



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, May 2, 2023 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

AGENDA

- 1) **Introductions / Steve Galasso, President & Marco Li Mandri, CEA**
- 2) **Non-Agenda: Public Comment & Announcements**
- 3) **Minutes of the April 4, 2023 Meeting** *Action Item* P. 3-7
- 4) **Guest Speaker: Councilmember Stephen Whitburn**
- 5) **Committee Reports**
 - Organization Committee / Steve Galasso
 - a. Appointment of Dino Cresi as Property Director / Marco *Action Item*
 - b. Busker Ordinance – Update / Marco
 - c. General Liability Insurance – Update / Marco
 - d. Amici Park Redesign – Update / Marco
 - e. Lighting Costs / Marco
 - f. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris P. 8, 9 & 21
 - g. Next Meeting: **Thursday, May 11, 2023 at 9:00am**
Little Italy Association's Conference Room
 - Finance Committee / Bryan Thompson
 - a. YTD Draft Financial Report / Jeri Keiller & Bryan *Action Item* P. 10
 - b. FY24 MAD 5% Increase on Assessments / Marco *Action Item*
 - c. Small Business Enhancement Program Letter to City / Chris *Action Item* P. 11 & 12
 - d. Fidelity Investment Update / Jeri & Bryan
 - e. Next Meeting: **Thursday, May 18, 2023 at 9:00am**
Little Italy Association's Conference Room
 - District Identity & Placemaking (DI&P) Committee / Chris Gomez
 - a. Olive Public Relations Report / Larisa Medina & Cree Jones P. 13-15
 - b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White
 - c. Mission Fed ArtWalk / Curt Brooker
 - d. Our Lady of the Rosary Centennial Events (8/17-19) / Luke Vinci
 - e. Little Italy Venues & Marketing Plan / Curt
 - f. Piazza Costanza / Marco P. 16-19
 - g. Capital Outdoor Kiosks / Chris
 - h. Next Meeting: **Friday, May 19, 2023 at 9:00am**
Little Italy Association's Conference Room
 - Neighborhood Advisory Committee (NAC) / Jeri Keiller
 - a. No Update

LITTLE ITALY ASSOCIATION OF SAN DIEGO

Parking & Mobility Committee / Luke Vinci

- a. FY24 CPD Budget Issues / Chris
- b. San Diego Rescue Mission in FY24 / Chris

6) Community Reports

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

7) Other

**8) Next Meeting: Tuesday, June 6, 2023 at 8:30am
Our Lady of the Rosary's Church Hall (Downstairs)**

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 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 chris@littleitalysd.com at least 48-hours prior to the meeting.*



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, April 4, 2023, at 8:30 am
Our Lady of the Rosary Church Hall-Downstairs (1654 State Street)

PRESENT Steve Galasso, Danny Mocerì, Lou Palestini, Jeri Keiller, Clarissa Estevez, Lisa Gerson, Dominic Brunetto, Rich Gustafson, Luke Vinci, Ryan Blum, Annette Casemero, Brijet Myers, Jim DeSpenza, David Rodger, Joe Cordileone, Jacob Rocha Pasquale Ioele, Tom Zolezzi

EXCUSED Juan Nuñez, Bryan Thompson, Jocelyn Marcus

UNEXCUSED Joey Busalacchi, Jack Pecoraro

GUESTS Rhea Aguinaldo, Officer Larry Turner, Mary Elizabeth Novell, Joe Scaglione, Gary Mansour, Susan Keating, Kathy Meyer, Perry Meyer, Paulina Tejada, Jennifer Von Stauffenberg, Melissa Nguyen, Marsha Lyon,

STAFF Marco Li Mandri, Chris Gomez, Dianne T. Serna, Larisa Medina, Michelle Thomas de Mercado

MINUTES:

| <i>Item</i> | <i>Discussion</i> | <i>Action Taken?</i> |
|--|---|---|
| 1. Introductions | The meeting was called to order at 8:30 a.m. by the President, Steve Galasso | <i>No action taken</i> |
| 2. Non-Agenda: Public Comment Introductions and Announcements | 2. Lisa Gerson from Vici announced that Vici is hosting coffee and pastries after the Board Meeting, all are welcome. | <i>No action taken</i> |
| 3. Review of March 7, 2023, Board Minutes | 3. Minutes from March 7, 2023, were reviewed. | <i>3. Luke Vinci moved to approve the amended February minutes. Annette Casemero seconded the motion. Unanimously approved.</i> |

