extension was given for March 25, 2021.</p>	<p><b>4.a. No action taken</b></p>

<p><b>Committee Reports</b>  <b>Finance Committee:</b>  <b>Bryan Thompson</b></p> <p><b>a. FY21 Org &amp; Finance Committee Annual Spending Allotment Action Item</b></p> <p><b>b. Authorized Check Signers Action Item</b></p> <p><b>c. PPP Round 1 Forgiveness (\$252,029) &amp; Round 2 Award (\$274,105)</b></p> <p><b>d. California Relief Grant (\$25,000) – Pending</b></p> <p><b>e. County Sanitization Grant – Completed</b></p> <p><b>f. Next Meeting:</b></p>	<p>4.a. Bryan Thompson reported on the Org and Finance Committee spending allotments for the year. The Org committee will be allowed to spend up to \$1,500 annually without prior approval. The Finance committee will be allowed to spend up to \$25,000 annually without prior approval.</p> <p>4.b. Chris Gomez reported that all checks will require two signatures. Checks made out to NCA, Marco LiMandri or Chris Gomez, may not be signed by Marco or Chris, however they can sign for all other checks.</p> <p>4.c. Chris Gomez reported that LIA was awarded \$274,105 for Round 2 of PPP funding. Based on the guidelines, expenses covered by these funds include payroll, operational expenses and property damage. We are waiting for clarification to see if we can use \$8,000 toward the damages at the Piazzas.</p> <p>4.d. Chris Gomez reported that the California Relief Grant for \$25,000 is currently pending.</p> <p>4.e. Chris Gomez reported that the County Sanitization Grant has been completed.</p> <p>4.f. Next meeting will be on Tuesday, February 23, 2021 at 11:00am via Zoom Visit:  <a href="https://us02web.zoom.us/j/84187466871">https://us02web.zoom.us/j/84187466871</a>  or Call: 1-669-900-6833 / Meeting ID: 841 8746 6871 Password: 3898</p>	<p><b>4.a. Bryan Thompson moved to authorize the Finance and Org Committee’s Annual spending allotment. Danny Mocerì seconded the motion. Unanimously approved.</b></p> <p><b>4.b. Danny Mocerì moved to authorize two signers on each check. Perry Meyers seconded the motion. Unanimously approved. Lou Palestini abstains.</b></p> <p><b>4.c. No action taken</b></p> <p><b>4.d. No action taken</b></p> <p><b>4.e. No action taken</b></p> <p><b>4.f. No action taken</b></p>
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<b>5. Community Reports</b>	<p>5. Kohta Zaiser, the District 3 Community Representative for Mayor Todd Gloria's office reported that parking enforcement will be resuming after February 8, 2021. Third party delivery services have been capped at 15% and his office has secured a 6-month extension with SDG&amp;E franchise agreement while they work with them and other bidders to secure a new utility provider.</p> <p>Jeri Keiller from LIRA reported that she has received several comments from residents stating that restaurants are not following prior COVID guidelines.</p>	<b>5. No action taken</b>
<b>6. Next Meeting</b>	<p>6. The Next Meeting will be on Tuesday, March 2, 2021 at 8:30am via Zoom Visit: <a href="https://us02web.zoom.us/j/89272081978">https://us02web.zoom.us/j/89272081978</a> or Call: 1-669-900-6833 / Meeting ID: 892 7208 1978 Password: 3898</p>	<b>6. No action taken</b>
<b>7. Adjournment</b>	7. Meeting Adjourned.	<b>7. No action taken</b>

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



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

<b>BOARD MEETING DATE:</b>	<b>3/2/2021</b>						
<b>Accrual Basis Report through January 2021</b>							
		<u><b>INCOME YTD</b></u>	<u><b>EXPENSE YTD</b></u>	<u><b>DIFFERENCE YTD</b></u>	<u><b>NET BUDGET YTD</b></u>	<u><b>ANNUAL BUDGET (GROSS)</b></u>	<u><b>ANNUAL BUDGET (NET)</b></u>
<b>SAN DIEGO CONTRACTS</b>							
	<b>BID</b>	91,932	77,355	14,577	10,208	126,000	0
	<b>MAD<sub>1</sub></b>	662,884	700,423	-37,539	24,817	1,136,754	0
	<b>PARKING METER<sub>2</sub></b>	469,521	469,521	0	3,372	750,000	3,780
	<b>TOTAL</b>	<b>\$1,224,337</b>	<b>\$1,247,299</b>	<b>-22,962</b>	<b>\$38,397</b>	<b>\$2,012,754</b>	<b>\$3,780</b>
1. Supplemental Maintenance program: YTD net gain \$25,168. (Budget net gain YTD \$17,290.)							
2. Additional Parking Program operations-net income 3,972. (Budget YTD 1,970)							
Programs and Operations YTD income is 101,002 (Budgeted net loss was 35,991)							
Net Advance for Bollard program		\$237,544					
<b>YTD January 2021</b>							
<b>Total income for Little Italy Association</b>		2,232,456					
<b>Total expense for Little Italy Association</b>		1,874,959					
<b>Operational Net income over expense YTD</b>		<u><u>\$357,497</u></u>					

