



**Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, May 7, 2024 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)**

AGENDA

- 1) **Introductions / Marco Li Mandri, CEA**
- 2) **Non-Agenda: Public Comment & Announcements**
- 3) **Minutes of the April 2, 2024 Meeting / Marco** **Action Item P. 3-8**
- 4) **Moment of Silence in Honor of Gina DePhilippis-Finch / Marco**
- 5) **Moment of Honor for Danny Mocerri as a Little Italy Legacy Member / Steve Galasso**
- 6) **Moment of Thanks for San Diego Police Chief Nisleit / Marco**
- 7) **Committee Reports**
 - Organization Committee / Steve Galasso
 - a. Set Annual Meeting & Appoint Nominations Task Force / Marco **Action Item P. 9**
 - b. Letter of Support for FY25 SBEP Funding / Chris Gomez
 - c. FY24 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris **P. 10-11 & 33**
 - d. Next Meeting: **Thursday, June 6, 2024 at 9:00am**
Little Italy Association Office (Conference Room) & Zoom
 - Finance Committee / Bryan Thompson
 - a. YTD Draft Financials / Jeri & Bryan **Action Item P. 12-13**
 - b. Fidelity Investment – Update / Jeri & Bryan **P. 14**
 - c. Letter to Councilmember Whitburn re: FRED & CP 100-18 / Marco **P. 15-28**
 - d. FY25 CPD Budget Options & City Feedback – Update / Chris **P. 29-30**
 - e. Next Meeting: **Thursday, May 30, 2024 at 9:00am**
Little Italy Association Office (Conference Room) & Zoom
 - District Identity & Placemaking (DI&P) Committee / Perry Meyer
 - a. Olive Public Relations Report / Sydney Costales **P. 31-32**
 - b. Little Italy Mercatos / Catt White
 - c. The Bulls of St. Agata Charge Little Italy – Wrap-Up / Nick Angulo
 - d. Mission Federal ArtWalk – Wrap-Up / Curt Brooker
 - e. Taste of Little Italy (June 18th-19th) / Curt
 - f. Little Italy Venues / Curt
 - f. Next Meeting: **Friday, April 17, 2024 at 9:00am**
Little Italy Association Office (Conference Room) & Zoom
 - Neighborhood Advisory Committee (NAC) / Jeri Keiller
 - a. New Chair, Cynthia Adkins / Jeri
 - b. NAC Task Force Meeting – Update / Jeri
 - c. Next Meeting: **TBA**

LITTLE ITALY ASSOCIATION OF SAN DIEGO

Parking & Mobility Committee / Luke Vinci

- a. San Diego Rescue Mission Enhanced Security – Update / Chris
- b. Next Meeting: **TBA**

8) Community Reports

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblywoman Boerner 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.

9) Other / Articles

**10) Next Meeting: Tuesday, June 4, 2024 at 8:30am
Our Lady of the Rosary's Church Hall (Downstairs)**

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 PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee quorum or are allowed to vote.



**Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, April 2, 2024, at 8:30 am
Our Lady of the Rosary Church Hall-Downstairs (1654 State Street)**

PRESENT Steve Galasso, Bryan Thompson, Jeri Keiller, Paulina Tejada (A), Ryan Blum, David Rodger, Jacob Rocha (A), Audrey Hermes, Lou Palestini, Dino Cresci, Luke Vinci, Diana Strauss Casey, Annette Casemero, Brijet Myers, Jim DeSpenza, David Rodger, Jack Pecoraro

EXCUSED Domenic Brunetto, Pasquali Ioele, Rich Gustafson, Lisa Gerson, Joey Busalacchi, Juan Nuñez, Jon Zimmerly, Father Joe Tabigue

GUESTS Larry Turner, Marsha Lyon, Manny Rodriguez

STAFF Marco Li Mandri, Dianne T. Serna, Nick Angulo, Sydney Costales, Jenn von Stauffenberg

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	<p>2. Marco LiMandri congratulated Jeri Keiller for being nominated and selected by the San Diego Business Journal as one of the "Women of Influence 50 Over 50".</p> <p>Manny Rodriguez from DCPC announced that a new Whole Foods opening on A Street requested a Conditional Use Permit from the City to allow for sales of single bottles of alcohol, and to extend hours for liquor sales.</p> <p>Manny also gave a brief update on the proposed large shelter at the H Barracks near the airport. Discussion followed.</p>	<i>No action taken</i>

<p>3. Review of March 6, 2024, Board Minutes/Marco</p>	<p>Minutes from March 6, 2024, were reviewed.</p>	<p><i>Annette Casemero moved to approve the minutes. Bryan Thompson seconded the motion. Luke Vini Abstained. Motion passes.</i></p>
<p>4. Committee Reports <i>Org Committee: Steve Galasso;</i></p> <p>a. H Barracks Shelter Plan Support/ Marco</p> <p>b. Nominations of Danny Mocerri as Legacy Member/ Marco</p> <p>c. FY24 Get-or-Give Recap, Self-Reporting & Board Attendance</p> <p>d. Next Meeting:</p>	<p>4.a. Marco referred to a letter on page 10 of the Board Packet, regarding support for a Safe Sleeping Site.</p> <p>4.b. Marco reported that the Organization Committee has nominated Danny Mocerri as a Legacy Board Member.</p> <p>4.c. Marco referenced the Get-or-Give fundraising summary on pages 12-13 of the Board packet. It is the responsibility of each Board member to keep Chris Gomez informed of monies raised or given to the Association. The self-reporting form can be found on Page 40 of the packet.</p> <p>4.d. The next Organization Committee Meeting will take place on Friday, April 5, 2024, at 9:00am in the Little Italy Association office (Conference Room), as well as by Zoom.</p>	<p><i>4.a. Jeri Keiller moved to table this item for further discussion. Joe Vecchio seconded the motion. Unanimously approved.</i></p> <p><i>4.b. Luke Vinci moved to accept Danny Mocerri as a Legacy Member. Steve Galasso seconded the motion. Unanimously approved.</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p>