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|--|---|--|
| <p>4. <i>Committee Reports Org Committee: Steve Galasso;</i></p> | | |
| <p>a. Support of Mayor Gloria & Councilmember Whitburn's for New Beds for Homeless/Marco</p> | <p>4.a. Marco reported that he is working with the Housing Commission, Council office and the Mayor's Office to place 1,000 beds at Inspiration Point for the homeless.</p> <p>Marco urged the Board to attend City Council on April 27, 2023, to endorse Councilman Whitburn's and the Mayor's proposal to make encampments illegal. The article can be found on pages 9-14 of the Board packet.</p> | <p><i>4.a. Danny Mocerì moved to endorse the Councilman's and Mayor's proposed ordinance. Lou Palestini seconded the motion. Unanimously approved.</i></p> |
| <p>b. Busker Ordinance- Update/ Marco</p> | <p>4.b. Marco reported that there is currently no Busker Ordinance in the City of San Diego. The City Attorney's is collecting data to submit to the mayor to ban amplified music.</p> | <p><i>4.b. No action taken</i></p> |
| <p>c. General Liability Insurance & MAD Contract Language Amendment/ Marco</p> | <p>4.c. Marco gave an update on General Liability Insurance and MAD contract Language. No news on the reduction of the insurance premiums has been forthcoming.</p> | <p><i>4.c. No action taken</i></p> |
| <p>d. Amici Park Redesign- Update/ Marco</p> | <p>4.d. Marco gave an update on the status of the Amici Park Redesign. The project, if funded, should allow this begin this project sometime in early Fall of 2023.</p> | <p><i>4.d. No action taken</i></p> |
| <p>e. Lighting Costs/Marco</p> | <p>4.e. Marco reported on the lighting costs in Little Italy. LED lights should have lowered the cost of lighting in the district. However, the \$38,000 electricity bill charged to us by the City of SD will increase to \$78,000.</p> | <p><i>4.e. No action taken</i></p> |
| <p>f. FY23 Get-or-Give, Self-Reporting & Board Attendance/ Chris</p> | <p>4.f. Chris reported that the Get-or-Give self-reporting form is on pages 15-16 and 24 of the Board packet. It is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association.</p> | <p><i>4.f. No action taken</i></p> |
| <p>g. Next Meeting:</p> | <p>4.g. The next Org Committee meeting, TBD</p> | <p><i>4.g. No action taken</i></p> |

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|---|--|--|
| <p><i>Finance Committee: Bryan Thompson;</i></p> <p>a. YTD Financial Report/Jeri Keiller & Bryan Thompson]</p> <p>b. EIDL Repayment Plan/ Jeri</p> <p>c. Fidelity Investment Update /Jeri & Bryan</p> <p>d. Next Meeting</p> | <p>4.a. Jeri Keiller presented the YTD financials. She went over each budget category to the Board. Discussion followed</p> <p>4.b. Jeri gave an update on the EIDL repayment Plan.</p> <p>4.c. Jeri Keiller gave an update on the Fidelity Investment account.</p> <p>4.d. The next Finance Committee meeting will take place on April 20, 2023, at 9:00am</p> | <p><i>4.a. Lou Palestini moved to accept the YTD Financial Report. Rich Gustafson seconded the motion. Jeri Keiller abstained. Motion passes.</i></p> <p><i>4.b. No action taken</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p> |
| <p><i>Committee Reports DI&P Committee:</i></p> <p>a. Olive Creative Strategies Report/Larisa Medina & Cree Jones</p> <p>b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White</p> <p>c. Mission Fed ArtWalk (4/29-30)/ Curt Brooker</p> <p>d. San Diego Padres Italian Heritage Night (8/4) /Chris</p> | <p>4.a. Larisa Medina gave an update on Olive Public Relations.</p> <p>4.b. Catt Fields White was not present. Chris gave an update on the Little Italy Mercato.</p> <p>4.c. Curt Brooker gave an update on the upcoming Mission Federal Artwalk. The event will take place on April 29-30, 2023.</p> <p>4.d. Chris reported that the San Diego Padres Italian Heritage Night will take place on August 4, 2023. Tickets are on now on sale. \$3.00 for every ticket sold will be split between LIA, Convivio & ICC.</p> | <p><i>4.a. No action taken</i></p> <p><i>4.b. No action taken</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p> |

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| <p>e. Our Lady of the Rosary Centennial Events (8/17-19) / Luke Vinci</p> <p>f. Little Italy Venues</p> <p>g. Piazza Costanza/ Marco</p> <p>h. Capital Outdoor Kiosks/ Chris</p> <p>i. Next Meeting:</p> | <p>4.e. Luke Vinci reported that Our Lady of the Rosary's Centennial event will take place August 17-19, 2023. This will be a ticketed event for all ages.</p> <p>4.f. Curt Brooker gave an update on Little Italy Venues.</p> <p>4.g. Marco gave an update on Piazza Costanza. The Little Italy Association received a pledge of \$60,000 towards a bust and piazza in honor of Midge Costanza. Briefly, Midge was an American Presidential advisor, social and political activist. Midge lived in San Diego and will be the first woman to be commemorated in a Little Italy piazza. We are considering a purple color theme with Black umbrellas for the Piazza.</p> <p>4.h. Chris gave an update on Capital Outdoor Kiosks. The Kiosks have been endorsed by the Board and if it passes City Council, we will replace the existing kiosks.</p> <p>4.i. The next meeting will take place on Thursday, April 21, 2023, at 9:00 am in the Little Italy Association's Conference Room.</p> | <p>4.e. <i>No action taken</i></p> <p>4.f. <i>No action taken</i></p> <p>4.g. <i>No action taken</i></p> <p>4.h. <i>No action taken</i></p> <p>4.i. <i>No action taken</i></p> |
| <p>Neighborhood Advisory Committee (NAC)- Jeri Keiller</p> <p>a. Embarcadero Coalition Community Meeting- Recap / Jeri</p> | <p>4.a. Jeri Keiller reported that the Embarcadero Coalition Community meeting went well. There were 40-45 guests in attendance.</p> | <p>4.a. <i>No action taken</i></p> |
| <p><i>Parking & Mobility Committee: Luke Vinci</i></p> <p>a. FY24 CPD Budget Issues/ Chris</p> <p>b. Bollard Program/ Chris & Marco</p> | <p>4.a. Chris reported on the FY24 CPD Budget Issues.</p> <p>4.b. Chris reported that an RFP will be submitted to obtain new quotes.</p> | <p>4.a. <i>No action taken</i></p> <p>4.b. <i>No action taken</i></p> |

