



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

CLOSED SESSION TO DISCUSS LEGAL MATTER ON ITEM 6

AGENDA

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

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

2) Minutes of the April 6, 2021 Board Meeting

Action Item

3) Non-Agenda: Public Comment & Announcements

4) Committee Reports

Organization Committee / Steve Galasso

- a. Get-or-Give Policy Language Amendment
- b. Board & Committee Attendance
- c. FY22 New City America Goals – Drafting
- d. Next Meeting: Friday, May 14, 2021 at 9:00am via Zoom

Action Item

Visit: <https://us02web.zoom.us/j/84516575038> or
 Call: 1-669-900-6833 / Meeting ID: 845 1657 5038
Password: 3898

Finance Committee / Bryan Thompson

- a. YTD Financial Report / Jeri Keiller & Bryan Thompson
- b. Authorization to Pay-Off Vehicles (~\$15,000) with FY21 Surplus
- c. Green Lot Fence Repair, Bollards & Small Claim
- d. SDTA Ad for Piazza della Famiglia Venue (\$3,000)
- e. County Community Enhancement Grant for LI's PATH Program
- f. Next Meeting: Friday, May 24, 2021 at 10:00am via Zoom

Action Item

Action Item

Action Item

Action Item

Action Item

Visit: <https://us02web.zoom.us/j/82305101400> or
 Call: 1-669-900-6833 / Meeting ID: 823 0510 1400
Password: 3898

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

- a. Olive Creative Strategies Report
- b. Little Italy Mercato / Catt White
- c. Taste of Little Italy: Take-Out Edition – June 2021
- d. Public Art Task Force

- e. Next Meeting: Friday, May 7, 2021 at 9:00am via Zoom
 Visit: <https://us02web.zoom.us/j/87598707582> or
 Call: 1-669-900-6833 / Meeting ID: 875 9870 7582
 Password: 3898

Community Advisory Board (CAB) / Jack Pecoraro

- a. LIRA & CAB to Merge Under LIA Umbrella
 i. Neighborhood Advisory Committee (NAC)
 ii. New Chair – Jeri Keiller

Action Item

Parking & Mobility Committee / Luke Vinci

- a. FY22 Budget – Update
 b. Bollard Program – Update
 c. Expansion of Valet in FY22

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

- a. Civil Restraining Orders – Update
 b. Issues with Trip & Fall Claims and City Attorney's Office

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 Office, Our Lady of the Rosary, Washington Elementary School, Convivio and DCPC.

COMMITTEE MEMBERS TO GO INTO CLOSED SESSION TO DISCUSS LEGAL MATTER WITH LIA ATTORNEY MIKE ZARCONI. THE PUBLIC TO BE EXCUSED FROM THE MEETING AT THIS POINT AND WELCOMED BACK FOR UPDATE AFTER ITEM 6 IS DISCUSSED.

- 6) Little Italy Mercato Complaint & Mediation Update / Mike Zarconi *Action Item*

- 7) Next Meeting: Tuesday, June 1, 2021 at 8:30am via Zoom
 Visit: <https://us02web.zoom.us/j/83087828978> or
 Call: 1-669-900-6833 / Meeting ID: 830 8782 8978
 Password: 3898

8) Adjournment

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit www.LittleItalySDMeetings.com (Page 4, Section 11).

THE BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619 233-3898 at least 48-hours prior to the meeting.



**Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, April 6, 2021 at 8:30am**

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/81285810312>
or call 1-669-900-6833 Meeting ID: 812 8581 0312/ Password: 3898**

PRESENT: Frank Stiriti, Bryan Thompson, Joe Cordileone, Annette Casemero, Ryan Blum, Lou Palestini, Davis Newton, Danny Mocerri, Jeri Keiller, Dino Cresci, Domenic Brunetto, Perry Meyer, Sandi Cottrell, Jim DeSpensa, Catt White, Rich Gustafson, Steve Galasso, Joey Busalacchi, Jocelyn Marcus, Luke Vinci, Diana Strauss Casey

EXCUSED: Pasquale Ioele, Melanie Dellas

ABSENT: Charlie Coradino, Juan Nunez, Jack Pecoraro, Lee Scrivner, Father Joe Tabigue, Tom Zolezzi

GUESTS: Susan Ranft, Officer Larry Turner, Kathi Meyer, Marsha Lyon, Curt Brooker, Makana Rowan, Brijet Myers, Emily Bonner, Karen Gibbins, Thomas DeFranco, Michael Sabella, Nina Childs, Mark Childs

STAFF: Marco Li Mandri, Chris Gomez, Rosie DeLuca, Dianne Serna De Leon, Monica Montes, Dominic Li Mandri, Larisa Medina, Kelly Orange

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. Steve Galasso was running late for the meeting	No action taken
2. Review of March 2, 2021 Board Minutes	Minutes from March 2, 2021 were reviewed.	Perry Meyer moved to accept the Board Minutes. Frank Stiriti seconded the motion. Unanimously approved.