Little Italy Association of San Diego

Profit & Loss

July 2020 through January 2021

	BID	MAD	Maintenance Non-Assessment	Bollard program	Parking Programs	Parking Meter Revenues	Total Total Parking District	Programs & Operations	TOTAL
<b>Income</b>									
PPP Income - First round	0	0	0	0	0	0	0	252,029	252,029
PPP Loan	0	0	0	0	0	0	0	0	0
PROGRAM INCOME	0	0	5,850	0	0	0	0	365,443	371,293
BID INCOME	91,933	0	0	0	0	0	0	0	91,933
MAINTENANCE DISTRICT INCOME	0	662,884	0	0	0	0	0	0	662,884
MAINTENANCE NON-ASSESS INCOME	0	0	46,842	0	0	0	0	275	47,117
MERCATO INCOME	0	0	0	0	0	0	0	12,041	12,041
PARKING DISTRICT INCOME	0	0	0	264,000	0	469,521	733,521	0	733,521
PARKING DISTRICT REVENUES	0	0	0	0	61,637	0	61,637	0	61,637
<b>Total Income</b>	<b>91,933</b>	<b>662,884</b>	<b>52,692</b>	<b>264,000</b>	<b>61,637</b>	<b>469,521</b>	<b>795,157</b>	<b>629,788</b>	<b>2,232,456</b>
<b>Expense</b>									
MISC MAINT EXPENSE	0	0	731	0	0	0	0	0	731
OFFICE OPERATIONS	22,605	96,841	1,726	0	0	0	0	4,277	125,449
LANDSCAPE OPERATIONS	0	43,311	1,007	0	0	0	0	0	44,318
ASSESS DIST OPERATIONAL EXP	0	81,767	4,272	0	0	0	0	3,763	89,802
PERSONNEL EXPENSE	0	457,256	7,002	0	0	7,333	7,333	70,802	542,394
ACCOUNTANT EXPENSE ENTRIES	0	0	11,794	0	0	0	0	5,824	17,618
PROGRAM EXPENSE	0	0	992	0	0	0	0	236,680	237,672
Maintenance Personnel	0	95	0	0	0	0	0	0	95
Maintenance Non-Personnel	0	1,250	0	0	0	0	0	0	1,250
NCA Management	26,834	15,966	0	0	0	0	0	95,797	138,598
Office Operational	0	3,936	0	0	0	0	0	7,587	11,523
Consulting Services	19,750	0	0	0	0	0	0	0	19,750
SBEP EXPENSES	8,166	0	0	0	0	0	0	0	8,166
MERCATO EXPENSE	0	0	0	0	0	0	0	96,096	96,096
PARKING DISTRICT EXPENSE	0	0	0	26,456	57,665	450,593	534,714	6,783	541,497
<b>Total Expense</b>	<b>77,355</b>	<b>700,423</b>	<b>27,525</b>	<b>26,456</b>	<b>57,665</b>	<b>457,927</b>	<b>542,047</b>	<b>527,609</b>	<b>1,874,959</b>
<b>Net Income</b>	<b>14,578</b>	<b>-37,538</b>	<b>25,168</b>	<b>237,544</b>	<b>3,972</b>	<b>11,594</b>	<b>253,110</b>	<b>102,179</b>	<b>357,497</b>

**Little Italy Association of San Diego  
Balance Sheet**

**11**

	Jan 31, 21
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
BID Acct / Torrey Pines	28,871.87
Programs Acct / Torrey Pines	176,883.09
Mercato / Torrey Pines	-2,009.80
Parking District / Torrey Pines	370,477.80
MAD Acct / Torrey Pines	310,868.65
Payroll Acct / Torrey Pines	23,128.91
Savings Acct / Torrey Pines	35,567.72
<b>Total Checking/Savings</b>	<b>943,788.24</b>
<b>Accounts Receivable</b>	
Accts Rec - MAD	7,762.50
Accts Rec - Parking District	119,731.74
Accts Rec - Programs	11,055.34
<b>Total Accounts Receivable</b>	<b>138,549.58</b>
<b>Other Current Assets</b>	
Endowment Fund	11,202.00
Undeposited Funds	286.00
<b>Total Other Current Assets</b>	<b>11,488.00</b>
<b>Total Current Assets</b>	<b>1,093,825.82</b>
<b>Fixed Assets</b>	
Program Equipment	86,119.96
Improvements	61,727.65
Equipment - MAD	57,065.10
Website design	10,400.00
Vehicles - MAD	102,715.15
Accumulated depreciation	-168,235.93
<b>Total Fixed Assets</b>	<b>149,791.93</b>
<b>TOTAL ASSETS</b>	<b>1,243,617.75</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable - BID	-118.76
Accounts Payable - Programs	4,764.09
Accounts Payable - Mercato	299.00
Accounts Payable - MAD	624.31
<b>Total Accounts Payable</b>	<b>5,568.64</b>
<b>Other Current Liabilities</b>	
Accrued Interest Liability	1,016.00
MAD Advance	189,395.57
<b>Total Other Current Liabilities</b>	<b>190,411.57</b>
<b>Total Current Liabilities</b>	<b>195,980.21</b>
<b>Long Term Liabilities</b>	
EIDL LOAN	148,475.73
Loan Payable #3 F-150 V8	6,814.87
Loan Payable #4 F-150 V6	6,764.96
Loan Payable - Cleaning Machine	13,996.09
<b>Total Long Term Liabilities</b>	<b>176,051.65</b>
<b>Total Liabilities</b>	<b>372,031.86</b>
<b>Equity</b>	
Net unrestricted assets	514,088.90
Net Income	357,496.99
<b>Total Equity</b>	<b>871,585.89</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,243,617.75</b>

**Christopher M. Gomez**

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**From:** Vito J Altieri <vjsa@sbcglobal.net>  
**Sent:** Friday, February 26, 2021 1:59 PM  
**To:** Christopher M. Gomez  
**Subject:** Letter to the board

Sent from [Mail](#) for Windows 10

To: Steve Galasso  
President Little Italy Association

After 17 years I regret to inform you that I am resigning from The Board. We have officially moved to Santa Monica to be close to our families. It has been quite an experience being a member of your organization and I have learned a lot. Please keep me informed when the Zoom meetings are scheduled as I would like to keep up with things going on in the area. Shirley and I enjoyed being part of all the Events and hopefully in the near future we can attend one of the activities. We will miss all of you!

Respectfully,

Vito J. Altieri



## Board Meeting

### PR Agenda

Tuesday, March 2, 2021

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#### PITCHING

##### Recap

- February Monthly Roundup
- Little Italy Retail Roundup

##### Current/Upcoming Focus

- March Monthly Roundup
- Real Estate Roundup | Highlighting Places to Live in Little Italy

#### BLOGS

##### Recap

- Little Italy Mercato Shopping Guide
- Female-Owned Business Roundup | Women's History Month

##### Upcoming

- Festa di San Giuseppe | Father's Day in Italy
- Spring Dessert Roundup | Highlighting the Best Desserts Little Italy has to Offer

#### SECURED COVERAGE

- **2/24 secured broadcast coverage on NBC 7 (News at 11 a.m.)**
  - Segment on how Governor Newsome's stimulus package will help small businesses in Little Italy, including interview with Marco Li Mandri
- **2/24 secured broadcast coverage on NBC 7 (News at 5 a.m.)**
  - Segment on how Governor Newsome's stimulus package will help small businesses in Little Italy, including interview with Marco Li Mandri
- **2/23 secured online coverage in Travel + Leisure**
  - Article included Little Italy and several Little Italy restaurants in their San Diego Travel Guide
- **2/23 secured broadcast coverage on NBC 7 (News at 5 p.m.)**
  - Segment on how Governor Newsome's stimulus package will help small businesses in Little Italy, including interview with Marco Li Mandri
- **2/23 secured broadcast coverage on NBC 7 (News at 11 a.m.)**
  - Segment on how Governor Newsome's stimulus package will help small businesses in Little Italy, including interview with Marco Li Mandri
- **2/23 secured online coverage on NBC 7**