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|------------------------|---|--|
| c. Columbia Conversion | 4.c. Luke Vinci reported that the Columbia parking Conversions have stopped. | 4.c. <i>No action taken</i> |
| 5. Community Reports | <p>5. Officer Larry Turner reported that SDPD is staying on top of homeless issues as much as possible, with emphasis on schools and walkways in between schools.</p> <p>Rhea Aguinaldo from the City of San Diego Economic Development stated that the EDD is reviewing the FY24 draft budget to make sure expenditures are aligned.</p> <p>Rhea shared that staff changes are being made for monthly packet reviews.</p> <p>Mary Elizabeth from Our Lady of the Rosary Church thanked the community for Father Louie's Funeral.</p> | 5. <i>No action taken</i> |
| 6. Other | 6. Nothing to Report. | 6. <i>No action taken</i> |
| 7. Next Meeting | 7. The next Board meeting will be in-person on Tuesday, May 2, 2023, at 8:30 am at Our Lady of the Rosary Church Hall. | 7. <i>No action taken</i> |
| 8. Adjournment | 8. Meeting Adjourned | <p>8. <i>Danny Mocerì moved to adjourn the meeting.</i></p> <p><i>Steve Galasso seconded the motion.</i></p> <p><i>Unanimously approved.</i></p> |

Minutes taken by Dianne T. Serna, Staff

FY23 Board Attendance

| Last Name | First Name | Position | Jul. 22 | Aug. 22 | Sep. 22 | Oct. 22 | Nov. 22 | Dec. 22 | Jan. 23 | Feb. 23 | Mar. 23 | Apr. 23 |
|---------------|---------------|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Blum | Ryan | Property Director | | | | | | X | | | | |
| Brooker | Curt | Business Director | | | | | U | | | | | |
| Brunetto | Domenic | Property Director | | | | | | X | | | | |
| Busalacchi | Joey | Business Director | | | | | U | | | | | U |
| Casemero | Annette | Property Director | | | | | | | | | | |
| Cordileone | Joe | Community at Large | L | | L | L | L | L | | L | | |
| Cresci | Dino | Property Director | | | | | | | | | | |
| DeSpensa | Jim | Property Director | | | X | | X | X | | | X | |
| Estevez | Clarissa | Property Director | | | | U | | | | | | |
| Galasso | Steven | 1 - PRESIDENT | | | | | X | | | X | | |
| Gustafson | Rich | Property Director | U | | | | | X | | | | |
| Ioelle | Pasquale | Property Director | X | | X | | | U | | | X | |
| Keiller | Jeri | Property Director | | | | | | | | | | |
| Marcus | Jocelyn | Business Director | U | | | | | | | X | | X |
| Mocerri | Danny | 2 - VICE PRESIDENT | | | | | | | | | | |
| Garrison | Lisa | Property Director | U | | | U | U | | | | | |
| Núñez | Juan | Property Director | X | | X | | X | X | | X | X | X |
| Palestini | Lou | 3 - V.P. OF CULT. AFF. | | | | | | | | | | |
| Pecoraro | Jack | Property Director | | | X | | | | | | | U |
| Rodger | David | Property Director | | | | | | | | | | |
| Strauss Casey | Diana | Property Director | | | U | U | | X | | U | U | L |
| Tabigue | Father Joseph | Property Director | | | | | X | | | | | |
| Thompson | Bryan | 4 - TREASURER | | | | X | | | | | | X |
| Vinci | Luke | 5 - SECRETARY | | | | X | U | X | | | | |
| White | Catt | Community at Large | | | | | | | | | X | |
| Zolezzi | Tom | Business Director | U | | X | | | X | | X | X | |

X - Excused

U - Unexcused

L - Leave

Bylaws: Attendance

3 Unexcused

6 Total (Excused and Unexcused)

GOALS MET

*FY23 RMNG does not carry-forward (C/F) into the next fiscal year.