<p>4. Finance Committee: Bryan Thompson;</p> <p>a. YTD Draft Financials / Jeri Keiller & Bryan</p> <p>b. Fidelity Investment-Update-/ Jeri & Bryan</p> <p>c. FY25 Amended CPD Budget Options/ Marco</p> <p>d. Amend Council Policy 100-18/ Marco</p> <p>e. 2020 & 2021 ERTC Application & Funding-Update- Dianne Serna</p>	<p>4.a. Jeri Keiller gave an update on the YTD Financials provided on page 14 of the Board packet.</p> <p>4.b. Jeri Keiller gave an update on the Fidelity Investments accounts, which were provided on page 15 of the Board packet.</p> <p>4.c. Marco shared the FY25 Amended CPD Budget options on pages 16-19 of the Board Packet.</p> <p>4.d. Marco referred to pages 20-22 of the Board packet, regarding the City of San Diego Community Parking District Policy. Marco informed the Board that we are working on getting this Policy amended in reference to allocation of the City's administrative fees.</p> <p>4.e. Dianne Serna reported that both 2020 and 2021 ERTC applications have been submitted.</p>	<p>4.a. Diana Strauss Casey moved to accept YTD Financials. Bryan Thompson seconded the motion. Abstention: Jeri Keiller due to financial interest as a paid LIA staff member. Motion passes.</p> <p>4.b. No action taken</p> <p>4.c. Luke Vinci moved to endorse option #2 of the amended CPD Budget. Jack Pecoraro seconded the motion. Unanimously approved.</p> <p>4.d. Luke Vinci moved to amend Council policy 100-18 to the original, 1998 version. Diana Strauss Casey seconded the motion. Unanimously approved.</p> <p>4.e. No action taken</p>
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<p>f. Insurance Financing Prepayment/ Jeri</p> <p>g. Next Meeting:</p>	<p>The 2020 application was completed and submitted in March, by a third-party company (Equifax). The IRS credit is expected to take 8-12 months to receive.</p> <p>The 2021 application was submitted in December 2023, and will take about 6-9 months to receive the IRS credit.</p> <p>4.f. Jeri reported on the Insurance Financing pre-payment.</p> <p>4.g. The next Finance Committee meeting will take place on Thursday, April 26, 2024, at 2:00 pm in the Little Italy Association office Conference Room, as well as by Zoom.</p>	<p><i>4.f. No action taken</i></p> <p><i>4.g. No action taken</i></p>
<p>4. Committee Reports <i>DI&P</i> <i>Committee:</i></p> <p>a. Olive Creative Strategies Report/Sydney Costales</p> <p>b. San Diego Museum of Art Petal Pop-Up/Sydney</p> <p>c. Little Italy Mercato (Saturdays & Wednesdays) / Brijet Myers</p> <p>d. The Bulls of St.</p>	<p>4.a. Sydney Costales gave an update on Little Italy's public relations and social media activities.</p> <p>4.b. Sydney reported that the San Diego Museum of Art's Petal Pop-Up in Piazza della Famiglia was a success.</p> <p>4.c. Brijet Myers gave an update on the Little Italy Mercato's Saturday and Wednesday Markets.</p> <p>Brijet reported that the March 30th Saturday Market closed at 10:00am due to rain, poor drainage on Columbia & State, and heavy winds.</p> <p>Brijet reported that San Diego Markets will be hosting an Employee Appreciation Luncheon at Ballast Point for the Mercato employees on Saturday, April 20, 2024, after the market closes.</p> <p>4.d. Nick Angulo reported that the Bulls</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>

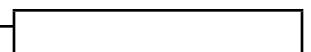
<p>Agata Charge Little Italy (April 14th) Nick Angulo</p> <p>e. Mission Federal ArtWalk (April 27th-28th) / Curt Brooker</p> <p>f. Taste of Little Italy (June 18th-19th) / Curt</p> <p>g. Little Italy Venues/ Curt</p> <p>h. Next Meeting:</p>	<p>of St. Agata event is set to take place on Sunday, April 14, 2024. India Street will be closed from Fir to Grape Streets to showcase 20-30 luxury vehicles.</p> <p>4.e. Jacob Rocha gave an update on the Mission Federal ArtWalk, which is scheduled to take place on April 27th & 28th, 2024. This year's event will mark the 40th Anniversary of ArtWalk.</p> <p>4.f. Jacob Rocha gave an update on the Taste of Little Italy. The event will take place on June 18-19, 2024.</p> <p>4.g. Jacob Rocha shared a list of 2024 Special Events taking place in Piazza della Famiglia on page 30 of the Board packet.</p> <p>4.h. The next District Identity and Placemaking Committee Meeting will take place on Friday, April 12, 2024, at 9:00am in the Little Italy Association office (Conference Room) & Zoom</p>	<p><i>4.e. No action taken</i></p> <p><i>4.f. No action taken</i></p> <p><i>4.g. No action taken</i></p> <p><i>4.h. No action taken</i></p>
<p>4. Neighborhood Advisory Committee (NAC)- Jeri Keiller</p> <p>a. No Business to Discuss</p> <p>b. Next Meeting:</p>	<p>4.a. Nothing to Report</p> <p>4.b. The Next NAC meeting is TBD.</p>	<p><i>4.a. No action taken</i></p> <p><i>4.b. No action taken</i></p>
<p>4. Parking & Mobility Committee: Luke Vinci</p> <p>a. Keep San Diego Rescue Mission Enhanced Security Petition/ Marco</p>	<p>4.a. Marco referred to a letter on pages 31-35 written to Alyssa Muto, Director of Sustainability and Mobility Department with the City of San Diego regarding the FY 24 CPD Budget adjustment and allocation towards the San Diego Rescue Mission Enhanced Security program.</p> <p>Marco would like to submit a letter to Councilmember Whitburn to include</p>	<p><i>4.a. Jack Pecoraro moved to authorize staff to move forward with the letter. Annette Casemero seconded the motion. Unanimously approved.</i></p>

b. Next Meeting:	Homeless Outreach providers to the Parking Meter Ordinance. 4.b. The next meeting is TBD	<i>4.b. No action taken</i>
5. Community Reports	5. Larry Turner gave an update on SDPD. Larry stated that he would like to introduce the officer currently shadowing him at the next Board meeting. Larry stated that the Captain's meeting will take place on the last Thursday of the month, and all are welcome. Luke Vinci announced that Father Joe Tabigue will be away on a 30-day Religious Pilgrimage.	<i>5. No action taken</i>
6. Other	6. Nothing to Report.	<i>6. No action taken</i>
7. Next Meeting	7. The next Board of Directors meeting will take place on Tuesday, May 7, 2024, at 8:30am at Our Lady of the Rosary Church Hall.	<i>7. No action taken</i>
8. Adjournment	8. Meeting Adjourned	<i>8. Luke Vinci moved to adjourn the meeting. Bryan Thompson seconded the motion. Unanimously approved.</i>

Minutes taken by Dianne T. Serna, Staff

LIA Board of Directors

Curt	Brooker	2022-2024 Board Member	Business Director	2022
Joey	Busalacchi	2022-2024 Board Member	Business Director	2020
Ryan	Blum	2022-2024 Board Member	Property Director	2020
Clarissa	Estevez	2022-2024 Board Member	Property Director	2022
Lisa	Gerson	2022-2024 Board Member	Property Director	2022
Rich	Gustafson	2022-2024 Board Member	Property Director	2011
Jack	Pecoraro	2022-2024 Board Member	Property Director	2011
David	Rodger	2022-2024 Board Member	Property Director	2022
Father Joseph	Tabigue, CRSP	2022-2024 Board Member	Property Director	2011
Bryan	Thompson	2022-2024 Board Member	4 - TREASURER	2018
Luke	Vinci	2022-2024 Board Member	2 - VICE PRESIDENT	2011
Catt	White	2023-2024 Board Member	Community at Large	2009
Lou	Palestini	2023-2024 Board Member	3 - V.P. OF CULT. AFF.	2000



GOALS MET

*FY24 RMNG does not carry-forward (C/F) into the next fiscal year.