- Article on how Governor Newsome’s stimulus package will help small businesses in Little Italy, including interview with Marco Li Mandri
- **2/22 secured broadcast coverage on KUSI (News at 4 p.m.)**
  - Segment on the new parking project and removal of 22 spots in front of International Restaurant Row and how this affects restaurants in and around Little Italy
- **2/22 secured broadcast coverage on KUSI (Good Morning San Diego News at 9 a.m.)**
  - Segment on the new parking project and removal of 22 spots in front of International Restaurant Row and how this affects restaurants in and around Little Italy
- **2/22 secured online coverage in San Diego Entertainer**
  - Article describes return of restaurant scene to San Diego. The writer described his afternoon spending some time in the Piazza della Famiglia enjoying a flight of Margaritas from Graze for National Margarita day. He mentions San Diego is a lifestyle-oriented city and restaurants are the catalyst for that lifestyle. Restaurants are in three schools of thought: remaining closed until indoor dining can reopen, creating an outdoor seating scenario (like Little Italy) and those that are more assertive
- **2/15 secured broadcast coverage in KUSI (News at 5 p.m.)**
  - Segment included Casey McKinnon in Little Italy visiting the neighborhood’s newest restaurant – Allegro. She interviewed the restaurant’s owner and discussed their process of opening, their menu selection and featured a cocktail demonstration
- **2/15 secured broadcast coverage in KUSI (Good Morning San Diego News at 9 a.m.)**
  - Segment included Casey McKinnon in Little Italy visiting the neighborhood’s newest restaurant – Allegro. She interviewed the restaurant’s owner and discussed their process of opening, their menu selection and featured a cocktail demonstration
- **2/15 secured broadcast coverage in KUSI (Good Morning San Diego News at 8:30 a.m.)**
  - Segment included Casey McKinnon in Little Italy visiting the neighborhood’s newest restaurant – Allegro. She interviewed the restaurant’s owner and discussed their process of opening, their menu selection and featured a cocktail demonstration
- **2/15 secured broadcast coverage in KUSI (Good Morning San Diego News at 8 a.m.)**
  - Segment included Casey McKinnon in Little Italy visiting the neighborhood’s newest restaurant – Allegro. She interviewed the restaurant’s owner and discussed their process of opening, their menu selection and featured a cocktail demonstration
- **2/15 secured online coverage in SanDiegoVille**
  - Article features Allegro and their Coastal Italian Fare
- **2/13 secured broadcast coverage on Fox 5 (News at 7 p.m.)**
  - Segment discussed the presence of Deputy Fire Marshalls in Little Italy, visiting restaurants to make sure they are safe and up to code for outdoor dining. They mentioned that restaurants will not be fined and are given several weeks to make proper adjustments
- **2/13 secured broadcast coverage on Fox 5 (News at 6 p.m.)**
  - Segment discussed the presence of Deputy Fire Marshalls in Little Italy, visiting restaurants to make sure they are safe and up to code for outdoor dining. They mentioned that restaurants will not be fined and are given several weeks to make proper adjustments
- **2/13 secured broadcast coverage on Fox 5 (News at 5 p.m.)**
  - Segment discussed the presence of Deputy Fire Marshalls in Little Italy, visiting restaurants to make sure they are safe and up to code for outdoor dining. They mentioned that restaurants will not be fined and are given several weeks to make proper adjustments
- **2/13 secured broadcast coverage on NBC 7 (News at 7 a.m.)**

- Segment featured an interview with Cesar from Cloak & Petal and other patrons discussing Valentine's Day weekend. People were excited to be out and able to enjoy dinner, while Cesar and his staff are grateful for the opportunity to be back to work even though sales are down from last year
- **2/12 secured broadcast coverage on NBC 7 (News at 11 p.m.)**
  - Segment featured an interview with Cesar from Cloak & Petal and other patrons discussing Valentine's Day weekend. People were excited to be out and able to enjoy dinner, while Cesar and his staff are grateful for the opportunity to be back to work even though sales are down from last year
- **2/12 secured broadcast coverage on CBS 8**
  - Segment featured Dario Gallo and Chef Enrico from Civico 1855 along with Kattie and Chef Marco from Allegro to share tips on how to make your Valentine's Day special
- **2/12 secured online coverage in Oside News**
  - Article included February happenings in Little Italy for Valentine's Day and National Margarita Day
- **2/9 secured online coverage in Patch (Oceanside-Camp Pendleton)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Coronado)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (La Jolla)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Encinitas)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Oceanside)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Imperial Beach)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Lemon Grove)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Poway)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Santee)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (La Mesa)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Carlsbad)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide

- **2/9 secured online coverage in Patch (Ramona)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in US News Chant**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (San Diego)**
  - Syndicated Patch Rancho Bernardo article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/9 secured online coverage in Patch (Rancho Bernardo)**
  - Article included Cloak & Petal's Valentine's Day dinner special in their dining guide
- **2/8 secured online coverage in Ranch & Coast Magazine**
  - Article included many of Little Italy's boutiques and restaurants in their Valentine's Day Celebration guide
- **2/8 secured online coverage in Eater San Diego**
  - Article included Juniper & Ivy, Barbusa and Extraordinary desserts in their Valentine's Day dining guide
- **2/8 secured online coverage in THERE San Diego**
  - Article included a Valentine's Day roundup on dining specials including Barbusa and Cloak & Petal
- **2/8 secured online coverage in Times of San Diego**
  - Article included Little Italy and mentioned the parklets in roundup of romantic outdoor dining and takeout for Valentine's Day
- **2/7 secured online coverage in News Break**
  - Syndicated Presidio Sentinel article on how to enjoy Valentine's Day in Little Italy
- **2/7 secured print coverage in Presidio Sentinel**
  - Article on how to enjoy Valentine's Day in Little Italy
- **2/7 secured online coverage in Presidio Sentinel**
  - Article on how to enjoy Valentine's Day in Little Italy
- **2/7 secured broadcast coverage in Pacific Magazine**
  - Syndicated San Diego Union-Tribune article recommending 14 restaurants for dining for Valentine's Day, including Civico 1845, Cloak & Petal and Juniper & Ivy
- **2/6 secured broadcast coverage on NBC 7 (News at 7 a.m.)**
  - Segment on how restaurants and small businesses handled Super Bowl weekend safely and without TVs. The segment included an interview with Sam the Cooking Guy who encouraged the community to continue ordering take out to support local businesses
- **2/5 secured online coverage in San Diego Union-Tribune**
  - Article recommended 14 restaurants for dining for Valentine's Day, including Civico 1845, Cloak & Petal and Juniper & Ivy
- **2/4 secured online coverage in San Diego Downtown News**
  - Article is Chris Gomez' contributed article including how Little Italy businesses have prevailed, despite the pandemic
- **2/4 secured broadcast coverage on KUSI (Good Morning San Diego News at 9:15 a.m.)**
  - Segment on how businesses in Little Italy are adjusting back to outdoor dining. Casey McKinnon spoke to Chef Roberto about the new restaurant featuring fresh, family style, authentic Italian food. Chef Roberto uses age old family recipes for R&G Wine Bar's limited menu. The restaurant is featuring live music this evening at 5 p.m. The Wine Bar