| LAST NAME | FIRST NAME | FY22 C/F | JUL'22 | AUG. '22 | SEP. '22 | OCT. '22 | NOV. '22 | DEC. '22 | JAN. '23 | FEB. '23 | FY23 + C/F | GorG REQ | FY23 RMNG* | FY24 C/F | |
|---------------|---------------|----------|--------|----------|----------|----------|----------|----------|----------|----------|------------|----------|------------|----------|---|
| Galasso | Steven | \$1,340 | | \$100 | \$500 | | | | | | \$1,940 | \$1,500 | \$440 | -\$900 | Aug. Hunt Prize / Sep. Casino VIP & |
| Moceri | Danny | \$8,500 | | | \$330 | \$150 | | | | \$50 | \$9,030 | \$1,500 | \$7,530 | -\$970 | Sep. Casino & State Tix / Feb. |
| Palestini | Lou | \$20 | | | \$960 | \$150 | | \$1,000 | | \$100 | \$2,230 | \$1,500 | \$730 | \$710 | Sep. Casino & State Tix / Dec. TP |
| Thompson | Bryan | | | | \$4,268 | | | | | \$100 | \$4,368 | \$1,500 | \$2,868 | \$2,868 | Sep. Casino & State Tix, Casino |
| Vinci | Luke | | | \$330 | \$5,320 | | | | | \$100 | \$5,750 | \$1,500 | \$4,250 | \$4,250 | Aug. Casino & State Tix / Sep. Gianni Wine / Feb. Wounded Warriors |
| Blum | Ryan | \$50 | | | | | | \$1,000 | | | \$1,050 | \$1,500 | -\$450 | -\$500 | Dec. Tree Sponsor |
| Brooker | Curt | | | | | | | | | \$50 | \$50 | \$1,125 | -\$1,075 | -\$1,075 | Feb. Wounded Warriors |
| Brunetto | Domenic | | | | | | | | | \$100 | \$100 | \$1,500 | -\$1,400 | -\$1,400 | Feb. Wounded Warriors |
| Busalacchi | Joey | \$390 | | | | | \$330 | \$1,000 | | | \$1,720 | \$1,500 | \$220 | -\$170 | Nov. Casino & State Tix / Dec. Tree Linens, Gianni Linens / Feb. Wounded Warriors |
| Casemero | Annette | \$100 | | | \$1,260 | | | | | \$100 | \$1,460 | \$1,500 | -\$40 | -\$140 | |
| Cordileone | Joe | | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| DeSpenza | Jim | \$50 | | \$330 | | \$350 | | \$700 | | \$1,100 | \$2,530 | \$1,500 | \$1,030 | \$980 | Aug. Casino & State Tix / Oct. Fall |
| Estevez | Clarissa | | | | | | | \$25,000 | | \$50 | \$25,050 | \$1,125 | \$23,925 | \$23,925 | Dec. Annual Donation, Tree Sponsor |
| Gerson | Lisa | | | | | | | | | \$100 | \$100 | \$1,125 | -\$1,025 | -\$1,025 | Feb. Wounded Warriors |
| Gustafson | Rich | | | | | | | | | \$1,600 | \$1,600 | \$1,500 | \$100 | \$100 | Feb. Wounded Warriors, Donation |
| loele | Pasquale | \$250 | | | \$1,734 | | | | | \$150 | \$2,134 | \$1,500 | \$634 | \$384 | Sep. State & Gianni Tix |
| Keiller | Jeri | \$120 | | \$825 | \$840 | | | | | \$100 | \$1,885 | \$1,500 | \$385 | \$265 | Aug. Casino & State Tix / Sep. Fall Display, Casino & State Tix / Feb. |
| Marcus | Jocelyn | | | | \$375 | | | | | | \$375 | \$1,500 | -\$1,125 | -\$1,125 | Sep. Casino Vol. x 5 |
| Newton | Davis | \$3,500 | | | | | | | | | \$3,500 | \$1,500 | \$2,000 | -\$1,500 | |
| Núñez | Juan | | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Pecoraro | Jack | | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Rodger | David | | | | \$200 | \$550 | \$1,000 | | | \$100 | \$1,850 | \$1,125 | \$725 | \$725 | Sep. Gianni Food / Oct. Fall Display, TOTIS Candy / Nov. Tree Sponsor / Feb. Wounded Warriors |
| Scrivner | Lee | | | | \$600 | | | | | | \$600 | \$1,500 | -\$900 | -\$900 | Sep. Casino Vol. x 8 |
| Strauss Casey | Diana | | | | | | | | | | \$0 | \$1,500 | -\$1,500 | -\$1,500 | |
| Tabigue | Father Joseph | | \$500 | | \$1,200 | | | | | \$100 | \$1,800 | \$1,500 | \$300 | \$300 | Jul. Hall Rental / Sep. Donation & |
| White | Catt | | | | | | | | | \$100 | \$100 | \$1,500 | -\$1,400 | -\$1,400 | Feb. Wounded Warriors |
| Zolezzi | Tom | \$3,500 | | | | | | \$5,000 | | | \$8,500 | \$1,500 | \$7,000 | \$3,500 | Dec. Tree Sponsor |
| | | \$17,820 | \$500 | \$1,585 | \$17,587 | \$1,200 | \$1,330 | \$33,700 | \$0 | \$4,000 | \$59,902 | \$39,000 | | | |

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2022 - JUNE 2023**

| | | | | | | |
|---|-------------------------------|--------------------|--------------------|---------------------------|---------------------------------|--|
| BOARD MEETING DATE: | | 5/2/2023 | | | | |
| Accrual Basis Report - March 2023 | | | | | | |
| | | <u>INCOME YTD</u> | <u>EXPENSE YTD</u> | <u>DIFFERENCE YTD</u> | YTD BUDGET (NET) | <u>REVISED ANNUAL BUDGET (NET)</u> |
| SAN DIEGO CONTRACTS | | | | | | |
| | BID | 96,001 | 103,317 | -7,316 | 1,553 | 0 |
| | MAD ₁ | 910,340 | 1,025,028 | -114,688 | -126,085 | -168,113 |
| | PARKING METER ₂ | 438,962 | 438,079 | 883 | 0 | 0 |
| | TOTAL | \$1,445,303 | \$1,566,424 | -\$121,121 | -\$124,532 | -\$168,113 |
| 1. Supplemental Maintenance program: YTD net gain \$117,779. (Budgeted net gain YTD \$79,460. Annual budget net income is \$85,780) | | | | | | |
| 2. Additional Parking Program operations: YTD net loss -\$658. (Budgeted net income \$2,700. Annual budget net income \$3,600) | | | | | | |
| Programs and Operations: YTD net loss -\$21,855. (Budgeted YTD net income \$43,095. Annual budget net income \$53,388) Included are the results for the Mercato. Mercato results -Net income YTD \$257,391, budgeted YTD net income \$226,942. | | | | | | |
| | | Mar-23 | Mar-22 | | | |
| Total income for Little Italy Assn | | \$2,676,453 | \$2,658,279 | | | |
| Total expense for Little Italy Assn | | <u>\$2,702,306</u> | <u>\$2,347,060</u> | | | |
| Net income over expense | | <u>-\$25,853</u> | <u>\$311,219</u> | | | |
| Balance Sheet | | | | | | |
| | 3/31/2023 | 3/31/2022 | | | | |
| Checking | 692,099 | 709,692 | | | | |
| Savings | 122,987 | 276,503 | | | | |
| Fidelity Investments | 169,000 | 0 | | | | |
| Accounts Receivable | 126,017 | 84,444 | | | | |
| Other assets | 100,560 | 118,076 | | | | |
| Total Assets | <u>1,210,663</u> | <u>1,188,715</u> | | | | |
| Accounts Payable | 64,549 | 20,014 | | | | |
| Advances | 123,215 | 132,478 | | | | |
| Loans | 148,475 | 148,475 | | | | |
| Equity | 874,394 | 887,748 | | | | |
| Liabilities & Equity | <u>1,210,633</u> | <u>1,188,715</u> | | | | |



