



Little Italy Association of San Diego - Board of Directors Meeting
 Tuesday, May 3, 2022 at 8:30 am
 Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847>
 or call 1-669-900-6833 / Meeting ID: 863 3683 2847 / Password: 3898

CLOSED SESSION TO DISCUSS MANAGEMENT CONTRACT ON ITEM 6

AGENDA

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

All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.

2) Approval of AB361 Continuing Virtual Meetings

Action Item P. 3

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

3) Minutes of the April 5, 2022 Meeting

Action Item P. 4-8

4) Non-Agenda: Public Comment & Announcements

5) Committee Reports

Organization Committee / Steve Galasso

a. Board Seat Changes

i. Frank Stiriti – Resignation

P. 9

ii. Melanie Dellas – Resignation

P. 10

b. Get-or-Give Recap, Self-Reporting Reminder & Board Attendance / Chris Gomez

P. 11, 12

c. VRBO Restrictions

d. Next Meeting: **TBA**

Finance Committee / Bryan Thompson

a. YTD Financial Report / Jeri Keiller & Bryan

Action Item P. 13, 14

b. Next Meeting: **Thursday, May 5, 2022 at 2:00pm**

Visit: <https://us02web.zoom.us/j/81991736595> or

Call: 1-669-900-6833 / Meeting ID: 819 9173 6595

Password: 3898

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

a. Olive Creative Strategies Report

P. 15-17

b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White

c. RemedyRX Red Cross Blood Drive

Wrap-Up

d. Mission Federal ArtWalk

Wrap-Up

e. Little Italy Venues – Update

f. San Diego Hospitality Associates Tours – Update

g. Next Meeting: **Friday, May 6, 2022 at 9:00am**

Visit: <https://us02web.zoom.us/j/83003333549> or

Call: 1-669-900-6833 / Meeting ID: 830 0333 3549

Password: 3898

Neighborhood Advisory Committee (NAC) / Jeri Keiller

a. No Updates

Parking & Mobility Committee / Luke Vinci

a. Columbia Street Restriping – Update

6) CLOSED SESSION: BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS MANAGEMENT CONTRACT. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER CLOSED SESSION.

a. Management Contract

Action Item

7) Reopen Meeting & Report Findings/Action(s) to Public

8) Community Reports

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

9) Other

10) Next Meeting: Tuesday, June 7, 2022 at 8:30 am.

Visit: <https://us02web.zoom.us/j/81754825757> or

Call: 1-669-900-6833 / Meeting ID: 817 5482 5757

Password: 3898

11) Adjournment

Action Item

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

AB 361 Overview
9/30/2021

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

Findings

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

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

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

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

Additional Requirements

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

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



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, April 5, at 8:30 am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847> or call
1-669-900-6833/Meeting ID: 863 3683 2847/Password: 3898

PRESENT Steve Galasso, Bryan Thompson, Lou Palestini, Danny Mocerì, Luke Vinci, Jeri Keiller, Perry Meyer, Danny Mocerì, Mary Elizabeth Novell (Father Joe Tabigue), Sandi Cottrell, Pasquale Ioele, Jim DeSpensa, Jack Pecoraro, Tom Zolezzi, Melanie Dellas, Alicia Douglas (Catt Fields White), Joey Busalacchi, Rich Gustafson

EXCUSED Joe Cordileone, Jocelyn Marcus, Lee Scriver, Frank Stiriti

UNEXCUSED Davis Newton, Diana Casey, Ryan Blum, Domenic Brunetto, Annette Casemero

GUESTS Joe Scaglione, Kathi Meyer, Larry Turner, Curt Brooker, Zina Busalacchi, Marsha Lyon, Jacob Rocha, Dan Spencer, Benny Cartwright (Carolina Chavez), Christopher Gris

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 a.m. by the Chief Executive Administrator, Marco Li Mandri. Chris Gomez reviewed the Zoom meeting etiquette. President Steve Galasso was running late for the meeting	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris Gomez stated that the Board and Committees need to ratify a vote during each meeting that states that we will continue to meet via Zoom, until the Board and Committees are comfortable with resuming in-person meetings. Chris will send out another survey to see who is comfortable with returning to in-person Board meetings.	2. Jeri Keiller moved to accept the vote to continue meeting via Zoom. Sandi Cottrell seconded the motion. Unanimously approved. Luke Vinci opposed.