is offering an “open a-la-carte” menu for Valentine’s Day as well as gift baskets of wine and champagne

- **2/4 secured broadcast coverage on KUSI (Good Morning San Diego News at 9 a.m.)**
  - Segment on how businesses in Little Italy are adjusting back to outdoor dining. Casey McKinnon spoke to Chef Roberto about the new restaurant featuring fresh, family style, authentic Italian food. Chef Roberto uses age old family recipes for R&G Wine Bar’s limited menu. The restaurant is featuring live music this evening at 5 p.m. The Wine Bar is offering an “open a-la-carte” menu for Valentine’s Day as well as gift baskets of wine and champagne
- **2/4 secured broadcast coverage on KUSI (Good Morning San Diego News at 8 a.m.)**
  - Segment on how businesses in Little Italy are adjusting back to outdoor dining. Casey McKinnon spoke to Chef Roberto about the new restaurant featuring fresh, family style, authentic Italian food. Chef Roberto uses age old family recipes for R&G Wine Bar’s limited menu. The restaurant is featuring live music this evening at 5 p.m. The Wine Bar is offering an “open a-la-carte” menu for Valentine’s Day as well as gift baskets of wine and champagne
- **2/3 secured broadcast coverage on KUSI (News at 11 p.m.)**
  - Segment on how businesses in Little Italy have been fairing since the stay-at-home order was lifted. These segments also include the interview with Sarah Argmand, speaking about Farmer’s Table in Little Italy, how they have quickly adapted to the guidelines and their offerings
- **2/3 secured broadcast coverage on KUSI (Good Morning San Diego News at 5 a.m.)**
  - Segment on how businesses in Little Italy have been fairing since the stay-at-home order was lifted. These segments also include the interview with Sarah Argmand, speaking about Farmer’s Table in Little Italy, how they have quickly adapted to the guidelines and their offerings
- **2/2 secured online coverage in San Diego Magazine**
  - Article featured local gifts from two Little Italy boutiques in a Valentine’s Day Gift Guide
- **2/2 secured broadcast coverage on KUSI (Good Evening San Diego News at 4 p.m.)**
  - Segment on how businesses in Little Italy have been fairing since the stay-at-home order was lifted. These segments also include the interview with Sarah Argmand, speaking about Farmer’s Table in Little Italy, how they have quickly adapted to the guidelines and their offerings
- **2/2 secured broadcast coverage on KUSI (Good Morning San Diego News at 8 a.m.)**
  - Segment on how businesses in Little Italy have been fairing since the stay-at-home order was lifted. The segment included an interview with Sarah Argmand who represents multiple restaurants in the Gaslamp and Little Italy. Argamand spoke about the Farmer’s Table success over the weekend and how restaurants are adjusting to the constant change of closing and reopening
- **2/2 secured broadcast coverage on KUSI (Good Morning San Diego News at 7 a.m.)**
  - Segment on how businesses in Little Italy have been fairing since the stay-at-home order was lifted. The segment included an interview with Sarah Argmand who represents multiple restaurants in the Gaslamp and Little Italy. Argamand spoke about the Farmer’s Table success over the weekend and how restaurants are adjusting to the constant change of closing and reopening
- **2/1 secured online coverage in News Break**
  - Syndicated SoCal Pulse article on how to spend Valentine's Day in San Diego. Included a section on things to do in Little Italy
- **2/1 secured online coverage in SoCal Pulse**

- Article on how to spend Valentine's Day in San Diego. Included a section on things to do in Little Italy
- **2/1 secured online coverage on Fox 5**
  - Article on the first weekend after the stay-at-home order was lifted in Little Italy. Businesses in Little Italy were invested in outdoor structures to accommodate patrons in inclement weather. Restaurants saw steady business and customers were happy to be back following the shut down in December. The article featured commentary from owners and managers of Davanti Enoteca, Ironside and Farmer's Table
- **2/1 secured broadcast coverage on Fox 5 (News at 7 p.m.)**
  - Segment included Chris Biele in Little Italy as he spoke to several restaurant owners, managers and the community about the first weekend after the stay-at-home order was lifted. Businesses in Little Italy were invested in outdoor structures to accommodate patrons in inclement weather. Restaurants saw steady business and customers were happy to be back following the shut down in December. The segments featured interviews with the owners and managers of Davanti Enoteca, Ironside and Farmer's Table
- **2/1 secured broadcast coverage on Fox 5 (News at 6 p.m.)**
  - Segment included Chris Biele in Little Italy as he spoke to several restaurant owners, managers and the community about the first weekend after the stay-at-home order was lifted. Businesses in Little Italy were invested in outdoor structures to accommodate patrons in inclement weather. Restaurants saw steady business and customers were happy to be back following the shut down in December. The segments featured interviews with the owners and managers of Davanti Enoteca, Ironside and Farmer's Table
- **2/1 secured broadcast coverage on Fox 5 (News at 4 p.m.)**
  - Segment included Chris Biele in Little Italy as he spoke to several restaurant owners, managers and the community about the first weekend after the stay-at-home order was lifted. Businesses in Little Italy were invested in outdoor structures to accommodate patrons in inclement weather. Restaurants saw steady business and customers were happy to be back following the shut down in December. The segments featured interviews with the owners and managers of Davanti Enoteca, Ironside and Farmer's Table
- **1/31 secured broadcast coverage on ABC 10 (News at 11 p.m.)**
  - Segment described how the inclement weather is causing delays in reopening plans. ABC 10 also mentioned the community is enjoying being able to eat outdoors again. Restaurants say normally they are slow this time of year but they are seeing a huge increase in traffic due to the stay-at-home order being lifted
- **1/30 secured broadcast coverage on Fox 5 (News at 11 p.m.)**
  - Segment featured Kasia Gregorczyk in Little Italy with people enjoying outdoor dining despite the rainy weather. She described how restaurants are quickly getting back to work to accommodate diners. The segment featured an interview with Carlos from Davanti Enoteca describing the scramble and how their phone has been ringing off the hook with people asking if they are open
- **1/30 secured broadcast coverage on Fox 5 (News at 10 p.m.)**
  - Segment featured Kasia Gregorczyk in Little Italy with people enjoying outdoor dining despite the rainy weather. She described how restaurants are quickly getting back to work to accommodate diners. The segment featured an interview with Carlos from Davanti Enoteca describing the scramble and how their phone has been ringing off the hook with people asking if they are open