LAST NAME	FIRST NAME	FY23 C/F	JUL'23	AUG. '23	SEP. '23	OCT. '23	NOV. '23	DEC. '23	JAN. '24	FEB. '24	MAR. '24	APR. '24	FY24 + C/F	GorG REQ	FY24 RMNG*	FY24 C/F	
Galasso	Steven	\$0		\$250	\$1,000	\$100		\$350			\$100		\$1,800	\$1,500	\$300	\$300	Aug. Casino Tix / Sep. Ounches Donation / Oct. Bella Vita Tix / Dec. Winter Display / Mar. WESF Donation
Thompson	Bryan	\$2,968		\$600							\$100		\$3,668	\$1,500	\$2,168	\$2,168	Aug. Fall Disp., Casino Tix / Mar. WESF Donation
Palestini	Lou	\$790		\$220				\$1,000			\$50		\$2,060	\$1,500	\$560	\$560	Aug. Casino Tix / Dec. Tree Sponsor / Mar. WESF Donation
Vinci	Luke	\$4,250											\$4,250	\$1,500	\$2,750	\$2,750	
Casemero	Annette	\$118		\$650	\$280	\$36	\$108		\$375		\$100		\$1,667	\$1,500	\$167	\$167	Aug. OLR Linens / Sep. Punches & Casino Linens / Oct. TOTIS Linens / Nov. Costanza & Tree Lighting Linens / Jan. LI Signs / Mar. WESF Donation
Blum	Ryan	\$0											\$0	\$1,500	-\$1,500	-\$1,500	
Brooker	Curt	\$0											\$0	\$1,500	-\$1,500	-\$1,500	
Brunetto	Domenic	\$0											\$0	\$1,500	-\$1,500	-\$1,500	
Busalacchi	Joey	\$0											\$0	\$1,500	-\$1,500	-\$1,500	
Cresci	Dino	\$0		\$685							\$100		\$785	\$1,500	-\$715	-\$715	Aug. Fall Disp. / Mar. WESF Donation
DeSpenza	Jim	\$930		\$700									\$1,630	\$1,500	\$130	\$130	Aug. Fall Disp., OLR Tix
Estevez	Clarissa	\$24,025											\$24,025	\$1,500	\$22,525	\$22,525	
Gerson	Lisa	\$0											\$0	\$1,500	-\$1,500	-\$1,500	
Gustafson	Rich	\$100		\$1,000							\$50		\$1,150	\$1,500	-\$350	-\$350	Aug. Casino Spon. / Mar. WESF Donation
Hermes	Audrey	\$0						\$500					\$500	\$1,125	-\$625	-\$625	Dec. Donation
Ioelle	Pasquale	\$134									\$50		\$184	\$1,500	-\$1,316	-\$1,316	Mar. WESF Donation
Keiller	Jeri	\$245		\$350			\$1,310				\$100		\$2,005	\$1,500	\$505	\$505	Aug. Fall Disp. / Nov. Bella Vita Tix, TOTIS Spon. / Dec. Winter Disp. +1 / Mar. WESF Donation
Núñez	Juan	\$0											\$0	\$1,500	-\$1,500	-\$1,500	
Pecoraro	Jack	\$12,200										\$1,200	\$13,400	\$1,500	\$11,900	\$11,900	Apr. Mercato Sponsor
Rodger	David	\$2,048	\$1,475		\$100	\$1,000	\$3,000	\$1,000			\$100		\$8,723	\$1,500	\$7,223	\$7,223	Jul. Marine Band Spon. & Food / Sep. Casino Don. / Nov. TOTIS Spon. / Nov. Punches Don. / Dec. Tree Lighting Sponsor / Mar. WESF Donation
Strauss Casey	Diana	\$0						\$1,500					\$1,500	\$1,500	\$0	\$0	Dec. Tree Lighting Sponor
Tabigue	Father Joseph	\$400			\$400								\$800	\$1,500	-\$700	-\$700	Sep. Casino Tix
Vecchio	Joe	\$0								\$125,000			\$125,000	\$625	\$124,375	\$124,375	Feb. Costanza Donations
White	Catt	\$0			\$10,000	\$5,000							\$15,000	\$1,500	\$13,500	\$13,500	Sep. Stella Donation / Oct. Stella Donation
Zimmerly	Jon	\$0											\$0	\$1,125	-\$1,125	-\$1,125	
		\$48,208	\$1,475	\$4,455	\$11,780	\$6,136	\$4,418	\$4,350	\$375	\$125,000	\$750	\$1,200	\$159,939	\$35,875			

Little Italy Association of San Diego
FY24 Board Attendance

Last Name	First Name	Position	Member Since	Jul. 23	Aug. 23	Sep. 23	Oct. 23	Nov. 23	Dec. 23	Jan. 24	Feb. 24	Mar. 24	Apr. 24
Galasso	Steven	1 - PRESIDENT	1996				X					X	
Vinci	Luke	2 - VICE PRESIDENT	2011									X	
Palestini	Lou	3 - V.P. OF CULT. AFF.	2000								X		
Thompson	Bryan	4 - TREASURER	2018	X									
Casemero	Annette	5 - SECRETARY	2021									X	
Blum	Ryan	Property Director	2020						U				
Brooker	Curt	Business Director	2022			X			U				A
Brunetto	Domenic	Property Director	1997										X
Busalacchi	Joey	Business Director	2020	X			X						X
Cresci	Dino	Property Director	2023					X					
DeSpenza	Jim	Property Director	2011			X		X			X	X	
Estevez	Clarissa	Property Director	2022	U							A		A
Gerson	Lisa	Property Director	2022				X	U					X
Gustafson	Rich	Property Director	2011										X
Hermes	Audrey	Business Director	2023								X		
Ioele	Pasquale	Property Director	2013	X									X
Keiller	Jeri	Property Director	2020			X							
Núñez	Juan	Property Director	2019	X		X	X	X	X		X	X	X
Pecoraro	Jack	Property Director	2011				U	U	U				
Rodger	David	Property Director	2022										
Strauss Casey	Diana	Property Director	2019	L	L	L	L					U	
Tabigue	Father Joseph	Property Director	2011								A		X
Vecchio	Joe	Community at Large	2024										
White	Catt	Community at Large	2009									X	A
Zimmerly	Jon	Residential Tenant	2023										X

- X - Excused
- U - Unexcused
- L - Leave
- A - Alternate

Bylaws: Attendance

3 Unexcused or 6 Total (Excused & Unexcused)

Alternates are not permitted to stand in for more than 6 times in a calendar year.