3. Non-Agenda: Public Comment, Introductions and Announcements	3. Nothing to report.	3. No action taken
4. Committee Reports Org Committee: Steve Galasso; a. YTD Financial Report/Jeri Keiller & Bryan Thompson b. Davis Newton to replace Olivia Connolly representing Fenton c. “Who am I?”- Annette Casemero d. Mercato Mask Requirements Complaint- Update e. FY22 New City America Goals- Drafting f. Give-or get	4.a. Jeri Keiller reported on the YTD Financial Report. 4.b. Chris Gomez announced that Davis Newton will be replacing Olivia Connolly as the Representative for Fenton. 4.c. Marco Li Mandri introduced Annette Casemero to the Board. Annette stated that she has been with AlSCO for 1 year, however, she has worked in the industry for 20 years. Annette was born and raised in San Diego. As a 3 rd generation from a commercial fishing community, Little Italy has always been special to her due to her family’s history. Annette stated that AlSCO may be looking at other locations, however not for another 2 years, minimum. 4.d. Chris Gomez gave an update on the gentleman who was refusing to wear a mask at the Mercato. We are currently in Arbitration and will be updated as things progress. 4.e. Bryan Thompson will pass the drafting of the NCA goals to each committee level for their suggestive goals. The goals will be sent to ORG, then back to the Board.	4.a. Joe Cordileone moved to accept the YTD Financial Report. Dino Cresci seconded the motion. Unanimously approved. Jeri Keiller abstained. 4.b. Danny Mocerri moved to accept Davis as Olivia’s replacement. Bryan Thompson seconded the motion. Unanimously approved. 4.c. No action taken 4.d. No action taken 4.e. No action taken

<p>Policy</p> <p>g. Next Meeting:</p>	<p>4.f. Chris Gomez will send out a snapshot of everyone’s contribution status towards the Give-or-Get program. Due to COVID, the annual amount for this fiscal year has been lowered to \$750.</p> <p>4.g. Next Org Meeting will be Friday, April 16, 2021 at 09:00am via Zoom Visit: https://us02web.zoom.us/j/89314334877 or Call: 1-669-900-6833/ Meeting ID: 893 1433 4877 Password: 3898</p>	<p>4.f. No action taken</p> <p>4.g. No action taken</p>
<p>Committee Reports DISI Committee: Perry Meyer</p> <p>a. Olive Creative Strategies</p> <p>b. Little Italy Mercato- Catt White</p> <p>c. Taste of Little Italy: Take out Edition- June 2021</p> <p>d. Public Art Task Force</p> <p>i. Piazza della Famiglia Monument</p> <p>ii. Corner Pot Commissioned Designed Plates</p> <p>iii. Italian Flags on India Street</p> <p>iv. CIAO Fern Letters Installation on State</p>	<p>4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p> <p>4.b. Catt White reported on the current Mercato activities.</p> <p>4.c. Curt Brooker gave an update on the Taste of Little Italy: Take-out Edition. He is projecting a multiple day event, during the week of June 14, 2021.</p> <p>4.d. Chris Gomez gave an update on Public Art.</p> <p>4.i. Chris Gomez reported that it will be a few more weeks until the Pdf Monument is installed.</p> <p>4.ii. Chris Gomez reported that ArtWalk will commission Artists to produce 3 designs with Italian scenery. The chosen designs will be created and placed on metal plates, then installed on the Corner pots throughout Little Italy.</p> <p>4.iii. Chris Gomez reported that the Italian flags on India Street are currently being changed out.</p> <p>4.iv. Chris Gomez reported that letters made of fern will be installed on the State Street side of the Green Lot Fence, which will spell out “CIAO”.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p> <p>4.d. No action taken</p> <p>4.i. No action taken</p> <p>4.ii. No action taken</p> <p>4.iii. No action taken</p> <p>4.iv. No action taken</p>

<p style="text-align: center;">Street Fence</p> <p>e. Next Meeting:</p>	<p>4.e. Next Meeting of the DISI Committee will be on Friday, May 7, 2021 at 9:00am via Zoom Visit: https://us02web.zoom.us/j/87598707582 or Call: 1-699-900-6833/ Meeting ID: 875 9870 7582 Password: 3898</p>	<p>4.e. No action taken taken</p>
<p><i>Parking & Mobility Committee: Luke Vinci</i></p> <p>a. Bollard Program – Update</p> <p>b. Phase II of Enhanced Pedestrian Lighting on Kettner- Complete</p> <p>c. FY22 Budget- Submitted</p>	<p>4.a. Chris Gomez reported that the Bollard Program is projected to be completed by January 2022.</p> <p>4.b. Chris Gomez reported that Phase II of the Enhanced Pedestrian Lighting on Kettner has been installed. The goal is to have consistent colored lighting from Balboa Park to the Waterfront.</p> <p>4.c. Chris Gomez reported that FY22 Budget has been submitted to the City.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>Committee Reports Sidewalk Operations: Rich Gustafson;</p> <p>a. Civil Stay Away Order Status</p>	<p>4.a. Marco Li Mandri reported that there was another incident in LI involving the same homeless individual, Chad Daniels. It took PD two and a half hours to arrive on the scene. Marco is working closely with Lt. Clendenen from SDPD to ensure we can get this individual off of the streets.</p>	<p>4.a. No action taken</p>
<p>Committee Reports Finance Committee: Bryan Thompson</p> <p>a. FY20 LIA Audit</p> <p>b. AARP Grant for Piazza Constanza- Submitted</p> <p>c. Smart City Media Kiosk</p>	<p>4.a. Jeri Keiller reported that there were no issues with LIA’s finances during the FY20 Audit.</p> <p>4.b. Chris Gomez reported that an AARP Grant has been submitted for the Piazza Constanza. \$185,000 was requested.</p> <p>4.c. Chris Gomez reported that both DISI and Finance Committees have approved the Kiosk</p>	<p>4.a. Bryan Thompson moved to accept the FY20 LIA Audit. Frank Stiriti seconded the motion. Unanimously approved. Jeri Keiller abstained.</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>