- **1/29 secured online coverage in Oside News**
  - Article featured local restaurants and shops in Little Italy in a Valentine's Day roundup
- **1/29 secured online coverage on ABC 10**
  - Article featured segment with Jared Aarons in Little Italy and showed the construction crews building patios and outdoor dining spaces ahead of the rain. He mentioned it felt like Little Italy was coming back to life and there was an excitement in the air as they rush to reopen
- **1/29 secured broadcast coverage on ABC 10 (Midday News at 11:30 a.m.)**
  - Segment featured Jared Aarons in Little Italy and showed the construction crews building patios and outdoor dining spaces ahead of the rain. He mentioned it felt like Little Italy was coming back to life and there was an excitement in the air as they rush to reopen
- **1/29 secured broadcast coverage on ABC 10 (Midday News at 11 a.m.)**
  - Segment featured Jared Aarons in Little Italy and showed the construction crews building patios and outdoor dining spaces ahead of the rain. He mentioned it felt like Little Italy was coming back to life and there was an excitement in the air as they rush to reopen
- **1/29 secured broadcast coverage on KUSI (Good Morning San Diego News at 6 a.m.)**
  - Segment featured Dan Plante in Little Italy in front of Civico building their outdoor patio ahead of the rain to accommodate outdoor dining. Discusses the Little Italy requirements for building the structures. Tours several Little Italy restaurants. Replays interview with General Manager of the Farmer's Table and teases interview with PJ Busalacchi
- **1/29 secured broadcast coverage on KUSI (Good Morning San Diego News at 5 a.m.)**
  - Segment featured Dan Plante in Little Italy in front of Civico building their outdoor patio ahead of the rain to accommodate outdoor dining. Discusses the Little Italy requirements for building the structures. Tours several Little Italy restaurants. Replays interview with General Manager of the Farmer's Table and teases interview with PJ Busalacchi
- **1/28 secured online coverage on KUSI**
  - Article featured Dan Plante segment in Little Italy in front of Civico building their outdoor patio ahead of the rain to accommodate outdoor dining. Discusses the Little Italy requirements for building the structures. Tours several Little Italy restaurants. Replays interview with General Manager of the Farmer's Table and teases interview with PJ Busalacchi
- **1/28 secured broadcast coverage on KUSI (News at 11 p.m.)**
  - Segment featured Dan Plante in Little Italy in front of Civico building their outdoor patio ahead of the rain to accommodate outdoor dining. Discusses the Little Italy requirements for building the structures. Tours several Little Italy restaurants. Replays interview with General Manager of the Farmer's Table and teases interview with PJ Busalacchi
- **1/28 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment featured Dan Plante in Little Italy in front of Civico building their outdoor patio ahead of the rain to accommodate outdoor dining. Discusses the Little Italy requirements for building the structures. Tours several Little Italy restaurants. Replays interview with General Manager of the Farmer's Table and teases interview with PJ Busalacchi
- **1/28 secured broadcast coverage on KUSI (News at 6 p.m.)**

- Segment featured Dan Plante in Little Italy in front of Civico building their outdoor patio ahead of the rain to accommodate outdoor dining. Discusses the Little Italy requirements for building the structures. Tours several Little Italy restaurants. Replays interview with General Manager of the Farmer's Table and teases interview with PJ Busalacchi
- **1/28 secured broadcast coverage on KUSI (News at 5 p.m.)**
  - Segment featured Dan Plante in Little Italy in front of Civico building their outdoor patio ahead of the rain to accommodate outdoor dining. Discusses the Little Italy requirements for building the structures. Tours several Little Italy restaurants. Replays interview with General Manager of the Farmer's Table and teases interview with PJ Busalacchi
- **1/28 secured broadcast coverage on KUSI (News at 4 p.m.)**
  - Segment featured Dan Plante in Little Italy showing construction crews building outdoor patios to accommodate outdoor dining. Segment includes interview with General Manager of the Farmer's Table and how they are getting ready to resume business

#### SECURED OPPORTUNITIES

- **Secured San Diego Downtown News**
  - Ghost-written article by Chris on Celebrating the Women of Little Italy for Women's History Month

#### SECURED INTEREST

- **Secured Secret California**
  - Journalist interested in highlighting hidden gems in Little Italy for book on Secret California

#### Social Media Statistics: February 1-23

- **Facebook**
  - Fans: 86,093 (+958)
  - Impressions: 867,733
  - Engagements: 37,694
- **Twitter**
  - Followers: 8,532 (+31)
  - Impressions: 16,135
  - Engagements: 532
- **Instagram**
  - Followers: 75,720 (+1,104)
  - Impressions: 357,908
  - Engagements: 12,664


#### Highlights

- Broke 86K on Facebook and 75K on Instagram
- Garnered more than 1.2M impressions across all platforms, up 21%
- Earned over 50K engagements across all platforms, up 39%
- Garnered 2,093 new followers across all platforms, up 10%
- Total paid impressions at **58,555** at CPM of \$3.30
- Total paid engagements at **5,684** at CPE 3 cents
- Total paid clicks **6,292** at CPC 3 cents