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2023 - JUNE 2024**

BOARD MEETING DATE:		5/7/2024					
Accrual Basis Report - MARCH 31, 2024							
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE FISCAL YEAR</u>	<u>NET BUDGET YTD</u>	<u>REVISED ANNUAL BUDGET (NET)</u>	
SAN DIEGO CONTRACTS							
	BID	92,156	93,442	-1,286	0	0	
	MAD ₁	1,084,558	1,246,566	-162,008	-131,381	-147,837	
	PARKING METER ₂	452,882	423,351	29,531	7,735	0	
	TOTAL	\$1,629,596	\$1,763,359	-\$133,763	-\$123,646	-\$147,837	
1. Supplemental Maintenance program: YTD net gain \$109,059. YTD budget \$123,130. (Annual budget net income is \$150,000)							
2. Additional Parking Program operations: YTD net income \$9,246. YTD budget \$0. (Annual budget net income \$0)							
3. Programs and Operations: YTD net income \$210,074. YTD budget net income \$93,046. (Annual budget net income \$85,239) Included are the results for the Mercato. Mercato's results are YTD net income \$386,255. YTD budget \$303,245. (Annual budget \$387,060).							
		Mar-24	Mar-23				
Total income for Little Italy Assn		\$3,107,952	\$2,715,690				
Total expense for Little Italy Assn		<u>\$2,913,339</u>	<u>\$2,693,705</u>				
Net income over expense		<u>\$194,613</u>	<u>\$21,985</u>				
Balance Sheet							
	3/31/2024	30/31/2023					
Checking	\$585,852	\$704,221					
Savings	93,474	122,196					
Fidelity Investments	156,207	169,000					
Accounts Receivable	222,107	123,857					
Other assets	236,756	98,351					
Total Assets	<u>\$1,294,396</u>	<u>\$1,217,625</u>					
Accounts Payable	\$14,878	\$68,701					
Advances	85,041	78,214					
Loans	148,475	148,476					
Equity	1,046,002	922,234					
Liabilities & Equity	<u>\$1,294,396</u>	<u>\$1,217,625</u>					

	4/27/2024			
BUDGET		LITTLE ITALY ASSOCIATION		
2023-2024				
	Approved Budget 22-23	2022-2023 YEAR END ACTUAL	Approved Budget 23-24	REVISED ESTIMATE 23- 24
BID	\$0	\$2,063	\$0	\$0
MAD	-168,113	-186,292	-147,837	-196,337
MNA	86,779	75,042	150,000	130,000
PARKING	3,000	9,057	0	0
PROGRAMS/OPS	53,388	51,269	85,239	87,914
Total	-\$24,946	-\$48,861	\$87,402	\$21,577
Revisions from audit report - Programs				121,203
Total Estimated income				142,780

FIDELITY INVESTMENTS - LITTLE ITALY ASSOCIATION - 4-30-2024							14	
DESCRIPTION	DEPOSIT	DATE DEPOSIT	AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
DEPOSIT	\$4,000	1/13/2023						
DEPOSIT	\$5,000	1/17/2023						
DEPOSIT	\$50,000	2/28/2023						
BALANCE 2/28/2023	\$59,000		\$8,000					
BALANCE 3/31/2023	\$169,000		\$167,000					
BALANCE 4/30/2023	\$169,000		\$167,000					
Balance Certificates of Deposit 6/30/2023			\$106,000					
Money Market 6/30/2023			\$94,436					
Total 6/30/2023	\$199,000		\$200,436					
Balance Certificates of Deposit 4/30/2024			\$155,000					
Money Market			\$2,038	withdrawal 3-20-24 \$50,000				
Total 4-30-2024	\$199,000		\$157,038					
BY MATURITY DATE								
			AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
61768EUC5	MORGAN STANLEY	X	\$4,000	5/24/23	05/24/24	12	5.15%	
755245RB2	CITIZENS BANK	X	\$20,000	9/27/2023	06/27/24	9	5.50%	
48714LDF3	KEARNY BANK NEW JERSEY	X	\$37,000	4/5/24	07/15/24	9	5.55%	
588493RG3	MERCHANTS BANK OF CARMEL	X	\$15,000	4/12/24	07/23/24	9	5.30%	
06051V3L8	BANK OF AMERICA	X	\$10,000	10/06/2023	08/06/24	9	5.45%	
89788HFZ1	TRUIST BANK	X	\$30,000	09/29/2023	09/29/24	12	5.55%	
949764GK4	WELLS FARGO	X	\$30,000	10/02/2023	10/02/24	12	5.55%	
15987UVG1	CHARLES SCHWAB	X	\$5,000	11/20/23	12/04/24	12	5.35%	
0605IXCD2	BANK OF AMERICA	X	\$4,000	4/9/202024	01/13/25	9	5.10%	
			\$155,000					



April 16, 2024

Honorable Councilman Steven Whitburn
 Council District 3
 City of San Diego

SUBJECT: Request to Review and Amend Parking Meter Ordinance for FY 25

Dear Councilman Whitburn:

We are reaching out to you in an attempt to resolve what we and other Downtown Community Parking District (DCPD) stakeholders consider to be a crisis in the wording and implementation of Council Policy 100-18, which regulates the use of parking meter funds in the DCPD Zone.

The reason we are reaching out is due to the fact:

- We believe that the amendment to the Parking Meter Ordinance (Council Policy 100-18) was amended without any consultation of the DCPD stakeholders, in 2015 which significantly altered the split of revenue between the City and the DCPDs that fund community-based parking and mobility programs that benefit all Downtown residents, businesses and visitors;
- We believe that the communications that our representatives to the DCPD have received recently, set this program back many years due to mixed messages that have been given to us by the Sustainability and Mobility Department of the City.
- That the interpretation of use for those funds is inconsistent with what previously has been approved as recently as FY22 and FY23, and similar programs are no longer allowable.

Amending the Parking District Ordinance (Council Policy 100-18):

In 1997, the Parking District ordinance was under consideration by the City Council, many Downtown groups including the Little Italy Association, Gaslamp Quarter Association, Downtown San Diego Partnership, and the Downtown Residents Group all worked with then Mayor Golding and her staff to craft a mutually beneficial ordinance that funded parking and mobility related programs in Downtown.

The revenue sharing that we all agreed to, clearly stated that of the gross revenues generated by the parking districts throughout the City, that the City would retain 55% of the gross and the respective parking meter districts would receive 45% annually. (Please see Attachment I highlighted in the attached document).

However, in 2015, without any consultation of our Downtown stakeholder groups, the Economic Development Department proposed a new split that would place City meter

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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personnel as well as traffic engineers, with no restrictions on costs, and proposed a new split whereby the City would take overhead costs for the above-mentioned personnel out of the gross pool of funds and THEN do a 55% / 45% split. In the years of surplus parking meter revenues between 2015 up until 2020, this was not considered significant due to the fact that revenues exceeded community projects during that period.

During the Pandemic, parking meter revenues dropped dramatically due to a suspension of parking fees to support those working from home and to bring back business to business communities. In FY24, the altered split hit a brick wall.

At first Downtown stakeholder groups were informed by Sustainability and Mobility staff to submit projects for funding for FY25, which all Downtown stakeholders did. Once submitted, Sustainability and Mobility staff then informed the various groups that everyone had to share in a total budget of \$1,300,000 without any consideration of how much the City was siphoning to cover traffic engineers, and City staff including parking meter attendants. On top of that, when the City funded a CIP program for the Gaslamp Promenade, parking meters on 5th Avenue within Gaslamp lost revenues and City staff informed the Gaslamp Quarter Association that they would have guaranteed funding for insertion and removal of their bollards, on a daily basis of up to \$400,000 per year. No one within the DCPD was informed of this and now we are left, among the 7 sub-districts Downtown, with a paltry annual sum of approximately \$1,300,000 for FY25.