3. Non-Agenda: Public Comment Introductions and Announcements	3. Nothing to report.	3. No action taken
4. Review of March 1, 2022, Board Minutes	4. Minutes from March 1, 2022, were reviewed.	4. Steve Galasso moved to accept the Board Minutes. Jeri Keiller seconded the motion. Unanimously approved.
5. Committee Reports <i>Org Committee:</i> <i>Steve Galasso;</i> a. Board Seat Changes i. Dino Cresci Resignation ii. Charlie Coradino Step Down Temporarily iii. Joe Cordileone – Leave of Absence iv. Travis Gyarmaty (Business Director) – New b. Get-or-Give Recap, Self-Reporting Reminder & Board Attendance/Chris c. Sidewalk Vending Ordinance d. General Liability Insurance	5.a. Chris announced changes to the Board seats. 5.i. Dino Cresci submitted his letter of resignation to the Board. 5.ii. Charlie Coradino has temporarily stepped down from his Board seat. 5.iii. Joe Cordileone has taken a leave of absence. We will revisit his seat in 6 months. 5.i.v. Travis Gyarmaty from Bar One, (Jim Barone’s son-in-law), will be introduced at the Board meeting as a new Business Director in May. The action will be tabled until his introduction. 5.b. Chris informed the Board that the Get-or-Give YTD summary and self-reporting is on pages 11, 12 and 43 of the Board packet. Please contact Chris with any updates or changes. 5.c. Marco gave an update on the Sidewalk Vending Ordinance. Kettner & Columbia have been included in the ordinance; however no cross streets were included. Marco thanked the Councilman and Jesus from the City for their efforts. 5.d. Marco met with the mayor to discuss LIA’s general liability insurance. There is no resolution at this time, however, Marco is hopeful that LIA will be able to receive funds for trash disposal to offset	5.a. No action taken 5.i. No action taken 5.ii. No action taken 5.iii. No action taken 5.iv. No action taken 5.b. No action taken 5.c. No action taken 5.d. No action taken

<p>e. Amici Park</p> <p>f. Louis Vuitton Activities</p> <p>g. VRBO Restrictions</p> <p>h. Next Meeting:</p>	<p>general liability insurance costs.</p> <p>5.e. Marco is waiting to hear from the City Attorney, the School District, the Council office, and the Mayor regarding the Amici Park Redesign and related funding from DIF. Discussion followed.</p> <p>5.f. Marco shared that Louis Vuitton will be hosting a dinner at Born and Raised on May 11, 2022. The Little Italy Association is talking to them about providing valet service for 60 cars. Details need to be worked out, nothing is set yet.</p> <p>5.g. Marco gave an update on VRBO restrictions. Marco stated that single family residentials (Airbnb's), should be paying BID fees.</p> <p>5.h. Next Meeting-TBA</p>	<p>5.e. No action taken</p> <p>5.f. No action taken</p> <p>5.g. No action taken</p> <p>5.h. No action taken</p>
<p>Finance Committee: Bryan Thompson;</p> <p>a. YTD Financial Report/Jeri Keiller & Bryan Thompson</p> <p>b. FY21 Audit & Management Recommendations Jeri & Bryan</p> <p>c. San Diego Foundation Endowment Check</p> <p>d. Next Meeting:</p>	<p>5.a. Jeri Keiller reported on the YTD financials.</p> <p>5.b. Jeri informed the Board that the FY21 Audit and Management recommendations are in the Board Packet. Please contact Jeri if you would like to discuss any portion of the audit.</p> <p>5.c. Marco reported that a check was received from The San Diego Foundation in the amount of \$255.74 for earnings from the Little Italy Endowment fund.</p> <p>5.d. Next Meeting will be on Thursday, May 5, 2022, at 2:00 p.m. Visit: https://us02web.zoom.us/j/81991736595 or call:</p>	<p>5.a. Lou Palestini moved to accept the YTD Financial Report. Bryan Thompson seconded the motion. Unanimously approved. Jeri Keiller and Alicia Douglas abstained.</p> <p>5.b. Jeri Keiller moved to approve the Audit and Management recommendations. Steve Galasso seconded the motion. Unanimously approved.</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p>