**Upcoming**

- Continue to promote take-out, dining out at Little Italy restaurants and supporting small businesses through the new year
- Continue to share Italian-American Heritage posts
- Continue to share new state and county mandates
- Continue to post on safety measures
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media


**FACEBOOK: Top Performing Posts:**

 **Little Italy**  
Wed 2/10/2021 12:24 p...

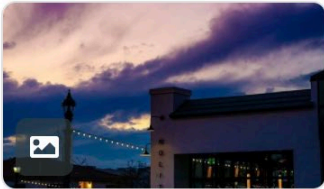
DID YOU KNOW?! Dino Paul Crocetti, aka Dean Martin is one of the most popular



<b>Total Engagements</b>	<b>4,357</b>
Reactions	2,907
Comments	194
Shares	168
Post Link Clicks	-
Other Post Clicks	1,088

 **Little Italy**  
Tue 2/2/2021 2:16 pm ...

Never stop looking up. Here's a little nudge to make those reservations for Valentine's



<b>Total Engagements</b>	<b>809</b>
Reactions	594
Comments	9
Shares	22
Post Link Clicks	7
Other Post Clicks	177

 **Little Italy**  
Tue 2/16/2021 12:16 p...


Benvenuto! Allegro SD is now open on India St and features a menu described as "coastal"

**Allegro Brings Coastal ...**

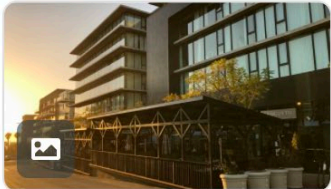


<b>Total Engagements</b>	<b>310</b>
Reactions	57
Comments	8
Shares	2
Post Link Clicks	104
Other Post Clicks	139

**TWITTER: Top Performing Tweets:**

 **LittleItalySD**  
Fri 2/19/2021 7:50 pm ...

Come dine with us! Little Italy restaurants have been working diligently to create




<b>Total Engagements</b>	<b>56</b>
Likes	9
@Replies	1
Retweets	4
Post Link Clicks	-
Other Post Clicks	42
Other Engagements	0


 **LittleItalySD**  
Thu 2/11/2021 2:43 am...


DID YOU KNOW?! Dino Paul Crocetti, aka Dean Martin is one of the most popular



<b>Total Engagements</b>	<b>47</b>
Likes	9
@Replies	1
Retweets	2
Post Link Clicks	-
Other Post Clicks	35
Other Engagements	0



 **LittleItalySD**  
Fri 2/5/2021 9:21 pm U...

Take out or dine out? Either way, the answer is pizza. ☐  
 [@thehungryjessica](#)

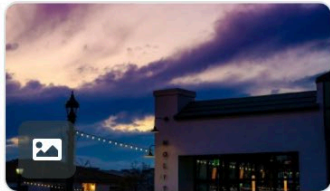


<b>Total Engagements</b>	<b>45</b>
Likes	9
@Replies	0
Retweets	2
Post Link Clicks	-
Other Post Clicks	34
Other Engagements	0



**INSTAGRAM: Top Performing Posts:**

  **littleitalysd**  
Tue 2/2/2021 4:05 pm ...


Never stop looking up. Here's a little nudge to make those reservations for Valentine's





<b>Total Engagements</b>	<b>1,259</b>
Likes	1,231
Comments	12
Saves	16


  **littleitalysd**  
Tue 2/9/2021 9:14 am ...


An early morning pick-me-up on this beautiful day in our community. Something to



<b>Total Engagements</b>	<b>1,022</b>
Likes	980
Comments	20
Saves	22

  **littleitalysd**  
Fri 2/5/2021 3:49 pm P...

Take out or dine out? Either way, the answer is pizza. ☐  
 @thehungryjessica



<b>Total Engagements</b>	<b>884</b>
Likes	838
Comments	21
Saves	25

## Christopher M. Gomez

---

**From:** Poole, Jayson A. <Jayson.Poole@sba.gov>  
**Sent:** Wednesday, February 10, 2021 9:18 AM  
**To:** Christopher M. Gomez  
**Cc:** Poole, Jayson A.  
**Subject:** 3600451302 SBA Board Resolution and Proof of Hazard Insurance

Dear Mr. Gomez. Please provide the following documents:

1. Please provide a Board Resolution that includes:
  - a. A statement that the Board held a **meeting and date of the meeting**
  - b. A statement that the Board authorizes acceptance of the SBA loan and **specifying the loan amount**
  - c. A statement designating an individual or individuals by **name and title** authorized to sign the SBA loan closing documents
  - d. The Resolution should **be dated (handwritten) and signed** by at least one Board member. The signature should also include each Board member's title
    - i. Put a signature, **write a date next to the signature**, put your name in a print format below **the signature with your title within the corporation.**
2. Please provide hazard insurance covering your business contents. (please only send the declaration page or Certificate of Coverage) Declaration must state "Business Personal Property" or "Business contents."
  - a. Submit evidence of hazard insurance covering the business contents. Business contents could include a computer, chair, and printer. All businesses should have business contents through which business is conducted.
  - b. We can accept homeowner's or renter's insurance but only if you are the sole member of your company/LLC.

Please email documents to this email address.

The customer service number 800-659-2955.

Send in **PDF format**, attach and forward documents. Please send attachments separately. **DO NOT USE AN ONLINE TEMPLATE. DO NOT EMBED A PICTURE OF THE COMPLETED RESOLUTION INTO THE EMAIL BODY. SEPARATE PDF ATTACHMENTS ARE THE ONLY WAY WE CAN PROCESS RESOLUTIONS**

Also please be sure to include your **SBA Disaster Loan Application number(Number in the email headline) on the documents**. If you have any questions, please contact me at the number below. Thank you in advance.

Sincerely,

### JAYSON POOLE

"5503 / &: !"%7\*403

Office of Disaster Assistance

**U.S. Small Business Administration**

(817) 868-2300 x 86758

[Jayson.Poole@sba.gov](mailto:Jayson.Poole@sba.gov)





**LITTLE ITALY ASSOCIATION OF SAN DIEGO  
BOARD RESOLUTION NO. 03022021**

**A RESOLUTION ACCEPTING THE SMALL BUSINESS ADMINISTRATION (SBA)  
ECONOMIC INJURY DISASTER LOAN (EIDL) [LOAN NO. 7010888002]  
AND RELEASING CHRISTOPHER GOMEZ OF ANY FINANCIAL LIABILITY AS A  
PERSONAL GUARANTOR OF THE SBA EIDL.**

Due to the economic impact the Little Italy Association of San Diego (LIA) experienced due to COVID-19, the Association directed Christopher Gomez to apply for the SBA EIDL. In April 2020, Christopher Gomez applied on behalf of the LIA. In June of 2020, the LIA was approved for the SBA EIDL. By request of the SBA and Christopher Gomez, this Resolution will address several items.