This is unacceptable.

We strongly recommend that you remove the wording on the parking revenue split from the 2015 amendment to the parking district wording found on Attachment I, page 6 of the attached document and retain the original 55% / 45% split that was pledged when the ordinance was first adopted in 1998. This would not only ensure accountability by City Staff on how they allocate parking meter revenues consistent with the ordinance, but also ensure more revenue to the Downtown stakeholder groups to use these funds for projects outlined in the ordinance.

We would like this amendment to occur prior to the adoption of the FY25 budget.

Use of funds under the Parking District ordinance:

The original Council Policy 100-18, adopted in 1998, and approved by the Mayor, City Council and City Attorney, called for use of funds outlined in the ordinance, including:

- a. Providing for extraordinary security activities associated with or required by any of the activities listed above.*

In FY22 and FY23, the Little Italy Association was able to use parking meter funds, as per the use listed below, to hire the San Diego Rescue Mission to help clear our public rights-of-way, maintain a physical presence 7-days a week, and provide a level of community policing that is needed to maintain public safety and order. Using this service allowed formerly unhoused citizens or those who suffered from drug addiction from the Rescue Mission to interact with people sleeping illegally on the sidewalks and under the CalTrans bridges in Little Italy and in various other City rights-of-way. This was reviewed and approved by the Sustainability and Mobility Department, the City Attorney, and adopted by the City Council for the past two years.

This year, upper Management of Sustainability and Mobility stated that that service was no longer allowable. The intent of this phrase within the wording of Council Policy 100-18 was to ensure that visitors to Downtown that paid the parking meters to experience minimal impediments walking to and from their cars and receive a level of public safety by Rescue Mission team.

This decision by staff was inconsistent with previous practice and is inconsistent with the City Council vote last summer to ban illegal encampments in the public rights of way. We insist that Sustainability and Mobility reverse this decision and allow us and other groups in Downtown to use those funds to help those who need aid currently encamping on our sidewalks and keep consistent with the intent of the ordinance.

Attachment II is a narrative of the San Diego Rescue Mission's Little Italy Program, examples of its community policing and how it continues to support public safety and maintain order. Attachment III are the results from the program since FY22 and the successes it has had in providing enhanced security activities and supported the unhoused citizens.

Conclusion:

The original, unamended ordinance, Council Policy 100-18, served Downtown parkers and community organizations well until this year. Since the ordinance was written and approved by the City Council has operated successfully over the past 25 years, we insist that the City Council do the following:

1. Replace the current wording regarding the revenue split, which was changed without notice of the stakeholders in 2015 and replace it with the original 55% / 45% split that was endorsed by the Downtown Community in 1998; and
2. Allow the Little Italy Association and other groups in Downtown to define security to accommodate blockages in the public rights of way in Downtown and keep programs like the Rescue Mission to support public safety and help people get into more sustainable housing.

We would like these amendments to the ordinance adopted when the City Council approves the Downtown Parking District budget for FY25 prior to the beginning of that fiscal year.

All of us in Downtown are willing to work with your office to craft wording responsive to our ongoing needs to keep Downtown attractive and growing.

Sincerely,



Steven Galasso
President
Little Italy Association of San Diego



Marco Li Mandri
Chief Executive Administrator
Little Italy Association of San Diego

Cc: Little Italy Association Board of Directors

FROM ORIGINAL COMMUNITY PARKING DISTRICT ORDINANCE, 1998 - 2004**B. Revenues Subject to Allocation to a Community Parking District**

1. A percentage of the total parking meter revenues generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:
 - a. Any City administrative costs necessary to implement and collect the fees are fully recovered;
 - b. The City conducts, or causes to be conducted, an analysis of the proposed use(s) of the additional parking management-related revenues, and the analysis indicates that the amount allocated, along with any other authorized revenues, is sufficient to implement and manage the proposed use(s);
 - c. The amount allocated is no more than necessary to implement and manage the proposed use(s); and
 - d. The City determines through a fiscal impact analysis that the Community Parking District's proposed use(s) is/are in the City's long-term best interest.
2. For the purpose of this Policy, City revenues which may be allocated to a Community Parking District in addition to parking meter revenue, if any, may include:
 - a. Fees paid by users to park in a facility operated by the Community Parking District;
 - b. Valet parking fees;
 - c. Residential or shopper parking permit fees;
 - d. Parking in-lieu fees levied on new development; and
 - e. Any other authorized fees obtained to regulate parking in a Community Parking District.
3. Community Parking District revenues shall be allocated to each Community Parking District based on the percentage of average annual gross collections generated within each District. Monies collected will be disbursed pursuant to the adoption and

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approval of an implementation plan submitted to the City Council, as provided in section C below. The Community Parking District Program Administrator shall maintain a map and other relevant data showing the location of each parking meter, revenue earned by each meter, and other revenue sources, for the purpose of projecting and verifying parking management-related revenues allocable to each District.

4. The City will conduct an annual fiscal year-end reconciliation of actual parking management-related revenues. To the extent that actual revenues are less than or greater than the approved budget estimate, the difference will be incorporated in the following fiscal year's Community Parking District allocation.

C. Use of Allocated Community Parking District Funds

1. An allocation of parking meter or other parking management-related revenue to a Community Parking District shall be made only from new or prospective revenues resulting from meter installations or the implementation of other parking management activities within the District, and the allocation shall not result in any reduction of current City revenues or anticipated increases in City revenues.
2. Community Parking District revenues shall be primarily used to address parking supply and mobility issues. Improvements and activities that increase the availability, supply, and effective use of parking for residents, visitors, and employees within the adopted Community Parking Districts shall be the principal focus of expenditure of the funds. Community Parking District revenues shall be used in accordance with Municipal Code §82.08 and §82.09 and may be used for such purposes as, but not limited to, the following:
 - a. Increasing the parking supply (e.g., self-parking, valet-parking, on-street parking, surface parking, and structured parking lots). This may include the acquisition of land, project design, financing, construction, and/or operation of public parking facilities.
 - b. Managing the existing parking inventory, including such measures as, but not limited to, parking evaluations, reconfiguration of existing on-street parking inventory, residential permit parking programs, employee parking programs, enforcement, and/or mitigation of any adverse effects resulting from the implementation of such program(s).
 - c. Providing mobility information such as signing, marketing, and communicating the location, availability, cost, etc. of district-wide parking options.
 - d. Providing funding for community shuttles within the boundaries of the Community Parking District.

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- e. Promoting alternative forms of transportation to reduce parking demand (e.g., community shuttles, public transit, bicycling, and walking).
- f. Providing for extraordinary maintenance and landscaping activities associated with or required by any of the activities listed above.
- g. Providing for extraordinary security activities associated with or required by any of the activities listed above.