	1-669-900-6833. Meeting ID: 819 9173 6595 Password: 3898	
Committee Reports <i>DISI Committee:</i> <i>Perry Meyer</i>		
a. Olive Creative Strategies Report	5.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media activities.	5.a. No action taken
b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White	5.b. Catt Fields White reported on current Mercato activities.	5.b. No action taken
c. Remedy Rx Red Cross Blood Drive Sat., 4/16	5.c. Remedy Rx will be hosting a Red Cross Blood Drive on April 16, 2022. Their goal is to reach 18 units.	5.c. No action taken
d. Mission Federal ArtWalk	5.d. Curt Brooker gave an update on Mission Federal ArtWalk. This event will take place on April 30 th - May 1, 2022.	5.d. No action taken
e. Little Italy Venues	5.e. Curt gave an update on LI Venues.	5.e. No action taken
f. San Diego Hospitality Associates Tours	5.f. Chris reported that San Diego Hospitality Tours program is on hold for now.	5.f. No action taken
g. Next Meeting:	5.g. Friday, April 8, 2022, at 9:00am Visit: https://us02web.zoom.us/j/83003333549 or Call: 1-669-900-6833 / Meeting ID: 830 0333 3549 Password: 3898	5.g. No action taken
Neighborhood Advisory Committee (NAC)- Jeri Keiller		
a. Rescue Mission Unhoused Citizens Program	5.a. Marco and Dianne Serna De León, gave an update on the Rescue mission. Dianne shared that Carla Vanegas from the Rescue Mission continues to assist the unhoused citizens with placement. We will begin including monthly reports from the Rescue Mission in the Little Italy Newsletter.	5.a. No action taken

<p>Parking & Mobility Committee: Luke Vinci a. No Update</p>	5.a. There is no update	5.a. No action taken
<p>6. Community Reports</p>	<p>6. Christopher Gris from Assemblyman Ward’s office gave a brief update.</p> <p>COVID sick pay was reinstated on February 9, 2022, through September 30, 2022. If anyone has any questions or needs assistance with EDD or the DMV, please reach out to Christopher.</p> <p>Marco asked Christopher for more information on access to funds for unhoused citizens to offset the Rescue Mission as well as more information on grants for Urban Forestry.</p> <p>Dan Spencer from Convivio will give an update at the May Board meeting.</p>	6. No action taken
<p>7. Other</p>	<p>7. Marco thanked Supervisor Lawson-Remer for meeting with him, Chris, and Dominic Li Mandri. They had a good meeting, and they are looking forward to working with her on grants for Little Italy.</p>	7. No action taken
<p>8. Next Meeting</p>	<p>8. The next Board meeting will be on Tuesday, May 3, 2022, at 8:30am. https://us02web.zoom.us/j/81754825757 or call: 1-669-900-6833/Meeting ID: 817 5482 5757 Password: 3898</p>	8. No action taken
<p>9. Adjournment</p>	9. Meeting Adjourned	9. No action taken

Minutes taken by Dianne T. Serna De León, Staff

To Steve Galasso and the Board of Directors of LIA

April 22, 2022

Dear Steve,

For some time now I have found it necessary to be absent from Association meetings to take care of my own personal medical needs. Unfortunately, these spine and hip problems promise to keep me occupied for 6 to 8 more months with restrictive mobility and rehab activities.