<p>Agreement</p> <p>d. Next Meeting:</p>	<p>agreement. Proposed locations will be selected by a Task Force. If the city does not allow advertising in the right of way, the contract will not be fulfilled.</p> <p>4.d. Next meeting will be on Thursday, April 29, 2021 at Noon via Zoom Visit: https://us02web.zoom.us/j/89011936040 or Call: 1-669-900-6833 / Meeting ID: 890 1193 6040 Password: 3898</p>	<p>4.d. No action taken</p>
<p>5. Community Reports</p>	<p>5. Kohta Zaiser from the Mayor’s office reported via e-mail, as follows:</p> <p><u>Housing Stability Assistance Program</u></p> <ul style="list-style-type: none"> • Mayor announced the City’s Housing Stability Assistance Program. This is designed to help working families in the City of San Diego who have been financially impacted by the COVID-19 pandemic. • More than \$83 million is now available to help qualifying low-income residential renters who live in the city of San Diego pay past-due rent, utilities and internet service. • Qualifying households may apply for the City’s COVID-19 Housing Stability Assistance Program at covidassistance.sdhc.org. Applications are available in English, Spanish and Vietnamese. The first payments are expected to be disbursed this month. <p><u>Update at Convention Center</u></p> <ul style="list-style-type: none"> • As Operation Shelter to Home began to wind down the U.S. Department of Health and Human Services (HHS) called on San Diego to provide a safe-haven for unaccompanied children seeking asylum. • Mayor Gloria answered the call from HHS and leads the City of San Diego to step up and do the right thing by offering temporary shelter to unaccompanied female minors seeking asylum in the United States. • Nearly 1200 girls ages 13-17 have received refuge at the San Diego Convention Center, receiving hot showers, warm meals, a bed to sleep in, and supportive services while we connect them to family. 	<p>5. No action taken</p>

	<ul style="list-style-type: none"> • This program is set to last from now until the end of July, with the intention of the Convention Center returning to normal operations in August. • South Bay Community Services is the lead provider coordinating donations and volunteers for the temporary shelter. Please visit https://sbcssandiego.org/ to learn more about South Bay Community Services and what you can do. Donations cannot be food and must be all new items (no hand-me-downs) <p><u>Vaccinations</u></p> <ul style="list-style-type: none"> • (As of April 1) Phase 1B: includes 55 years and older, fire and law enforcement workers, childcare and education workers, food and agriculture workers • <i>Starting on April 15</i>, those 16+ years old and older will become eligible. <p><u>San Diego Library Foundation Survey</u></p> <ul style="list-style-type: none"> • Help craft San Diego Public Library’s future, the San Diego Public Library and San Diego Public Library Foundation are developing a new master plan open through April 17 • Community Feedback about: <ul style="list-style-type: none"> • What do you want from the Library? • How can the Library serve your community? • What services, technologies, and programs would help you? • Link: https://surveyhero.com/c/sdpl 	
6. Next Meeting	6. The Next Meeting will be on Tuesday, May 4, 2021 at 8:30am via Zoom Visit: https://us02web.zoom.us/j/83513622488 or Call: 1-669-900-6833 / Meeting ID: 835 1362 2488 Password: 3898	6. No action taken
7. Adjournment	7. Meeting Adjourned.	7. No action taken

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



GIVE-OR-GET FUNDRAISING BOARD POLICY

Adopted on February 2, 2016 / Effective on July 1, 2016 / Amended ~~September 10, 2019~~ May 4, 2021

~~Effective September 10, 2019~~ On May 4, 2021, the Little Italy Association Board of Directors ~~revised its~~ amended the Little Italy Association's "Give-or-Get" (GoG) Policy. The ~~expectations~~ for expectation of each Member will be to:

- 1) "Get" monies via donations to the Association for specific projects/programs; and/or
- 2) Volunteer for special events with a max number of hours set forth by this Board; and
or
- 3) "Give" monies that have not been fulfilled by the above methods.

~~Our~~ The Board's goal is to have every Member meet a minimum of \$1,500 in cash and/or in-kind donations. This amount may be reviewed and adjusted at the end of each fiscal year for the next fiscal year to help the Association meet fundraising goals.

The ways that the ~~goals, per Member,~~ GoG obligations can be met are by the following methods:

- 1) Raise \$1,500 cash; and/or
- 2) ~~Donate~~ Contribute \$1,500 in-kind; and/or
- 3) Purchase mandatory tickets for Little Italy events and/or
- 4) Volunteer hours for Little Italy sanctioned events at a max of 10 hours per Member (Value: \$75 per hour worked).

~~A record of donations and volunteered hours~~ Members must self-report contributions they have made or secured and hours volunteered so that staff can validate and add to their GoG Summary. The GoG Summary will be maintained for each Member by staff. Members will be provided a quarterly report for review or upon request. If there ~~is a discrepancy~~ are any discrepancies, it is the responsibility of the Member to provide ~~verifying staff with additional~~ information to staff.

Contributions, larger than the minimum ~~requirement~~ GoG obligation, can be rolled over for a max of one (1) fiscal year.

Amended by the Organization Committee: Steve Galasso, Danny Mocer, Louis Palestini and Luke Vinci

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866
 Email: mail@littleitalysd.com ▪ Website: www.littleitalysd.com
 Facebook: Little Italy San Diego ▪ Twitter / Instagram / Pinterest: @LittleItalySD ▪ #LittleItalySD

I, _____, hereby agree to ~~comply~~ support the GoG Policy as stated and will fulfill my ~~requirements of the Give-or-Get Policy that was adopted by the Little Italy Board of Directors on July 2, 2019~~ obligation.