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SUBJECT: COMMUNITY PARKING DISTRICT
POLICY NO.: 100-18

EFFECTIVE DATE: July 16, 2015

PURPOSE:

The intent of this Policy is to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts. This Policy anticipates that such communities, at their initiative, and with the approval of the City Council, can be responsible for establishing and managing a Community Parking District. This Policy specifies the procedures to be followed to establish a Community Parking District. This Policy also provides for, and specifies the procedures under which, certain parking management-related revenues earned by the City within the geographic boundaries of an existing or newly designated Community Parking District may be allocated to the Community Parking District to implement and manage improvements that address parking impacts. This Policy is not intended to reduce existing City revenue streams derived from various parking management-related fees, citations, permits, etc. Any references in this Policy to allocating a portion of parking meter or other parking management-related fees to Community Parking Districts is intended to apply only to new or prospective revenues. This Policy will be implemented in a manner that precludes any reduction or diminishment of City revenues.

POLICY:

A. Establishment of Community Parking Districts

1. A community planning group, City-owned nonprofit, or a nonprofit managing a City-assessment district may submit to the Mayor or City Manager a request to form a Community Parking District when existing City mechanisms for implementing parking management solutions have been insufficient or such mechanisms do not exist within the community. The Mayor or City Manager shall convey all such requests, along with the Mayor's or City Manager's recommendation regarding each, to the City Council or any of its committees for its consideration. In the event that an organization submits a request that affects an existing Community Parking District, the Mayor or City Manager will present the request to the board of the existing Community Parking District prior to forwarding the request to the City Council or any of its committees for action.

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A request to form a Community Parking District shall contain each of the following:

- a. A map or other description of the geographic area proposed to be designated as a Community Parking District.
- b. Data to verify that the proposed geographic area is in fact adversely impacted by parking demands. Such data may be provided by a parking study commissioned by the Mayor or City Manager or by a qualified private traffic engineer who would be required to submit his/her data and findings to the Mayor or City Manager for review; a combination of project-specific parking studies which, in the aggregate, present credible information regarding parking impacts in the geographic area; or such other information as the Mayor or City Manager may determine to be credible and persuasive.
- c. A conceptual plan for how the Community Parking District will be managed, including, but not limited to:
 - (1) The legal entity proposed to be designated as the Community Parking District Advisory Board for the purpose of managing the District. The City Council may designate as the District Advisory Board the existing board of a nonprofit managing a City-assessment district, a City-owned nonprofit, a community development corporation, or other nonprofit corporation approved by the City Council. A wide representation of community interests within the proposed geographic area shall be sought;
 - (2) How community input will be obtained and incorporated into the management of the District;
 - (3) The sources and amounts of District revenues;
 - (4) Examples of or proposed improvements that would address the District's parking impacts;
 - (5) Anticipated financing for these improvements, provided that no existing financing obligations or commitments shall be jeopardized or restricted; and
 - (6) A first and five year budget.

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2. Prior to consideration of the proposal by the City Council or any of its committees, the requesting entity shall make the proposal publicly available for review and shall conduct a noticed public meeting for affected citizens in the proposed Community Parking District. The requesting entity shall also provide notice of this public meeting to all affected Community Planning Groups.
3. Geographic areas that, prior to December 31, 1997, were established as Parking Meter Districts are hereby now designated as established Community Parking Districts, and the organizations designated by the City Council as Parking Meter District Advisory Boards are hereby now designated as the established Community Parking District Advisory Boards.
4. The Community Parking District Program shall be administered by the Mayor or City Manager.

B. Revenues Subject to Allocation to a Community Parking District

1. Annually, the costs of administering the Community Parking District Program, including the services of dedicated Transportation Engineer(s), and parking meter operations costs shall be subtracted from the total parking meter revenue prior to the calculation of the revenue subject to allocation to the Community Parking Districts.
2. A percentage of the total parking meter revenues, less the administrative and parking meter operations costs described in Section B.1 above, generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year.
3. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:
 - a. Any City administrative costs necessary to implement and collect the fees are fully recovered;

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- b. The City conducts, or causes to be conducted, an analysis of the proposed use(s) of the additional parking management-related revenues, and the analysis indicates that the amount allocated, along with any other authorized revenues, is sufficient to implement and manage the proposed use(s);
 - c. The amount allocated is no more than necessary to implement and manage the proposed use(s); and
 - d. The City determines through a fiscal impact analysis that the Community Parking District's proposed use(s) is/are in the City's long-term best interest.
6. The Mayor or City Manager will conduct an annual fiscal year-end reconciliation of actual parking management-related revenues. To the extent that actual revenues are less than or greater than the estimate used for the approved Annual Plan & Budget, the difference will be incorporated in the following fiscal year's Community Parking District allocation.

C. Use of Allocated Community Parking District Funds

- 1. An allocation of parking meter or other parking management-related revenue to a Community Parking District shall be made only from new or prospective revenues resulting from meter installations or the implementation of other parking management activities within the District, and the allocation shall not result in any reduction of current City revenues or anticipated increases in City revenues.
- 2. Community Parking District revenues shall be expended for regulation, management, and control of the parking of vehicles and management and control of traffic (including vehicular, bike and pedestrian), which affects or is affected by the parking of vehicles in the parking meter zones pursuant to San Diego Municipal Code sections 82.08 and 82.09. Such expenditures shall be focused on improvements and activities that increase the availability, supply, and effective use of parking for residents, visitors, and employees within the adopted Community Parking Districts. The purpose of the expenditures may include, but is not limited to, the following:
 - a. Increasing the parking supply (e.g., lease, purchase, or construction of additional on-street or off-street parking accessible to vehicles,

including bikes) through means such as self-parking or valet-parking, and generally available to all users. If a subsidy is provided to users (directly or indirectly), the Annual Plan & Budget shall demonstrate (not merely assert) that the subsidy is limited to a reasonable amount which corresponds to a material effect on parking in the parking meter zones and serves a public purpose. Also, every proposed activity which is targeted to specific users, such as an employee parking program, shall demonstrate in the Annual Plan & Budget that such an activity shall not violate general principles of equal protection by ensuring that protected classes of people are not discriminated against. Eligible expenses include the acquisition of land, project design, financing, construction, and/or operation of public parking facilities, but do not include special event parking.