I've decided that rather than asking for extended "leave of absence" it's best for me to retire from the Board at this time. Hopefully a next generation business or property owner will fill my seat, participate and flourish the way we have.

Truly, it has been my privilege and honor to be a part of the Little Italy neighborhood, to be a Board member, and to work with the Association's absolutely amazing staff.

I wish you and everyone my very best in all things. Hopefully, after a time, I'll be a face in the crowd on India Street again.

Thank you sincerely,


Frank Stiriti

Christopher M. Gomez

From: Melanie Dellas <mdellas@musecuratorial.com>
Sent: Thursday, April 21, 2022 5:25 PM
To: Christopher M. Gomez
Subject: The board

Hi Chris,

My schedule has become so crazy that I can no longer continue on the board. I'm sorry! I'm sure you'll find someone wonderful to replace me. Thank you, Melanie

Melanie Dellas

CEO, Muse Curatorial Consulting Group

(800) 715-8804

www.MuseCuratorial.com

GOALS MET

LAST NAME	FIRST NAME	FY21 C/F	JUL '21	AUG. '21	SEP. '21	OCT. '21	NOV. '21	DEC. '21	JAN. '22	FEB. '22	MAR. '22	APR. '22	MAY '22	JUN. '22	FY22 TOTAL	GorG RQMTS	VARIANCE	
Galasso	Steven		\$300		\$40					\$2,500					\$2,840	\$1,500	\$1,340	Jul. MBSB Concert, Soccer Banners / Sep. Vici Casino / Feb. MBSB Sponsor
Moceri	Danny							\$10,000							\$10,000	\$1,500	\$8,500	Dec. Sysco Sponsor
Palestini	Lou		\$200	\$50		\$270		\$1,000							\$1,520	\$1,500	\$20	Jul. MBSB Concert / Aug. General's Dinner / Oct. Columbus Banner / Dec. Torrey Pines Sponsor
Thompson	Bryan		\$200		\$350			\$350							\$900	\$1,500	-\$600	Jul. MBSB Concert / Sep. Fall Display / Dec. Winter Display
Vinci	Luke														\$0	\$1,500	-\$1,500	
Blum	Ryan				\$350			\$1,200							\$1,550	\$1,500	\$50	Sep. Fall Display / Dec. Tree Sponsor
Brunetto	Domenic		\$200												\$200	\$1,500	-\$1,300	Jul. MBSB Concert
Busalacchi	Joey		\$890					\$1,000							\$1,890	\$1,500	\$390	Jul. Soccer Banners / Dec. Tree Sponsor
Casemero	Annette	\$77	\$100												\$100	\$1,500	-\$1,323	Jul. MBSB Concert
Cordileone	Joe		\$13	\$150			\$100			\$200					\$450	\$1,500	-\$1,037	Jul. MBSB Concert, Soccer Banners / Nov. Donation / Feb. Donation
Cottrell	Sandi					\$500									\$500	\$1,500	-\$1,000	Oct. Wood Donation
DeSpensa	Jim		\$250		\$350		\$350					\$300			\$1,250	\$1,500	-\$250	Jul. MBSB Concert, Soccer Banners / Sep. Fall Display / Nov. Winter Display / Apr. Donation
Gustafson	Rich														\$0	\$1,500	-\$1,500	
ioele	Pasquale		\$250												\$250	\$1,500	-\$1,250	Jul. MBSB Concert, Soccer Banners
Keiller	Jeri		\$30	\$100	\$350			\$350							\$800	\$1,500	-\$670	Jul. MBSB Concert / Sep. Fall Display / Dec. Winter Display
Marcus	Jocelyn		\$100												\$100	\$1,500	-\$1,400	Jul. MBSB Concert
Meyer	Perry		\$100		\$1,150		\$350								\$1,600	\$1,500	\$100	Jul. MBSB Concert / Sep. Fall Display, Vici Casino / Nov. Winter Display
Newton	Davis					\$5,000									\$5,000	\$1,500	\$3,500	Oct. Vici Casino Night
Núñez	Juan														\$0	\$1,500	-\$1,500	
Pecoraro	Jack		\$1,000												\$1,000	\$1,500	-\$500	Jul. Soccer Banners
Scrivner	Lee		\$50												\$50	\$1,500	-\$1,450	Jul. MBSB Concert
Strauss Casey	Diana	\$51,200	\$100												\$100	\$1,500	\$49,800	Jul. MBSB Concert
Tabigue	Father Joseph		\$250												\$250	\$1,500	-\$1,250	Jul. MBSB Concert
White	Catt							\$700							\$700	\$1,500	-\$800	Dec. Winter Displays
Zolezzi	Tom									\$5,000					\$5,000	\$1,500	\$3,500	Feb. Tree Sponsor
		\$51,320	\$4,240	\$50	\$2,590	\$5,770	\$800	\$14,600	\$0	\$7,700	\$0	\$300	\$0	\$0	\$36,050	\$37,500		