Signature

Date

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

BOARD MEETING DATE:	5/4/2021						
Accrual Basis Report through March 2021							
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	<u>NET BUDGET YTD</u>	<u>ANNUAL BUDGET (GROSS)</u>	<u>ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS							
	BID	108,365	96,163	12,202	6,125	144,374	0
	MAD₁	852,280	848,844	3,436	20,964	1,136,754	0
	PARKING METER₂	543,339	665,217	-121,878	-76,715	750,000	3,780
	TOTAL	\$1,503,984	\$1,610,224	-106,240	-\$49,626	\$2,031,128	\$3,780
1. Supplemental Maintenance program: YTD net gain \$33,195. (Budget net gain YTD \$34,555.)							
2. Additional Parking Program operations-net income 6,293. (Budget YTD -442)							
Programs and Operations YTD net income is -47,316 (Budgeted net loss was -90,133) (Includes income from PPP1 loan forgiveness and excludes PPP2 loan income)							
Net Advance for Bollard program		\$226,777					
YTD March 2021							
Total income for Little Italy Association		2,491,431					
Total expense for Little Italy Association		2,474,561					
Operational Net income over expense YTD		<u>\$16,870</u>					
Balance Sheet 3/31/2021							
Checking and Savings		1,206,593					
Accounts Receivable		202,463					
Other assets		135,166					
Total Assets		<u>1,544,222</u>					
Accounts Payable		8,871					
Advances		828,702					
Loans		160,353					
Equity		546,296					
Total Liabilities & Equity		<u>1,544,222</u>					



LIA Board Meeting PR Agenda Tuesday, May 4, 2021

PITCHING

Recap

- **April Monthly Roundup**
 - Media Hits In: Oside News, News Break & The Nardcast
- **Taste of Little Italy (Long Leads)**
 - Media Hits In: San Diego Food Finds, Oside News, News Break, THERE San Diego, News Break,
- **RemedyRX COVID Vaccination Media Alert**
 - Media Hits In: KUSI, ABC 10, NBC 7
- **Additional Coverage Topics**
 - Little Italy Association's stance with outdoor dining. Interviewed Marco Li Mandri and Dario from Civico 1845. Ran in CBS 8 broadcast 10 times & online
 - Restaurant Week and Orange Tier
 - Where to celebrate Easter in Little Italy

Current/Upcoming Focus

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

BLOGS

Recap

- Celebrate National Pet Day in Little Italy
- Official Little Italy Mother's Day Gift Guide

Upcoming

- Cinco de Mayo Happy Hour Roundup
- Taste of Little Italy: Take-Out Edition




Social Media Statistics: March 1-April 22

- **Facebook**
 - Fans: 88,042 (+1,819)
- **Twitter**
 - Followers: 8,580 (+53)
- **Instagram**
 - Followers: 79,029 (+3,239)




Highlights

- High organic engagement on Nick Pecoraro post, with 7K engagements on Instagram and 3.6K engagements on Facebook
- Garnered more than 3.8M impressions across all platforms, up 51%
- Earned over 155K engagements across all platforms, up 57%
- Garnered 5,111 new followers across all platforms, up 11%




FACEBOOK: Top Performing Posts:

<p>Little Italy Sun 3/7/2021 12:41 pm PDT</p> <p>It's a double-win when your beverage doubles as a meal! #LittleItalySD @farmerstabledd</p>  <table border="1"> <tr><td>Total Engagements</td><td>5,703</td></tr> <tr><td>Reactions</td><td>1,478</td></tr> <tr><td>Comments</td><td>861</td></tr> <tr><td>Shares</td><td>200</td></tr> <tr><td>Post Link Clicks</td><td>1</td></tr> <tr><td>Other Post Clicks</td><td>3,163</td></tr> </table>	Total Engagements	5,703	Reactions	1,478	Comments	861	Shares	200	Post Link Clicks	1	Other Post Clicks	3,163	<p>Little Italy Tue 3/23/2021 1:12 pm PDT</p> <p>DID YOU KNOW? Sometimes called Little Italy's Mayor, Nick Pecoraro has lived in the two-story yellow house on India Street for 53 years. He's raised three children.</p>  <table border="1"> <tr><td>Total Engagements</td><td>3,684</td></tr> <tr><td>Reactions</td><td>1,407</td></tr> <tr><td>Comments</td><td>189</td></tr> <tr><td>Shares</td><td>54</td></tr> <tr><td>Post Link Clicks</td><td>-</td></tr> <tr><td>Other Post Clicks</td><td>2,034</td></tr> </table>	Total Engagements	3,684	Reactions	1,407	Comments	189	Shares	54	Post Link Clicks	-	Other Post Clicks	2,034	<p>Little Italy Tue 3/16/2021 7:16 pm PDT</p> <p>Red sky at night, sailor's delight. #LittleItalySD @_davidryann</p>  <table border="1"> <tr><td>Total Engagements</td><td>1,602</td></tr> <tr><td>Reactions</td><td>1,201</td></tr> <tr><td>Comments</td><td>38</td></tr> <tr><td>Shares</td><td>114</td></tr> <tr><td>Post Link Clicks</td><td>-</td></tr> <tr><td>Other Post Clicks</td><td>251</td></tr> </table>	Total Engagements	1,602	Reactions	1,201	Comments	38	Shares	114	Post Link Clicks	-	Other Post Clicks	251
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TWITTER: Top Performing Tweets:

<p>LittleItalySD Tue 3/23/2021 8:18 pm UTC</p> <p>DID YOU KNOW? Nick Pecoraro has lived in the two-story yellow house on India Street for 53 years. He's raised 3 kids with his wife, Joann in this home & has seen</p>  <table border="1"> <tr><td>Total Engagements</td><td>248</td></tr> <tr><td>Likes</td><td>34</td></tr> <tr><td>@Replies</td><td>1</td></tr> <tr><td>Retweets</td><td>2</td></tr> <tr><td>Post Link Clicks</td><td>-</td></tr> <tr><td>Other Post Clicks</td><td>209</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	248	Likes	34	@Replies	1	Retweets	2	Post Link Clicks	-	Other Post Clicks	209	Other Engagements	0	<p>LittleItalySD Sat 4/10/2021 3:00 pm UTC</p> <p>The @LIMercato is truly urbe-leaf-able! Produce isn't the only thing at the market, nurture your inner plant lady & pick some greenery for your home. Open from 8 am</p>  <table border="1"> <tr><td>Total Engagements</td><td>107</td></tr> <tr><td>Likes</td><td>8</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>-</td></tr> <tr><td>Other Post Clicks</td><td>98</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	107	Likes	8	@Replies	0	Retweets	1	Post Link Clicks	-	Other Post Clicks	98	Other Engagements	0	<p>LittleItalySD Sun 3/7/2021 6:00 pm UTC</p> <p>It's a double-win when your beverage doubles as a meal! #LittleItalySD @farmerstabledd</p>  <table border="1"> <tr><td>Total Engagements</td><td>105</td></tr> <tr><td>Likes</td><td>8</td></tr> <tr><td>@Replies</td><td>1</td></tr> <tr><td>Retweets</td><td>2</td></tr> <tr><td>Post Link Clicks</td><td>-</td></tr> <tr><td>Other Post Clicks</td><td>94</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	105	Likes	8	@Replies	1	Retweets	2	Post Link Clicks	-	Other Post Clicks	94	Other Engagements	0
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Post Link Clicks	-																																											
Other Post Clicks	94																																											
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INSTAGRAM: Top Performing Posts:

<p>littleitalyad Tue 3/23/2021 10:25 am PDT</p> <p>DID YOU KNOW? Sometimes called Little Italy's Mayor, Nick Pecoraro has lived in the two-story yellow house on India Street for 53 years. He's raised three children.</p>  <table border="1"> <tr><td>Total Engagements</td><td>7,194</td></tr> <tr><td>Likes</td><td>6,563</td></tr> <tr><td>Comments</td><td>361</td></tr> <tr><td>Saves</td><td>270</td></tr> </table>	Total Engagements	7,194	Likes	6,563	Comments	361	Saves	270	<p>littleitalyad Sun 3/28/2021 6:48 pm PDT</p> <p>A cotton-candy sunset is the sweet ending to a long week that we've all been craving. #LittleItalySD @lancetakata</p>  <table border="1"> <tr><td>Total Engagements</td><td>2,658</td></tr> <tr><td>Likes</td><td>2,588</td></tr> <tr><td>Comments</td><td>28</td></tr> <tr><td>Saves</td><td>42</td></tr> </table>	Total Engagements	2,658	Likes	2,588	Comments	28	Saves	42	<p>littleitalyad Sat 4/10/2021 7:25 pm PDT</p> <p>Buone notte, Little Italy. @graziebysam #LittleItalySD</p>  <table border="1"> <tr><td>Total Engagements</td><td>2,297</td></tr> <tr><td>Likes</td><td>2,169</td></tr> <tr><td>Comments</td><td>34</td></tr> <tr><td>Saves</td><td>94</td></tr> </table>	Total Engagements	2,297	Likes	2,169	Comments	34	Saves	94
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FOR IMMEDIATE RELEASE

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larisa@olivecreativestrategies.com

Celebrating 13 years, Taste of Little Italy Returns with a Fresh New Feel

Prepare to taste the best of the best as San Diego's top culinary neighborhood brings back Taste of Little Italy with a brand-new format

SAN DIEGO (April XX, 2021) – Foodies start making plans for Little Italy's [13th Annual Taste of Little Italy](#). In order to prepare for new guidance regarding the reopening California, Taste will now be held over two days, Tuesday, June 22 and Wednesday, June 23, from 4 p.m. to 8 p.m. each day. Attendees will be able to take in the summer air while walking through the neighborhood's 48 square blocks, sampling mouthwatering bites from over 20 culinary gems. Each evening different restaurants will be showcased. A *Taste Passport* is provided to ticketholders as a guide, listing all participating restaurants, menu offerings and COVID-19 procedures.

"We are so excited to be able to bring back Taste of Little Italy for our 13th year, especially after such a difficult year," said Chris Gomez, District Manager of the Little Italy Association. "It's an opportunity to enjoy the sights and delicious bites of Little Italy's many eclectic and diverse restaurants, so be sure to bring your appetite! We encourage purchasing your tickets early, since the Taste of Little Italy sells out quickly."



Upon arrival, attendees will check-in at their scheduled time in the Piazza della Famiglia where they will be given their *Taste Passport*. Guests will then make their way to each restaurant stop, taking away their “tastes” to enjoy at their leisure. The Taste of Little Italy welcomes back its North and South routes, featuring one route each day, each with a unique set of restaurants.