April 27, 2023

Subject: Advocating for Full Funding of the Small Business Enhancement Program

Dear Councilmember Whitburn,

On behalf of the Little Italy Association and a small business owner, I am writing to advocate for the full funding of the Small Business Enhancement Program (SBEP) in accordance with the City Council Policy established in 1995. As a representative of the small businesses in our historic neighborhood, we believe that SBEP plays a crucial role in supporting the economic, employment, service, and cultural contributions of these businesses.

SBEP has significantly enhanced the City's partnership with the Business Improvement District (BID) associations, such as the Little Italy Association, and strengthened the network of non-profit business assistance organizations. The program has provided a broad range of direct assistance to San Diego's small businesses, which are essential in sustaining and revitalizing older commercial neighborhoods like Little Italy.

The Little Italy Association, founded in 1996, has been a driving force behind the development and success of businesses in our neighborhood. With a focus on promoting economic growth and supporting local businesses, the Association has played a vital role in shaping the vibrant and diverse business community of Little Italy. Through a variety of initiatives and programs, including networking events, marketing campaigns, and public improvement efforts, the Association has helped connect businesses with the resources and support they need to succeed. As a trusted partner and advocate for the local business community, the Little Italy Association continues to be a crucial resource for businesses of all sizes in the area.

The purpose of the City Council Policy is to reinvest general fund revenue generated by local small business activity to further develop San Diego's small businesses, enhance commercial neighborhoods, and partner with nonprofits in these efforts. The allocation guidelines within this policy support both new program development and innovation, as well as existing relevant programs to provide greater benefit to the small business community.

As part of the City's annual budget process, it is the policy of the City Council to provide and appropriate funds for a specific staffing commitment and a specific dollar amount for SBEP. The appropriation amount is based on the number of registered small businesses from the fiscal year preceding the budget development fiscal year. This ensures that the overall budgeted SBEP allocation remains consistent with the growing number of businesses served but does not fall below the historic baseline of \$1.6 million. Any unused funds are carried forward to the following fiscal year for SBEP.

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 / Instagram / Twitter: [LittleItalySD](#) ■ TikTok: [LittleItaly.SD](#) ■ [#LittleItalySD](#)

We respectfully request that you consider our plea for full funding of SBEP during the upcoming budget discussions. By doing so, you will be directly supporting the small businesses that form the backbone of Little Italy and other commercial neighborhoods across San Diego. We thank you for your commitment to our community and for your ongoing support of small businesses.

Sincerely,

A handwritten signature in black ink, appearing to read "S. J. Galasso". The signature is written in a cursive, slightly slanted style.

Steven J. Galasso
President
Little Italy Association of San Diego

Owner
Caffe Italia



LIA Board Meeting PR Agenda Tuesday, May 2, 2023

PITCHING

Recap/Upcoming Focus

- Taste of Little Italy (Short Leads)
- Little Italy Summer Events Roundup (long Leads)
- Celebrating Mother's Day in Little Italy Short Leads (Local)
- Trick-or-Treat on India St + Casino di Piazza Long Leads (includes National)

WRITING

Recap/Upcoming Focus

- Little Italy Summer Events Roundup (long Leads)
- San Diego Downtown News May | Mothers Day
- San Diego Downtown News June | Summer time
- Trick-or-Treat on India St + Casino di Piazza Long Leads (includes National)

Social Media

Highlights / Recap

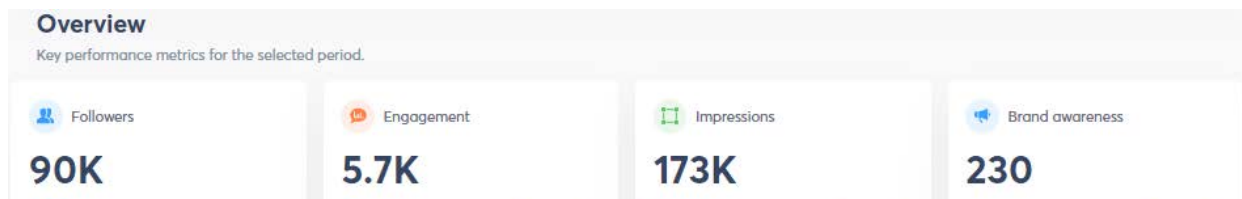
- Gained 1,121 total new followers on all platforms
- Earned over 1.3M total impressions
- Garnered over 32K total engagements

Upcoming

- Creating original Reels / TikTok videos
- Continue to promote upcoming events

Social Media Analytics (Last 30 days as of February 28)

IG:

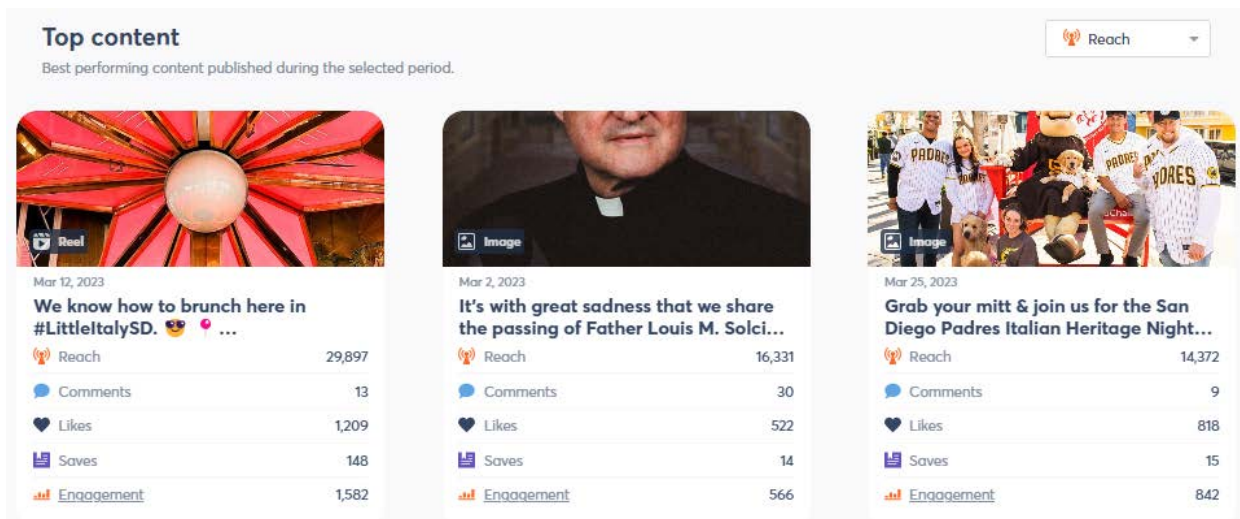
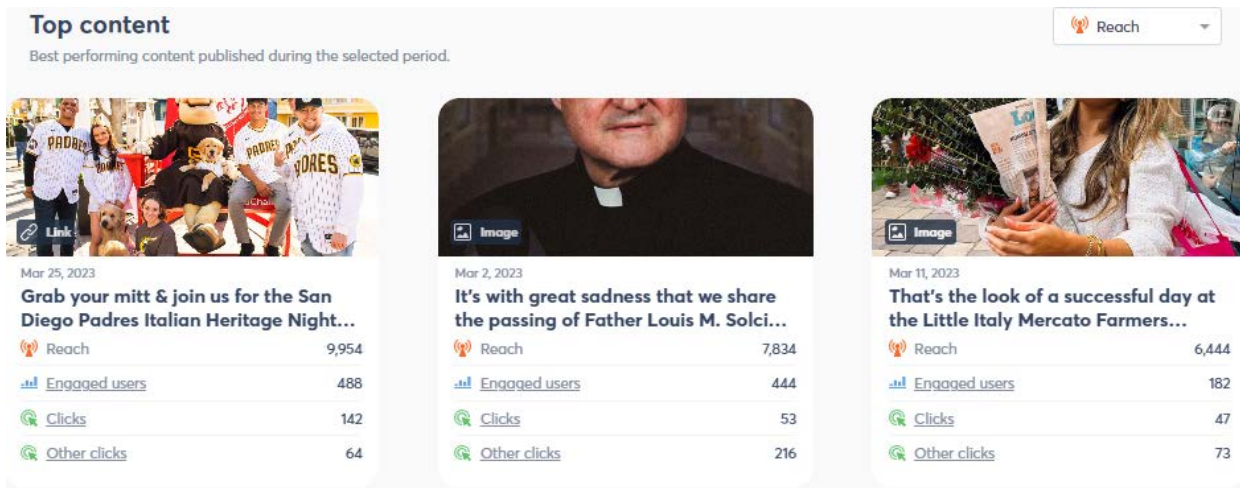


FB:

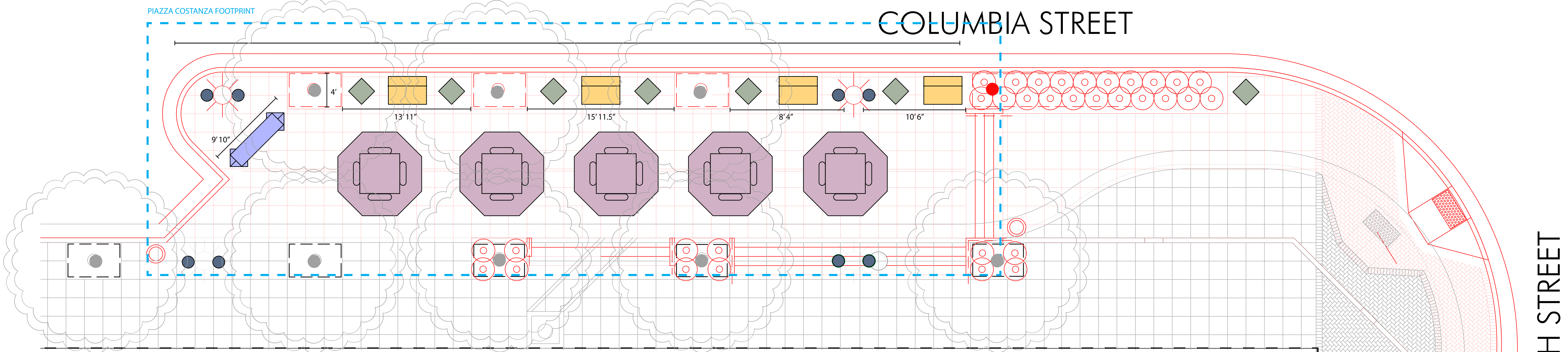


TikTok

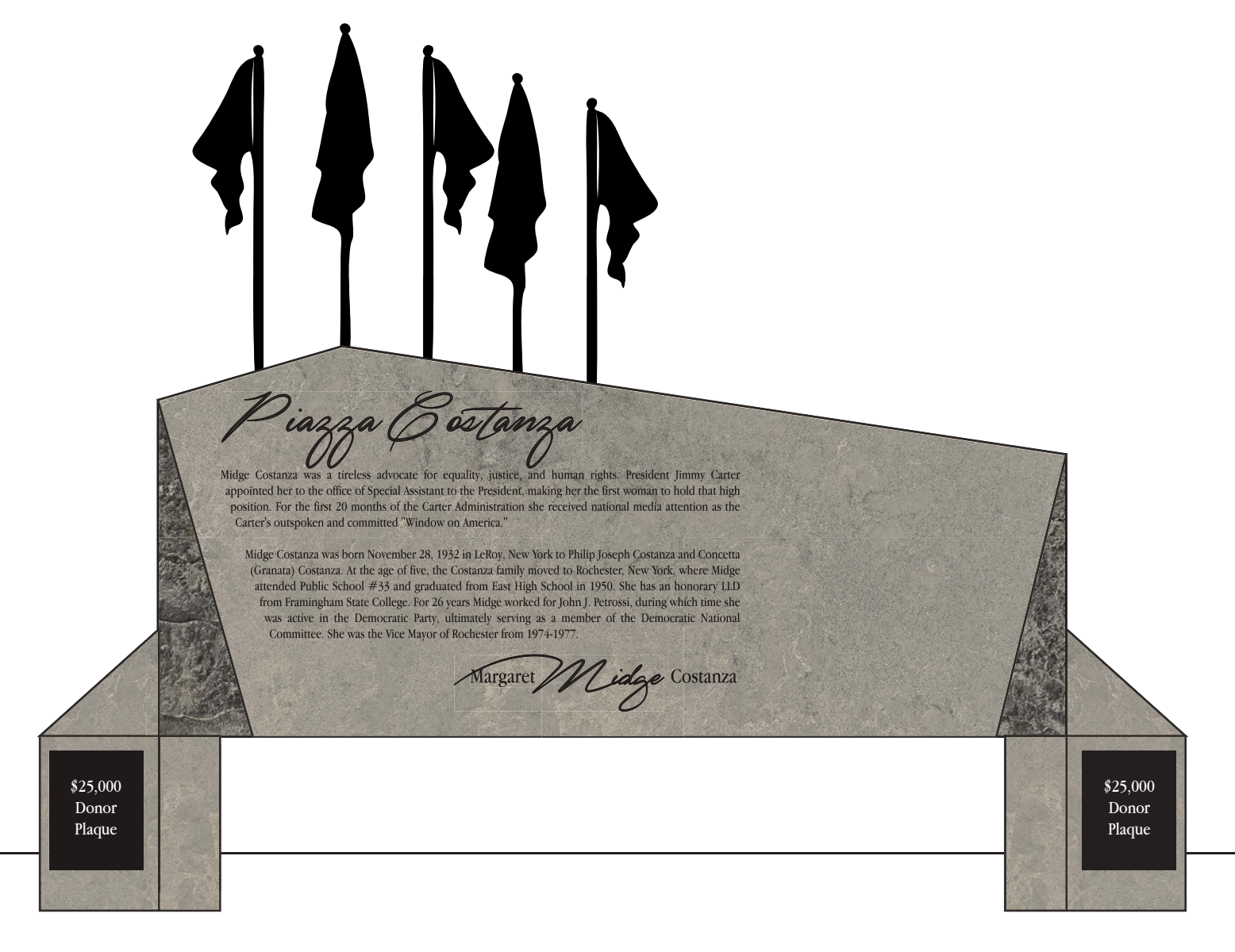
- Followers: **602 (+18)**
- Likes: **821 (+253)**