Staff

LAST NAME	FIRST NAME	JUL '21	AUG. '21	SEP. '21	OCT. '21	NOV. '21	DEC. '21	JAN. '22	FEB. '22	MAR. '22	APR. '22	MAY '22	JUN. '22	TOTAL
Li Mandri	Marco	\$200												
Gomez	Christopher			\$4,550										
Li Mandri	Laura													
		\$200	\$0	\$4,550	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,750

Jul. MBSB Concert, Sep. Fall Display

FY22 Board Attendance

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

X - Excused
 U - Unexcused

Bylaws: Attendance

3 Unexcused
 6 Total (Excused and Unexcused)

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

BOARD MEETING DATE:		5/3/2022				
Accrual Basis Report through March 31, 2022						
				<u>DIFFERENCE</u>	<u>YTD BUDGET</u>	<u>REVISED</u>
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>YTD</u>	<u>(NET)</u>	<u>ANNUAL</u>
						<u>BUDGET</u>
						<u>(NET)</u>
SAN DIEGO CONTRACTS						
	BID	96,176	97,668	-1,492	358	0
	MAD₁	858,267	985,529	-127,262	-123,950	-172,370
	PARKING METER₂	370,978	370,978	0	-27,487	2,000
	TOTAL	\$1,325,421	\$1,454,175	-128,754	-\$151,079	-\$170,370
1. Supplemental Maintenance program: YTD net gain \$102,886. (Budgeted net gain YTD \$79,521. Annual revised budget net income is \$107,639)						
2. Additional Parking Program operations: YTD net income \$75,254. (Budgeted net income \$8,840. Annual revised net income \$440)						
Programs and Operations: YTD net income \$265,723. (Budgeted YTD Net income \$274,905. Annual budget net income is \$313,787)						
YTD 3/31/2022						
Total income for Little Italy Assn		\$2,661,936				
Total expense for Little Italy Assn		<u>\$2,345,921</u>				
Net expense over income		<u>\$316,015</u>				
Balance Sheet						
	3/31/2022	3/31/2021				
Checking	710,915	1,167,824				
Savings	276,503	38,071				
Accounts Receivable	83,414	200,179				
Other assets	119,703	139,078				
Total Assets	<u>1,190,535</u>	<u>1,545,152</u>				
Accounts Payable	17,038	21,045				
Advances	132,478	557,175				
Loans	148,476	433,606				
Equity	892,543	533,326				
Liabilities & Equity	<u>1,190,535</u>	<u>1,545,152</u>				