In order to ensure the safest experience for everyone, attendees are asked to maintain proper physical distancing and are required to wear face masks when they aren't sampling their “taste.” Attendees will also be split into two different time slots each day to more evenly disperse guests during event hours. After visiting every stop on their *Taste Passport*, guests can eat while they stroll or will be able to enjoy their bites and sips at one of the many open-air piazzas Little Italy has to offer. Tickets are priced at \$50 for advance purchase, plus a small service fee, and increase to \$55 one week before the event. A portion of every ticket sold goes directly back to the restaurants to provide some financial relief from the hardships they have suffered due to COVID-19. For a full list of participating restaurants and to purchase your tickets to the 13th Annual Taste of Little Italy, visit www.tasteoflittleitalysd.com.

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About Little Italy Association (LIA)

A nonprofit 501(c)(3) corporation for the public's benefit, the Little Italy Association (LIA) advocates on behalf of its members' best interests in the areas of public safety, beautification, promotion and economic development, while preserving the unique cultural resources that exist in the Little Italy neighborhood of Downtown San Diego. LIA stands as the only district management corporation of its kind for any Little Italy neighborhood in the United States and is run by a Board of Directors encompassing 29 people who represent property owners, residents, businesses and community at large. More information can be found by visiting www.littleitalysd.com or by calling (619) 233-3898



Little Italy Bollards Design & Construction "Draft" Schedule

ID	Task Name	Duration	Start	Finish	January	April	July	October	January	April	July	October	January	April				
					B	M	E	B	M	E	B	M	E	B	M	E		
0	Little Italy Bollards Schedule	764.5 days	Fri 3/8/19	Mon 2/21/22														
1	Design	160 days	Fri 3/8/19	Tue 10/22/19														
6	Plan Check and Permitting	484.5 days	Wed 10/23/19	Mon 9/6/21														
7	OTC Review - Placemaking Ord/Concept DWG	8 wks	Wed 10/23/19	Thu 12/19/19														
8	City Delay - Reviewing Sidewalk Storage of Bollards	6 wks	Fri 12/20/19	Mon 2/3/20														
9	City Plan OTC Review	4 wks	Tue 2/4/20	Mon 3/2/20														
10	COVID-19 Anticipated Delay	12 wks	Tue 3/3/20	Mon 5/25/20														
11	Response to 1st OTC review comments	2 wks	Fri 12/11/20	Thu 12/24/20														
12	Funding Approval from City	28.6 wks	Tue 5/26/20	Thu 12/10/20														
13	Updated Potholing Proposal and Release Agreement	1 wk	Fri 12/11/20	Thu 12/17/20														
14	Potholing Design	3.1 wks	Fri 12/18/20	Fri 1/8/21														
15	Submit ROW Permit to City	1 day	Fri 1/8/21	Mon 1/11/21														
16	ROW Permit Review with City	17 wks	Mon 1/11/21	Mon 5/10/21														
17	Potholing	4 wks	Mon 5/10/21	Mon 6/7/21														
18	Structural Design	3 wks	Mon 6/7/21	Mon 6/28/21														
19	2nd round plan check	10 wks	Mon 6/28/21	Mon 9/6/21														
20	Permit Received	0 wks	Mon 9/6/21	Mon 9/6/21														
21	Bidding	40 days	Mon 8/2/21	Mon 9/27/21														
22	Generate General Contractor RFP and Issue	1 wk	Mon 8/2/21	Mon 8/9/21														
23	RFP and Bid Response Period	3 wks	Mon 8/9/21	Mon 8/30/21														
24	Evaluate RFPs/Bids & Interview General Contractors	1 wk	Mon 8/30/21	Mon 9/6/21														
25	General Contractor Award/Selection	0 days	Mon 9/6/21	Mon 9/6/21														
26	Negotiate Final Contract Terms	2 wks	Mon 9/6/21	Mon 9/20/21														
27	Contracting w/ Subs	1 wk	Mon 9/20/21	Mon 9/27/21														
28	Bollard Construction	105 days	Mon 9/27/21	Mon 2/21/22														
29	Prepare Submittals	1 wk	Mon 9/27/21	Mon 10/4/21														
30	Submittal Approvals	1 wk	Mon 10/4/21	Mon 10/11/21														
31	Order Materials/Receive Bollard Sleeves	4 wks	Mon 10/11/21	Mon 11/8/21														
32	General Construction	20 wks	Mon 9/27/21	Mon 2/14/22														
33	Project Punch	1 wk	Mon 2/14/22	Mon 2/21/22														
34	Project Complete	0 days	Mon 2/21/22	Mon 2/21/22														

Call: (619) 531-2000 Press * to Bypass
If SDPD does not respond, take of photo
of the location of violation. This can be sent
to SDPD in order for them to proceed with
an arrest for violation of Orders.