WHEREAS, On May 2, 2021, the LIA Board of Directors convened to discuss general business and this item.

WHEREAS, the LIA Board of Directors accepts the SBA EIDL in the amount of \$150,000.

WHEREAS, the LIA Board of Directors authorizes Christopher Gomez, District Manager, to sign the SBA EIDL closing documents.

WHEREAS, if the SBA EIDL is unable to be amended to remove Christopher Gomez as the personal guarantor, the LIA agrees to release him of any financial liability and guarantees that debt service will be paid per the SBA EIDL payment plan as to not negatively impact his credit history.

-----  
Steven J. Galasso  
President  
Little Italy Association of San Diego

-----  
Date

-----  
Christopher M. Gomez  
District Manager  
Little Italy Association of San Diego

-----  
Date

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**



February 16, 2021

The Honorable Nathan Fletcher  
 Chair, Board of Supervisors  
 County of San Diego  
 1600 Pacific Beach Drive, 3rd Floor  
 San Diego, CA 92101

The Honorable Todd Gloria  
 Mayor  
 City of San Diego  
 202 C Street, 11th Floor  
 San Diego, CA 92101

***Downtown Homelessness***

Dear Chair Fletcher & Mayor Gloria:

We are writing to you on behalf of Downtown's small businesses and business districts, its hospitality and restaurant industries, and as representatives of our nonprofit sector, service providers, educators, essential workers, and residents. As we work together to reimagine the future of Downtown, we are cautiously optimistic that the heart of our city will re-emerge from the challenges of COVID-19 as an economically prosperous and culturally vibrant urban center amid a tech boom and flourishing blue economy. This will create better opportunities for the entire region, ranging from quality jobs, more housing options, and a stronger tax base to support all of our communities. Unfortunately, one of the critical hurdles facing Downtown's recovery and quality of life are impacts related to homelessness, particularly those suffering from severe behavioral health issues, and those who use homelessness as a guise for criminal activity. This impacts not only the lives of our unsheltered population but also poses a severe threat to public safety, public health, environmental health, and economic recovery efforts at a time where many businesses are clinging to survival.

We applaud you for your commitment to the Housing First model and support recent efforts to develop and operate additional supportive housing elements; however, much more must be done to address the unique set of challenges we face to meet the outsized need in Downtown, including Little Italy, and our surrounding neighborhoods. We are reaching out in the spirit of collaboration to ensure we work together to restore confidence in our urban center. We encourage your consideration of the following, in order to advance that shared goal and stem the volume of incidents that many in the Downtown community encounter on a daily basis.

Page 2 of 6

On behalf of our residents, businesses, and workforce, we ask that you implement the following recommendations:

1. **Conduct government-funded outreach fairly, focusing on the areas of greatest need:** The deployment of City, County, San Diego Housing Commission (SDHC), and Regional Task Force on the Homeless (RTFH) outreach workers and contracted vendors should be data-driven, ensuring the areas of greatest need receive the most resources. Criteria should include the number of unhoused individuals and behavioral health-related calls for service. This will ensure that outreach workers are not being deployed arbitrarily (i.e. by City Council District or the unincorporated area).
2. **Emphasize collaboration:** “Operation Shelter to Home” resulted in a remarkable level of communication across agencies and service providers to best serve unsheltered clients. This same spirit of collaboration is being fostered Downtown to ensure outreach is being conducted efficiently. Monthly coordination meetings should be expanded to include the City, RTFH, SDHC, County Behavioral Health Services, and providers servicing Downtown and the surrounding areas (i.e. Downtown Partnership, PATH San Diego, National Alliance on Mental Illness San Diego). This will ensure outreach is being conducted efficiently and will allow for client handoffs between entities specializing in the most appropriate services for any given circumstance. For instance, many outreach workers are not equipped to respond to the level of behavioral health-related incidents, extreme mental distress and intoxication they encounter too frequently. With a greater coordinated presence of County Behavioral Health Services, through these meetings outreach workers will be better trained in de-escalation tactics and will have a point of contact on the ground to hand clients off to.
3. **Deploy and triage crisis response units in Downtown:** In recent months, incidents related to drug use, intoxication, and extreme mental distress have grown exponentially. The City, in conjunction with County Behavioral Health Services, is in discussions around the development of crisis response teams. As part of this development, a triage system for residents and business owners to report individuals in distress should be incorporated. Currently, only 9-1-1, 2-1-1, and phone numbers for the San Diego Police Department (SDPD) non-emergency and the Downtown San Diego Partnership Clean & Safe dispatch exist as 24/7 hotlines readily available to Downtown stakeholders. Despite the best intent of the public servants and staff behind those numbers, none of these options elicits an appropriate response to the unique needs of individuals in crisis. Bringing more specialized teams online with a dedicated number or the ability to triage from 9-1-1 will allow for more individuals to get the appropriate help they need. Until a new number is created or integration with 9-1-1 is possible, we offer the Downtown Partnership Clean & Safe’s hotline as a pilot in the 275 blocks of concentrated population they serve. Additionally, Downtown Partnership Clean & Safe

ambassadors are in the field 24/7 and can easily and proactively report individuals in crisis before they become a danger to themselves or others.