2:54 PM

Little Italy Association of San Diego
Profit & Loss
July 2021 through March 2022

04/20/22

Accrual Basis

	BID	MAD	Maintenance Non-As...	Total Parking District	Programs & Operati...	TOTAL
Income						
PPP income second round	0	0	0	0	274,105	274,105
SBEP · SBEP Management Grant	18,448	0	0	0	0	18,448
PROGRAM INCOME	0	0	9,000	22,875	773,933	805,808
BID INCOME	77,728	0	0	0	0	77,728
MAINTENANCE DISTRICT INCOME	0	858,267	0	0	0	858,267
MAINTENANCE NON-ASSESS INCOME	0	0	124,767	0	0	124,767
MERCATO INCOME	0	0	0	0	1,400	1,400
PARKING DISTRICT INCOME	0	0	0	412,485	0	412,485
PARKING DISTRICT REVENUES	0	0	0	88,929	0	88,929
Total Income	96,176	858,267	133,767	524,289	1,049,438	2,661,936
Gross Profit	96,176	858,267	133,767	524,289	1,049,438	2,661,936
Expense						
MISC MAINT EXPENSE	0	0	-178	0	0	-178
OFFICE OPERATIONS	27,918	150,172	192	0	19,732	198,014
LANDSCAPE OPERATIONS	0	45,415	0	0	0	45,415
ASSESS DIST OPERATIONAL EXP	0	110,661	708	0	5,308	116,677
PERSONNEL EXPENSE	0	635,678	1,744	-7,956	33,690	663,157
ACCOUNTANT EXPENSE ENTRIES	0	0	18,271	0	11,653	29,923
PROGRAM EXPENSE	0	0	3,714	0	221,650	225,364
Maintenance Personnel	0	0	0	0	958	958
NCA Management	32,701	43,000	0	0	120,706	196,407
Office Operational	0	1,166	6,430	0	8,928	16,523
Consulting Services	24,750	0	0	0	0	24,750
SBEP EXPENSES	12,299	0	0	0	0	12,299
MERCATO EXPENSE	0	0	0	0	358,935	358,935
PARKING DISTRICT EXPENSE	0	0	0	455,521	2,154	457,675
Total Expense	97,668	986,092	30,882	447,565	783,715	2,345,921
Net Income	-1,492	-127,825	102,886	76,724	265,723	316,015



LIA Board Meeting PR Agenda Friday, May 6, 2022

PITCHING

Recap

- Celebrating Easter in Little Italy
- RemedyRX Blood Drive (Short Leads)

Upcoming Focus

- Celebrating Mother's Day in Little Italy (Short Leads)
- Summer Events Roundup - Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival (Long Leads)
- Taste of Little Italy (Long Leads)

BLOGS

Current

- Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk

Upcoming

- Celebrating Mother's Day in Little Italy

WRITING

Recap

- Celebrating Mother's Day in Little Italy (Short Leads)
- Summer Events Roundup - Taste of Little Italy, Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival, SD Padres Italian Heritage Nights, Al Fresco Dining, Little Italy Wednesday & Saturday Mercato (Long Leads)
- April Blog #1 | Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk
- San Diego Downtown News April | Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk

Upcoming

- Celebrating Mother's Day in Little Italy
- Top 10 Things to do in Little Italy This Summer (National)
- May Blog #1 | Celebrating Mother's Day in Little Italy
- San Diego Downtown News May | Mother's Day in Little Italy

Social Media Statistics: March 22 - April 22

Highlights / Recap

- Promoted Neighborhood Blood Drive

- Created FB event page for Taste of Little Italy
- Created FB event page for Padres Italian Heritage Night
- Gained 1,481 total new followers on all platforms
- Earned over 2.2M total impressions
- Garnered over 472K total engagements

Upcoming




- Creating original Reels / TikTok videos
 - Firehouse Museum
 - Murals of #LittleItalySD
- Promoting Taste of Little Italy event
- Promoting Padres Italian Heritage Night event

Analytics




- **Instagram**
 - Followers: **87,628 (+1,279)**
 - Impressions: **223K**
 - Engagements: **437K**
- **Facebook**
 - Fans: **90,709 (+139)**
 - Impressions: **2M**
 - Engagements: **33K**
- **TikTok**
 - Followers: **155 (+45)**
 - Likes: **197**
- **Twitter**
 - Followers: **8,729 (+18)**
 - Engagements: **144**