CHAD DANIELS RESTRAINING ORDER MAP

* Samantha Siguenza
*Not on map. Lives outside
of Little Italy.*

Marco Li Mandri

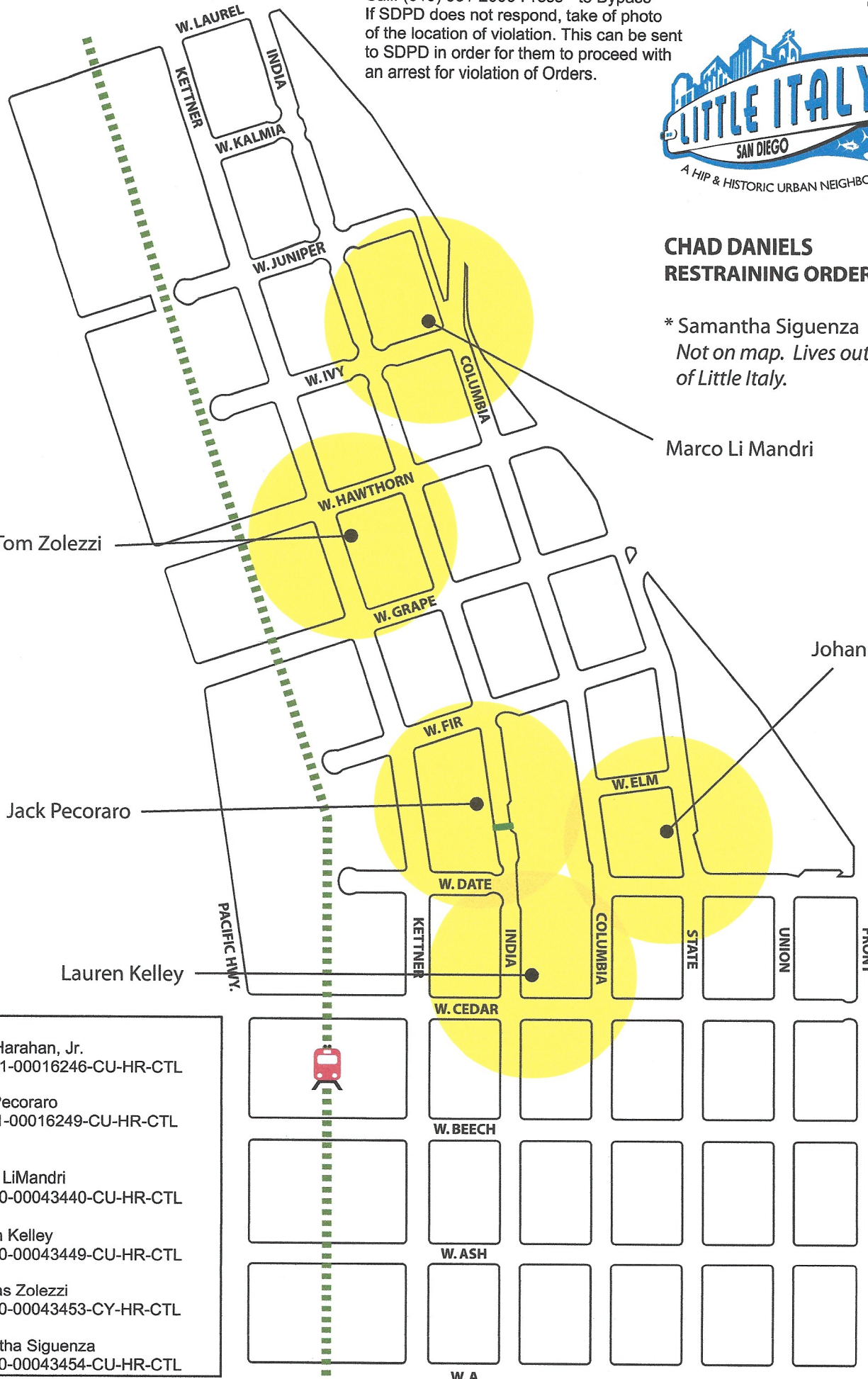
Johan Harahan

Tom Zolezzi

Jack Pecoraro

Lauren Kelley

- TRO's:
1. John Harahan, Jr.
37-2021-00016246-CU-HR-CTL
 2. Jack Pecoraro
#37-2021-00016249-CU-HR-CTL
- RO's:
1. Marco LiMandri
37-2020-00043440-CU-HR-CTL
 2. Lauren Kelley
27-2020-00043449-CU-HR-CTL
 3. Thomas Zolezzi
37-2020-00043453-CY-HR-CTL
 4. Samantha Siguenza
37-2020-00043454-CU-HR-CTL



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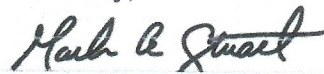
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- Steven D. Sefton
- Pedro Villegas

We are pleased to provide you with the enclosed check for \$245.80 which represents the earnings of the Little Italy Endowment Fund at The San Diego Foundation. This grant is a semi-annual distribution to support the Little Italy Association. The granted amount represents the Fund's distributable balance as of December 31, 2020.

By cashing the enclosed check, your organization certifies that it is, or is the equivalent of, a duly recognized charitable organization under Section 501(c)(3) of the Internal Revenue Code. Additionally, your organization certifies this grant will not be used to fulfill pledges or other financial obligations, pay dues, tickets to events or for other activities that would result in a benefit to the donor, fund advisor or related party. The donor, fund advisor and related party decline any benefit associated with this grant.

We are pleased to make this grant to support your good work and wish you continued success! Should you have any questions, please contact us at 619-235-2300 or grants@sdfoundation.org.

Sincerely,



PRESIDENT & CEO



THE SAN DIEGO FOUNDATION
2508 Historic Decatur Rd. Ste 200
San Diego, CA 92106
Ph. (619) 235-2300

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3/15/2021	190401

CHECK AMOUNT
\$** 245.80

PAY **Two hundred forty five and 80/100 Dollars**

TO
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ORDER
OF
Little Italy Association
2210 Columbia St.
San Diego, CA 92101

VOID AFTER 180 DAYS




The San Diego
Union-Tribune.