4. **Expand the definition of “gravely disabled,” and employ conservatorship as permissible under California state law:** As noted above, we have seen a sharp increase in behavioral health-related incidents, drug use, and intoxication where individuals are a danger to themselves and others. These individuals often will not accept services due to extreme mental illness or substance abuse. California law allows for the use of conservatorship once an individual has been placed on eight temporary, involuntary psychiatric holds (5150) in one year. Although we would argue the threshold of eight 5150 occurrences is high, we have yet to see an accurate accounting as to whether conservatorship is being employed at all under existing state law even within the eight-occurrence threshold. Additionally, we have concerns regarding the tracking of 5150 holds by individual and the sharing of this data across other agencies for appropriate tracking. For instance, when responding to an individual in crisis, is the responding entity able to accurately decipher how many 5150 calls the individual has elicited throughout the state? Sadly, many individuals in dire need of care are left to die a slow death on our streets, while others consume vital civic resources - like SDPD, Fire-Rescue, Emergency Medical Services (EMS), and hospital stays that further constrain our healthcare system – without getting any closer to the care they really need. Individuals are often held for treatment and observation before being discharged and left to repeat this cycle all over again. We ask you to consider implementing processes and systems to ensure greater accountability as far as tracking 5150 holds per individual and explore the potential for programs like San Francisco’s “Housing Conservatorship Program,” which expands the City’s authority to seek court supervision of those who are unable to care for themselves. We also ask that you direct the City and County government affairs departments to advocate for expanding the definition of “gravely disabled,” at the state level to include serial instances of intoxication and drug use. These recommendations must be carried out in conjunction with greater investments in psychiatric care facilities, including a plan to expand inpatient psychiatric hospitals so that sick individuals have a place to receive the care they need. It should be noted that SDPD 5150 calls for service increased by 20% in 2020, compared to 2019. Without action, we may see a further increase in 5150 calls for service, which may result in additional loss of life and the proliferation of psychosis on our streets.
  
5. **Maintain funding for programs vital to the cleanliness and safety of Downtown:** The City’s “Clean SD” program, which focuses on illegal dumping and trash pickup, is responsible for the removal of thousands of tons of garbage and large items in our streets and sidewalks such as couches and refrigerators. In a down budget year, we know difficult decisions lie on the horizon. We urge you to maintain funding for Clean SD so our streets, sidewalks, and parks remain free from debris. Additionally, SDPD’s Neighborhood Policing Division (NPD) provides a vital service to Downtown in the form of community-oriented policing and Homeless Outreach Team services. NPD’s progressive enforcement and proven successful programs like the Serial Inebriate Program provide critical alternatives to the criminal justice system for

individuals who have committed lower-level offenses. We urge the continued funding of these programs as a critical component of our collaboration network and a vital resource for Downtown's unsheltered.

- 6. Reduce aggressive and threatening behavior including violence, vandalism, substance abuse, and drug sales:** In recent months, COVID-19 has reduced jail capacity, resulting in the release of incarcerated individuals and emboldening those who use homelessness as a guise for criminal activity. Homelessness is not a crime. To protect people experiencing homelessness, we must reduce opportunities for criminals to prey on the homeless community, often committing crimes without fear of retribution. We urge the City Attorney and District Attorney to jointly focus on prosecuting crimes, including those who most egregiously violated our laws when criminals were not being incarcerated, and ask that the Probation Department report out on efforts to curb homelessness with respect to the mass release of incarcerated individuals in recent months.
- 7. Ensure the safe release of inmates during daytime hours:** Existing law authorizes a county sheriff to discharge inmates at any time during their last day of confinement. By ensuring the majority of discharges are done during daytime hours and providing access to available transportation, rehabilitation, social services, and housing resources upon release, we can better eliminate the pipeline from incarceration to homelessness.
- 8. Emphasize incentives for the creation of more Single Room Occupancy Hotels (SRO) and micro-units:** We recognize the importance of minimizing adverse impacts on the housing supply; however, the current SRO ordinance does nothing to incentivize the creation of new units and, instead, relies on preserving often dilapidated living accommodations. Additionally, the current SRO policy complicates new development by solely focusing on preserving the existing stock. By creating attractive incentives for the development of more SROs or microunits, we could take the pressure off of converting the existing stock and change the paradigm to bring more units online. We urge you to incorporate the Downtown San Diego Partnership's recommendation letter, entitled: *Downtown Stakeholders Input – Single Room Occupancy Hotel Ordinance Amendments (November 10, 2020)*, as the SDHC works to revise the existing ordinance.
- 9. Facilitate the safe deployment of public restrooms:** In 2015, the San Diego County Grand Jury issued "The Ongoing Need for Downtown Public Restrooms." The City and County have since deployed portable restrooms and handwashing stations; however, these restrooms are often used for illicit purposes, namely drug use, drug sales, and prostitution. While additional public restrooms are greatly needed, we recommend the following:

  - All restrooms must include a robust security element to ensure they are being used appropriately

- The appropriate governing authorities should define and impose increased penalties for public urination and defecation as the restroom supply increases

**10. Ensure each neighborhood and city does their fair share:** Downtown harbors the vast majority of homeless shelters and resources. Unless otherwise supported by the entities herein, any new temporary bridge shelters, treatment centers, day centers, needle exchanges, or applicable facilities should be located in communities, incorporated and unincorporated, at a rate commensurable with the additions in Downtown. We welcome dialogue around our experience and expectations regarding the concentration of homeless resources and services. Please use us as a resource in this endeavor.

The threats posed by our housing crisis, climate change, and mass unemployment can be alleviated by harnessing Downtown's reputation as an easily developable, world-renowned place to live, visit, and do business, all along major transit corridors. However, behavioral health challenges and criminal activity Downtown have reached a breaking point and threaten to drive our once prosperous industries elsewhere. Downtown has all the ingredients to serve as the catalyst for much of the life and activity that will spur our regional recovery. We have no doubt that this area will once again emerge as an economically prosperous and culturally vibrant urban center. However, the pace of recovery will either be bolstered or hindered by how we address these challenges together.

We hope you will consider these recommendations.

Sincerely,

Betsy Brennan  
Downtown San Diego Partnership

Chris Duggan  
California Restaurant Association

Julie Coker  
San Diego Tourism Authority

Jerry Sanders  
San Diego Regional Chamber of Commerce

Cheryl James-Ward, PhD  
e3 Civic High School

Michael Trimble  
Gaslamp Quarter Association

Diane Peabody Straw  
East Village Association

Marco Li Mandri  
Little Italy Association

Haney Hong  
San Diego County Taxpayers Association

Joyce Summer  
Cortez Hill Active Residents Group

Reed Vickerman  
New Children's Museum

Eric Jones  
Columbia Foundation

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Shawn Loescher, EdD  
Urban Discovery Academy

Kathleen Hallahan  
East Village Residents Group

Namara Mercer  
Hotel-Motel Association

Greg Block  
City Center Business Improvement District

cc: Hon. Stephen Whitburn, City Council, District Three  
Tamera Kohler, Chief Executive Officer, Regional Task Force on the Homeless  
Rick Gentry, President & CEO, San Diego Housing Commission