Top Performing Posts:

Instagram

 <p>Mar 26, 2022</p> <p>You know that feeling of pure bliss when you're dining outside in the...</p> <table border="1"> <tr><td>👁️ Reach</td><td>18,666</td></tr> <tr><td>💬 Comments</td><td>15</td></tr> <tr><td>❤️ Likes</td><td>687</td></tr> <tr><td>🔖 Saves</td><td>10</td></tr> <tr><td>📊 Engagement</td><td>712</td></tr> </table>	👁️ Reach	18,666	💬 Comments	15	❤️ Likes	687	🔖 Saves	10	📊 Engagement	712	 <p>Apr 17, 2022</p> <p>Buona Pasqua! 🥰❤️ We hope you have a wonderful and blessed holiday...</p> <table border="1"> <tr><td>👁️ Reach</td><td>14,809</td></tr> <tr><td>💬 Comments</td><td>18</td></tr> <tr><td>❤️ Likes</td><td>750</td></tr> <tr><td>🔖 Saves</td><td>39</td></tr> <tr><td>📊 Engagement</td><td>807</td></tr> </table>	👁️ Reach	14,809	💬 Comments	18	❤️ Likes	750	🔖 Saves	39	📊 Engagement	807	 <p>Apr 5, 2022</p> <p>As you stroll through #LittleItalySD, you never know what you'll discover...</p> <table border="1"> <tr><td>👁️ Reach</td><td>12,118</td></tr> <tr><td>💬 Comments</td><td>9</td></tr> <tr><td>❤️ Likes</td><td>483</td></tr> <tr><td>🔖 Saves</td><td>12</td></tr> <tr><td>📊 Engagement</td><td>504</td></tr> </table>	👁️ Reach	12,118	💬 Comments	9	❤️ Likes	483	🔖 Saves	12	📊 Engagement	504
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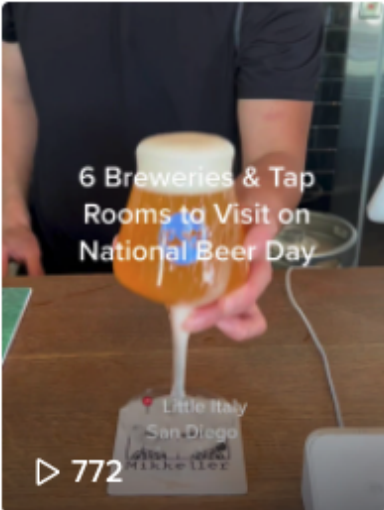


Facebook

 <p>Apr 19, 2022</p> <p>Little Italy is rooted in history since the 1920s! Today, Little Italy...</p> <table border="1"> <tr> <td>👁️ Reach</td> <td>8,737</td> </tr> <tr> <td>👤 Engaged users</td> <td>414</td> </tr> <tr> <td>👉 Clicks</td> <td>57</td> </tr> <tr> <td>👉 Other clicks</td> <td>158</td> </tr> </table>	👁️ Reach	8,737	👤 Engaged users	414	👉 Clicks	57	👉 Other clicks	158	 <p>Apr 2, 2022</p> <p>We may not have many April showers, but we certainly have all of the...</p> <table border="1"> <tr> <td>👁️ Reach</td> <td>8,722</td> </tr> <tr> <td>👤 Engaged users</td> <td>474</td> </tr> <tr> <td>👉 Clicks</td> <td>53</td> </tr> <tr> <td>👉 Other clicks</td> <td>173</td> </tr> </table>	👁️ Reach	8,722	👤 Engaged users	474	👉 Clicks	53	👉 Other clicks	173	 <p>Mar 30, 2022</p> <p>Frozen treats galore! 🍷 Paletas are a Mexican frozen treat made from fres...</p> <table border="1"> <tr> <td>👁️ Reach</td> <td>8,021</td> </tr> <tr> <td>👤 Engaged users</td> <td>187</td> </tr> <tr> <td>👉 Clicks</td> <td>90</td> </tr> <tr> <td>👉 Other clicks</td> <td>85</td> </tr> </table>	👁️ Reach	8,021	👤 Engaged users	187	👉 Clicks	90	👉 Other clicks	85
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Twitter