Column: San Diego is still trying to become a “City of Villages”

El Cajon Boulevard, Convoy District have visions of creating vibrant, pedestrian-friendly street life enlivened by local culture

By [MICHAEL SMOLENS](#)COLUMNIST

APRIL 30, 2021 5 AM PT

Little Italy is the gold standard for urban neighborhood development in San Diego.

As communities eye future transformations, their boosters often look longingly at Little Italy — its walkability, vibrance, mix of restaurants and shops and housing, and its popularity.

Of course, no place can replicate the character and charm of the historic neighborhood just northwest of downtown San Diego.

But increasingly, areas that don't have much in common with Little Italy are hoping to create their own version of that kind of energy, whether it's the pan-Asian themed Convoy District in Kearny Mesa or the multi-ethnic stretch of El Cajon Boulevard.

Those two communities are among the latest being considered for ambitious makeovers, essentially along the lines of San Diego's “City of Villages” approach.

Nearly 15 years ago, San Diego's general plan included the concept to direct growth into “compact and walkable mixed-use villages” while maintaining neighborhood character. It took many years to get to there.

That's what is being discussed today, perhaps with a greater focus on more transit, housing density and bike lanes— three often-disputed goals. Those have become standard in development policy, in part, to reduce automobile travel and cut climate-warming greenhouse gas emissions. Also, many officials believe bulking up housing is needed to moderate prices.

Such plans generally would allow for narrower streets, wider sidewalks, parks and public spaces. Initially, "City of Villages" seemed more aspirational than realistic. A handful of [pilot projects](#) were proposed nearly two decades ago, but didn't turn out as planned because of a lack of city resources, among other things.

While some aspects of the villages approach have been incorporated in various parts of the city, San Diego may be poised for more major steps in this direction.

"It's going to be an overnight success that took 50 years to happen," joked Michael Stepner, professor emeritus at the NewSchool of Architecture & Design and former San Diego City architect. He also served as director of planning and housing at the San Diego Economic Development Corporation.

Stepner added the caveat that there are big hurdles to clear before what's being envisioned for El Cajon Boulevard and the Convoy District can be realized.

At the moment, it's hard to look at much of El Cajon Boulevard and see the potential for anything like Little Italy. The busy thoroughfare was once U.S. 80, the main east-west highway through central San Diego.

Yet the emerging BLVD 2020 plan aims to slowly turn that four-mile, car-centric stretch into a series of pedestrian-friendly neighborhood hubs with mid-rise housing, restaurants, urban plazas, parks, art displays and event spaces, according to a [report](#) this week by David Garrick of The San Diego Union-Tribune.

Right now, an automobile also is needed to get around much of the Convoy District, but the potential for change there may be greater.

The area already is a popular Asian dining destination and home to a plethora of supermarkets, entertainment venues, medical offices, churches, ethnic media outlets and nonprofits.

Last fall, the City Council voted to officially name the area the "Convoy Pan Asian Cultural and Business Innovation District."

Councilman Chris Cate, whose district includes Kearny Mesa, said the designation “will help further transform the greater Convoy area into a vibrant cultural center, dining destination and innovative economic hub.”

The heavy lifting will be turning the blueprint for the area into a more walkable reality.

Finding the resources to pay for basic infrastructure and other public amenities seems increasingly difficult.

The private end of development also has its challenges.

Speaking specifically of El Cajon Boulevard, Stepner said the main question is two-fold: Will there be enough investment interest and if there is, can the area avoid gentrification and higher rents that force existing residents and business out?

“That’s going to be the trick,” he said. “How do you pull that off?”

Still, he said, “There’s so much that can be done, so much potential.”

San Diego real estate analyst and consultant Gary London agreed with the potential, and the degree of difficulty.

He said a lot of the parcels on El Cajon Boulevard have been in families for many years, even generations — and that makes it hard for developers to assemble enough property to make projects pencil out.

London noted that city rules have been changed to allow for greater housing density, but they also require projects to include more units for sale or rent at below-market rates. That requirement puts financial pressure on developers and the answer often is to make smaller units.

While those may be more desirable for younger and older residents, he said market studies show an unmet demand for family housing.

“They’re not accommodative at all for families,” said London, senior principal at London Moeder Advisors.

He’s not suggesting traditional single-family homes with a yard are what’s needed in urban neighborhoods, but row houses or townhouses that can provide similar interior space vertically on a much smaller footprint. With those, the need for nearby parks and other public amenities is paramount.

London said much of San Diego's development future, and its ability to provide enough housing, will depend on what happens in urban neighborhoods — and whether more urbanlike projects will be built in some suburban areas.

There's not much undeveloped land left in the region. Even thousands of homes approved by the county on the urban fringe face an uncertain future because of legal battles related to wildfire threats and other environmental concerns.

"This is a transitional moment," London said. "We're looking at a very urban future, different from our suburban past."

Difficult though that transition may be, "there's a ton of opportunity there," he said.

This is something people have been talking about for a long time.

A modern-day version of the "City of Villages" concept that has become trendy in development discussions is the "[15-minute neighborhood](#)." The idea is what people need in daily life — schools, markets, restaurants, rapid transit, parks — should be within a 15-minute walk from home.

It has taken more than 15 years for that essential concept to be considered for the Convoy and El Cajon Boulevard areas. Only time will tell whether it takes that long for those plans to come to fruition, if ever.