- b. Managing the existing parking inventory, including such measures as, but not limited to, parking evaluations, reconfiguration of existing on-street parking inventory, residential permit parking programs, employee parking programs, enforcement, reducing excessive red curb, removal of abandoned driveways and replacement with matching sidewalk, curb, and gutter, and mitigation of any adverse effects resulting from the implementation of such program(s). Every program that proposes to provide a subsidy to a user, (e.g. employees) shall demonstrate (not merely assert) that the subsidy is reasonable and equally available to all such users in the parking meter zone (within $\frac{1}{4}$ mile radius, see Section C.2.i) and shall not favor any one stakeholder, such as a business. Further, the management program shall not violate general principles of equal protection by ensuring that protected classes of people are not discriminated against.
- c. Providing mobility (parking and access) information through wayfinding signage or media (maps, videos, apps or other tools), which communicates the location, availability, cost, and other pertinent information of district-wide parking options and provides navigation in and between parking meter zones within the Community Parking District. The public information being provided may include costs for ribbon-cuttings, press conferences, or like events to communicate information about parking and access. However, any costs associated with promotion of business communities, specific businesses, or special events in the Community Parking District shall be funded by other sources.
- d. Providing funding for community shuttles or circulator systems within the boundaries of the Community Parking District to reduce parking demand in parking meter zones or to assist in the mobility of those parked in parking meter zones. Shuttle service or circulator systems may be leveraged for community or special events within the Community Parking District if the additional cost is covered and accounted for by other funding sources.
- e. Enhancing mobility within the Community Parking District and facilitating the use of alternative forms of transportation to reduce parking demand (e.g., community shuttles, public transit, bicycling, and walking) through activities

and improvements including, but not limited to, designing and installing: bike and pedestrian amenities (bike parking, corrals, and bike lanes; pedestrian ramps, crossings, pop-outs, sidewalks, countdown indicators, rectangular rapid flashing beacons); signage; and shuttle stops. Providing for extraordinary maintenance and landscaping activities (including, but not limited to landscaping and upkeep of such which provides a necessary safety barrier between vehicles, bikes and pedestrians) and security activities (including, but not limited to safety services at shuttle stops or security for parking areas) as required by law or necessary for the safety or proper functioning of the improvements or activities listed above. “Extraordinary” means beyond what is ordinary or is funded and provided for by other funding sources and the maintenance, landscaping and/or security activity is considered necessary for the related improvements or activities which address parking or controls and manages traffic (including vehicular, bicycle, or pedestrian traffic) which affects or is affected by the parking of vehicles in the parking meter zones.

- f. Providing pedestrian or vehicular safety, comfort and convenience, e.g. through activities and improvements which provide separation or enhance safety for pedestrians and vehicles such as wheel stops, curbs, landscaped areas and lighting. Other eligible expenses may include urban design activities in a particular area, district, or neighborhood that relate to parking or the control and management of traffic (including vehicular, bicycle, or pedestrian traffic) which affects or is affected by the parking of vehicles within parking meter zones.

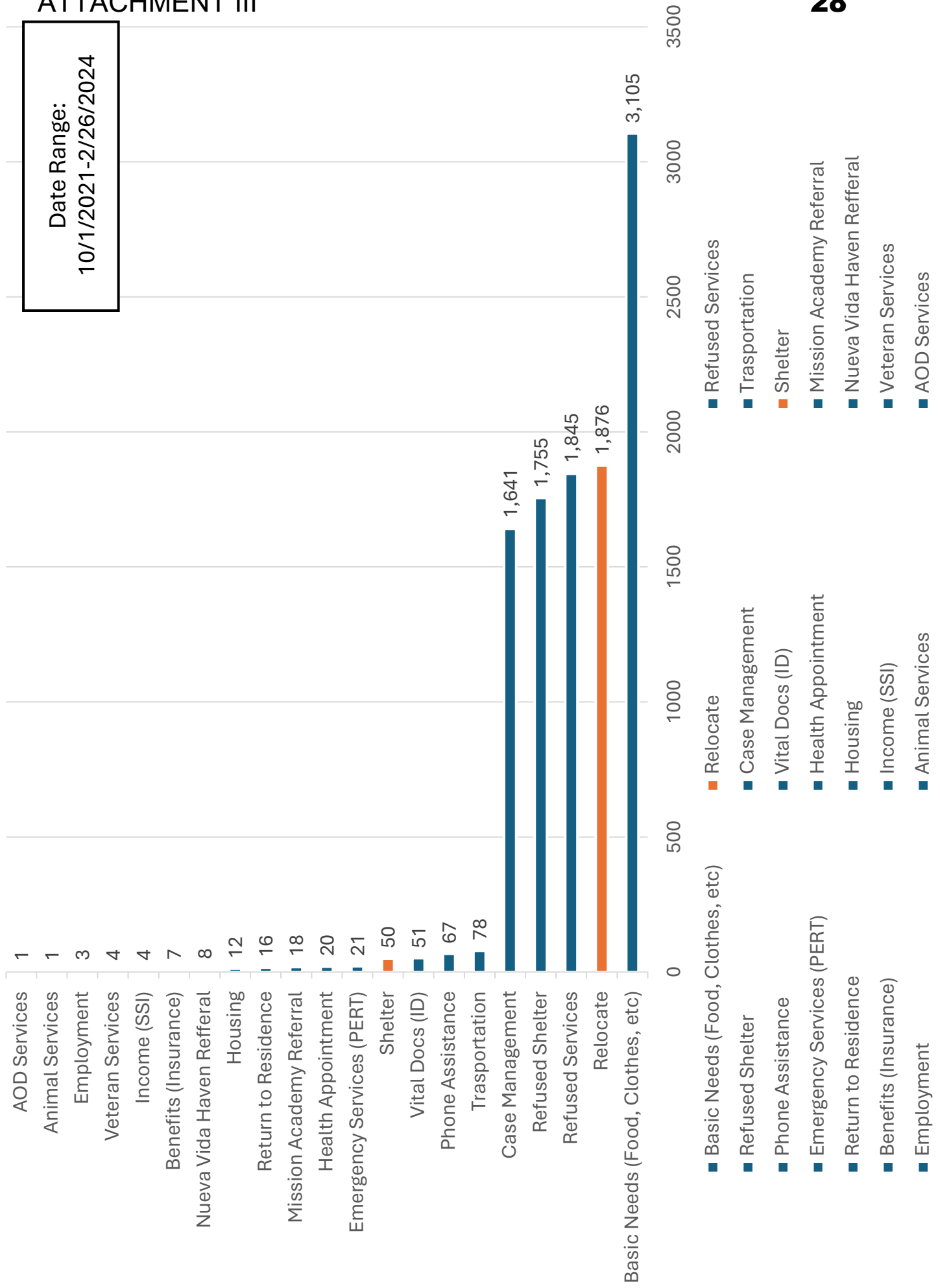
Homeless Outreach provided by the San Diego Rescue Mission (SDRM) is an effective enhancement to the overall security of Little Italy. SDRM follows the community standards for outreach as outlined by the Continuum of Care (CoC). This is a relational approach in which there is daily interaction with people experiencing homelessness in a defined geographic area. This creates two enhanced security elements. First, SDRM builds rapport and trust with those who stay in Little Italy. This enables a higher-level of engagement when a safety or security issue arises because of the established trust. Second, SDRM is one of the first to see new individuals who arrive in the area. Should those individuals prove to be a threat to safety, SDRM provides timely information enabling faster response. This has resulted in both businesses owners and residents feeling safer and having more confidence in the response they will receive when issues arise.