 <p>Apr 13, 2022</p> <p>We've recently added a new shade structure at the Little Italy Dog Park,...</p> <table border="1"> <tr> <td>❤️ Likes</td> <td>32</td> </tr> <tr> <td>🔄 Retweets</td> <td>5</td> </tr> <tr> <td>📈 Engagement</td> <td>37</td> </tr> </table>	❤️ Likes	32	🔄 Retweets	5	📈 Engagement	37	 <p>Apr 19, 2022</p> <p>Little Italy is rooted in history since the 1920s! The Little Italy Associatio...</p> <table border="1"> <tr> <td>❤️ Likes</td> <td>20</td> </tr> <tr> <td>🔄 Retweets</td> <td>4</td> </tr> <tr> <td>📈 Engagement</td> <td>24</td> </tr> </table>	❤️ Likes	20	🔄 Retweets	4	📈 Engagement	24	 <p>Mar 30, 2022</p> <p>Frozen treats galore! 🍷 Paletas are a Mexican frozen treat made from fres...</p> <table border="1"> <tr> <td>❤️ Likes</td> <td>14</td> </tr> <tr> <td>🔄 Retweets</td> <td>1</td> </tr> <tr> <td>📈 Engagement</td> <td>15</td> </tr> </table>	❤️ Likes	14	🔄 Retweets	1	📈 Engagement	15
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TikTok

 <p>6 Breweries & Tap Rooms to Visit on National Beer Day</p> <p>▶ 772</p>	 <p>Frozen treats galore! 🍷 ...</p> <p>▶ 959</p>	 <p>BEST PHOTO SPOTS IN LITTLE ITALY</p> <p>▶ 137</p>
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Have you visited the tap ...

Frozen treats galore! 🍷 ...

There's no shortage of g...

Christopher M. Gomez

From: Marco Li Mandri <marco@newcityamerica.com>
Sent: Friday, April 29, 2022 3:37 PM
To: Christopher M. Gomez
Subject: ADD THIS TO THE BOARD PACKET

Council-Sponsored Homelessness Bill Faces First Test

The Bay Area Council was on hand Monday for a meeting (pictured above) with Governor Newsom and state and local elected leaders to discuss the importance of CARE Court to helping solve California's homeless crisis. The Governor's CARE Court proposal would connect between 7,000-12,000 people struggling with untreated severe mental illness—and often also substance abuse disorder—with a court-ordered Care Plan for up to 24 months. Currently, too many of these individuals are tragically dying on California's streets without any recourse for families or care givers. The recent Bay Area Council Poll found 87% support among Bay Area voters for giving local governments greater authority to use conservatorships to place homeless people suffering from mental and substance abuse issues into treatment.

A CARE Court proceeding may be initiated by family, county and community-based social services, behavioral health providers, or first responders, and departs from longstanding policy by providing care to individuals against their will. CARE Court builds on the significant investments made over the past year into scaling up California's homeless resolution infrastructure, including a \$14 billion investment to create up to 55,000 new housing units and treatment slots.

CARE Court is currently proceeding through the legislature via two vehicles, SB 1338 (Umberg-Eggman) and AB 2830 (Bloom). The Bay Area Council is monitoring the development of these bills and is currently encouraging members to support. [Read the Council's support letter](#). To engage with the Bay Area Council's Homelessness Committee, [please contact Senior Vice President, Public Policy Adrian Covert](#).

Little Italy Board of Directors Get-or-Give Self-Reporting Form

Term: 2021-2022

Board Member: _____

Month: _____

Date	Activity	Cash	In-Kind (Value)	Volunteer (Max 10/Hrs)

Staff Review: _____

Date: _____