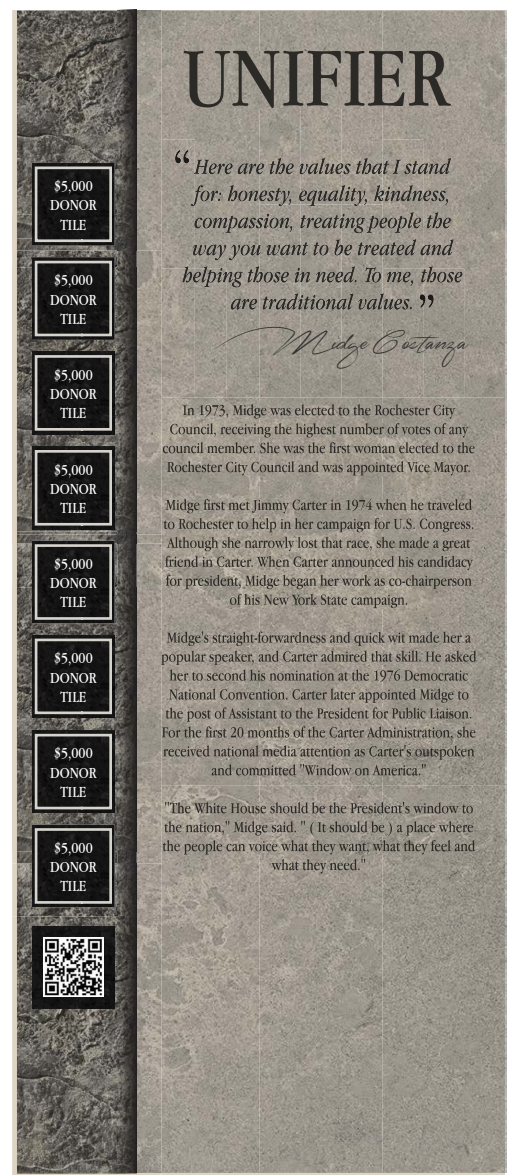




Table, Chairs & Umbrella Sets (5 Units)



Monument & Life-Size Bronze Statue (1 Unit)



Story Monuments (4 Units)



Hanging Baskets (8 Units)

Planters (7 Units)

Piazza Costanza

PLANT SCHEDULE

| TREES | BOTANICAL NAME / COMMON NAME | SIZE |
|-------|--|---------|
| | FRAXINUS OXYCARPA 'RAYWOOD' TM / RAYWOOD ASH | 36" BOX |
| | JACARANDA MIMOSIFOLIA / JACARANDA | 48" BOX |

SCALE: 1" = 10'-0"

PRIVATE CONTRACT

LANDSCAPE PLANTING PLAN FOR:
520 W. ASH

LOTS 7, 8, 9 AND 10 IN BLOCK 19 OF MIDDLETOWN

CITY OF SAN DIEGO, CALIFORNIA
DEVELOPMENT SERVICES DEPARTMENT
SHEET 16 OF 22 SHEETS

I.O. NO. 24006067
PROJECT NO. 434883

T.M.W. NO.

| FOR CITY ENGINEER | DATE | T.M.W. NO. |
|-------------------|----------------------|---------------------|
| DESCRIPTION BY | APPROVED DATE FILMED | |
| ORIGINAL UA | | |
| | | 1842-6277 |
| | | NAD83 COORDINATES |
| | | 202-1717 |
| | | LAMBERT COORDINATES |
| AS-BUILTS | | |
| CONTRACTOR | DATE STARTED | 38963-16-D |
| INSPECTOR | DATE COMPLETED | |





\$150,000

PIAZZA COSTANZA

Margaret "Midge" Costanza was a social and political activist who served as a top advisor to President Jimmy Carter. Known for her wit, outspoken manner and commitment to her convictions, she fought for the rights and dignity of all people, particularly women, the LGBTQ community, and other marginalized groups. The daughter of Sicilian immigrants Midge Costanza became the first City councilwoman in Rochester, New York in 1973. She later rose to become the first female Assistant to a U.S. President. Midge moved to San Diego in the 1980s where she was active in numerous organizations and issues. She had the rare ability to bring together people with different viewpoints to accomplish a shared civic goal. In honor of her outstanding service, the Little Italy Association would like to create a new Piazza Costanza which would include a monument with a life-size statue of Midge, four smaller story monuments, concrete planters with enhanced landscaping, and tables and chairs with umbrellas.

LOCATION

Corner of Columbia & W. Ash Streets

OPENING DATE

2023

FUNDRAISING GOAL

\$150,000

COMMITTED TO DATE (12.2022)

\$60,000

FUNDRAISING TIMELINE

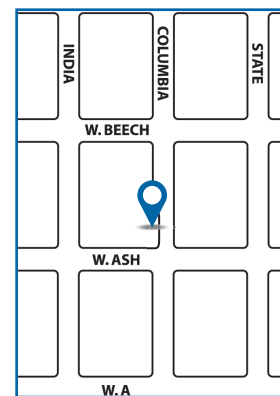
2021 - Complete

DONOR OPPORTUNITIES

| | | |
|---|----------|-------------|
| "Presenting" Monument Donor (Qty. 1) | \$60,000 | SOLD |
| <i>(Piazza Costanza presented by the County of San Diego)</i> | | |
| 1' x 1' Statue Donor Plaque (Qty. 2) | \$25,000 | |
| 1' x 1' Donor Plaque in Planter | \$10,000 | |
| 6" x 6" Donor Plaque | \$5,000 | |
| 6" x 3" Donor Plaque | \$1,000 | |



\$60K



Piazza Costanza

LITTLE ITALY SAN DIEGO

Piazza Costanza Donor Form

SPONSORSHIP LEVELS

Check one of the options below.

- "Presenting" Monument Donor (1 Available) / \$60,000** SOLD
(Piazza Costanza presented by the County of San Diego)
- 1' x 1' Statue Donor Plaque (2 Available) / \$25,000**
- 1' x 1' Donor Plaque in Planter / \$10,000**
- 6" x 6" Donor Plaque / \$5,000**
- 6" x 3" Donor Plaque / \$1,000**

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

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

All major credit cards accepted as well.
To process, call: 619-233-3898

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





LIA Board Mixer

LIA board members unite! Join us for a special mixer just for YOU—and a plus one, of course! Indulge in a succulent aperitivo in the intimate setting of Amici House. Learn about Convivio, our programs, and your neighborhood heritage house! We look forward to hosting you!

 **May 25, 2023**

 **250 W. Date Street**

RSVP



 <https://secure.givelively.org/event/convivio-inc/lia-board-mixer>