Here are two examples to demonstrate this. First, a property owner had a trespasser who was experiencing homelessness. The owner asked the person to leave the property and things were quickly escalating. The owner called both the police and SDRM. SDRM arrived first. The Outreach Worker deescalated the situation and was able to help the person experiencing homelessness relocate so they were no longer violating the law and being a security threat to the property owner. Second, an unhoused resident was beating a stick against a wall of a business establishment causing safety concerns. The SDRM Outreach Worker engaged with the person and because there was an established relationship deescalated the situation and was able to have the person leave the area restoring a sense of safety and security. These are two of countless stories the Association regularly receives.

When a community meeting was held in February to address safety concerns, SDRM was highlighted as a critical element of the keeping Little Italy a safe and vibrant community. While Homeless Outreach is not always seen from the perspective of security, it is a cost-effective measure resulting in a safer community. It is also important to remember they are helping our neighbors without homes get into housing and end their homelessness. SDRM save lives and serves our community. This is truly a benefit for everyone who calls Little Italy home.

SDRM Little Italy Outreach Summary

Date Range:
10/1/2021 - 2/26/2024



Little Italy Association of San Diego
FY25 Community Parking District Budget
Drafted 3/15/2024

OPTION 2 - FRED NOT FUNDED

Income	LIA	All Funds
Available PMRs (\$1.3M / 7)	\$185,714	\$1,300,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
Total Income	\$189,303	\$1,325,120

Expenses

Available PMRs

Marketing & Promotions

Website Maintenance & IT (Partial)	\$2,400	1%
	\$2,400	

New Initiatives & Special Projects

Wayfinding	\$1,000	
Traffic Control	\$50,000	
Planters & Beautification	\$25,207	
Enhanced Security & Pedestrian Safety	\$1,000	
Enhanced Pedestrian Lighting	\$38,000	61%
	\$115,207	

Operational

Admin Oversight (15%)	\$28,395	15%
Rent (7%*)	\$8,400	
Bollards Storage**	\$16,000	
Liability Insurance (7%*)	\$18,200	
Audit (7%*)	\$700	23%
	\$71,695	
Total Expenses	\$189,302	100%

Varinace

\$0

LIA Income Projections

BID	\$104,400
MAD	\$1,518,381
MNA	\$22,000
Programs	\$768,026
Parking	\$189,303
Total Income	\$2,602,110
% of CPD Contribution	7%

* 7% of operational expenses has been applied to LIA's FY25 CPD Budget based on the overall contribution of CPD revenues to LIA's \$2,602,110 FY25 organization budget.

** 100% cost to store Phase I Bollards

Little Italy Association of San Diego
FY25 Community Parking District Budget

Drafted 3/25/2024

OPTION 3 - FRED PARTIALLY FUNDED (\$600K)

Income	LIA	All Funds
Available PMRs (\$1.3M / 7)	\$100,000	\$700,000
Bond Release (\$25,120 / 7)	\$3,589	\$25,120
Total Income	\$103,589	\$725,120

Expenses

Available PMRs

Marketing & Promotions

Website Maintenance & IT (Partial)	\$1,000	1%
	\$1,000	

New Initiatives & Special Projects

Wayfinding	\$1,000	
Traffic Control	\$1,000	
Planters & Beautification	\$1,000	
Enhanced Security & Pedestrian Safety	\$83,050	
Enhanced Pedestrian Lighting	\$1,000	84%
	\$87,050	

Operational

Admin Oversight (15%)	\$15,538	15%
	\$15,538	

Total Expenses **\$103,588** 100%

Varinace **\$0**



LIA Board Meeting PR and Social Agenda

Tuesday, May 7, 2023

Pitches

Award-Winning Restaurants in Little Italy

- Expected online and print coverage secured on Gente Bonita Magazine and Print
- Expected online coverage secured on JustLuxe

Marine Band (Long Leads)

- Secured online coverage on KPBS

Bulls of Sant'Agata

- Secured broadcast coverage on CBS 8
- Secured print coverage on San Diego Reader and San Diego Union Tribune
- Secured online coverage There San Diego, Thrillist, There San Diego, San Diego Union Tribune, San Diego Magazine, SoCal Pulse, and We The Italians

Taste of Little Italy (long leads)

- Expected online and print coverage secured on Modern Luxury and San Diego Magazine
- Secured radio coverage on 101.5
- Secured print coverage on Monrovia Weekly, Arcadia Weekly, Pasadena Independent
- Secured online coverage on FOX 5/KUSI News, Yahoo! Life, San Diego Tourism Authority, Hey SoCal, and MSN

Mother's Day in Little Italy (long leads)

- Secured online coverage on South County Magazine, House Beautiful Magazine, and Sorbet Magazine

Other

- Secured online coverage on USA Today, Pearl News, Foodwise, San Diego Uptown Downtown News

General

- Coordinated walking tour with the Downtown Alliance SLC with Chris for September 19
- Connected Downtown Alliance SLC with the Little Italy Mercato for walking tours

Social Media

Highlights / Recap

- Gained 1,114 new followers on all platforms
- Earned over 1.1M impressions total impressions (10% increase)
- Garnered over 33K total engagements (6% increase)
- Promoted national days, happenings & holidays such as: Earth Day, National Beer Day, ArtWalk, and Bulls of Sant'Agata

Social Media Analytics (Last 30 days as of April 29)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	629	94,592	6,903	211,449
 Little Italy	485	98,526	26,013	913,524

TikTok - Followers: 1099 (+18) Likes: 2463 (+93)

Top content - Facebook (Based on engagement rate per reach)

Best performing content published during the selected period.



Apr 17, 2024 · Little Italy

Photos from Filippi's Pizza Grotto
Little Italy's post

Reach	2,165
Engaged users	138
Clicks	97
Other clicks	35
Engagement rate per reach	6.4%
Engagement rate per impression	6.4%



Apr 4, 2024 · Little Italy

The spirit of Italia runs deep in our community. 🇮🇹🍷🍷 #LittleItalySD...

Reach	13,909
Engaged users	723
Clicks	191
Other clicks	238
Engagement rate per reach	5.2%
Engagement rate per impression	4.9%



Apr 10, 2024 · Little Italy

'Tis the season for farm-fresh goodness and garden blooms at th...

Reach	3,397
Engaged users	166
Clicks	12
Other clicks	50
Engagement rate per reach	4.9%
Engagement rate per impression	4.3%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 7, 2024 · Little Italy San Diego

Raise a pint to National Beer Day!
Did you know that the oldest taver...

Reach	65,463
Comments	57
Likes	3,227
Saves	333
Engagement	5,855
Engagement rate per reach	8.9%
Engagement rate per impression	8.6%



Apr 1, 2024 · Little Italy San Diego

Cheers to discovering new gems!
Whether you're a local or just...

Reach	6,719
Comments	28
Likes	322
Saves	97
Engagement	651
Engagement rate per reach	9.7%
Engagement rate per impression	9.7%



Apr 24, 2024 · Little Italy San Diego

The highly anticipated 40th anniversary of @ArtWalkSD is just...

Reach	9,629
Comments	1
Likes	371
Saves	30
Engagement	526
Engagement rate per reach	5.5%
Engagement rate per impression	5.2%

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

Term: 2023-2024

Board Member: _____

Month: _____

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

Staff Review: _____

Date: _____