



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, November 2, 2021 at 8:30 am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847>
or call 1-669-900-6833 / Meeting ID: 863 3683 2847 / Password: 3898

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) Continuing Virtual Meetings Pursuant to AB 361

Action Item

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

3) Non-Agenda: Public Comment & Announcements

4) Minutes of the October 6, 2021 Board Meeting

Action Item

5) Committee Reports

Organization Committee / Steve Galasso

- a. Update on Governor's Response to the Outdoor Dining Petition / Marco Li Mandri
- b. Status of Sidewalk Vending Ordinance / Marco
- c. Proposal for Wakefield Development on India Street / Marco
- d. Little Italy Compliance Agreement / Chris Gomez
- e. Get-or-Give YTD Summary & Self Reporting Reminder / Chris
- f. Next Meeting: *To Be Announced*

Finance Committee / Bryan Thompson

- a. YTD Financial Report / Jeri Keiller & Bryan Thompson

Action Item

- b. Next Meeting: Friday, November 19, 2021 at 9:00am
Visit: <https://us02web.zoom.us/j/85082870012> or
Call: 1-669-900-6833 / Meeting ID: 850 8287 0012
Password: 3898

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

- a. Olive Creative Strategies Report
- b. Little Italy Mercato – Saturdays & Wednesdays / Catt White
- c. Trick-or-Treat on India Street – Results
- d. Small Business Season / Chris
- e. Little Italy Tree Lighting & Christmas Village / Chris
- f. New Holiday Displays
- g. San Diego Hospitality Associates, Inc. (SDHA) Tours
- h. Next Meeting: Friday, November 5, 2021 at 9:00am
Visit: <https://us02web.zoom.us/j/83003333549> or
Call: 1-669-900-6833 / Meeting ID: 830 0333 3549
Password: 3898

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. First Meeting Discussion & Issues
- b. Off-Duty Officers – Update / Marco
- c. SD Rescue Mission Unhoused Citizens Program – Update / Marco

Parking & Mobility Committee / Luke Vinci

- a. Columbia & Remaining Streets Parking Conversions – Update / Chris

Project Review / Marco Li Mandri:

- a. Union and W. Cedar – Update

6) Community Reports

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

7) Other

8) Next Meeting:

Tuesday, December 7, 2021 at 8:30am

Visit: <https://us02web.zoom.us/j/86336832847> or

Call: 1-669-900-6833 / Meeting ID: 863 3683 2847

Password: 3898

9) Adjournment

Action Item

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

AB 361 Overview
9/30/2021

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

Findings

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

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

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

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

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

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



**Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, October 5, 2021, at 8:30 am**

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847>
or call 1-669-900-6833/Meeting ID: 863 3683 2847/Password: 3898**

CLOSED SESSION TO DISCUSS LEASE NEGOTIATIONS, STAFF PERFORMANCE REVIEW & PENDING LAWSUITS ON ITEM 6

PRESENT Danny Mocerì, Bryan Thompson, Luke Vinci, Frank Stiriti, Lou Palestini, Joe Cordileone, Domenic Brunetto, Mary Elizabeth Novell (Father Joe Alt.), Annette Casemero, Catt White, Jeri Keiller, Davis Newton, Sandi Cottrell, Rich Gustafson, Ryan Blum, Perry Meyer, Tommy Zolezzi, Jocelyn Marcus, Lee Scrivner, Melanie Dellas, Tom Zolezzi, Joey Busalacchi, Jack Pecoraro, Dino Cresci, Jim DeSpenza

EXCUSED Steve Galasso, Pasquale Ioele, Charlie Coradino

UNEXCUSED Juan Nunez, Diana Casey

GUESTS Rich LaRocca, Kathi Meyer, Susan Ranft, Larry Turner, Michelle Sabe, Carolina Chavez, Marsha Lyon, Aaron Velasquez, Zina Busalacchi, Jason Weisz, Karen Gibbons, Kohta Zaiser

STAFF Marco Li Mandri, Chris Gomez, Dianne Serna De Leon, Rosie DeLuca, Dominic Li Mandri, Michelle Thomas de Mercado, Jenn Borba Von Stauffenberg, Larisa Medina, McKenna Wecker, Alicia Douglas, Brijet Myers, Chris Cameron

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.	No action taken
2. Review of September 14, 2021, Board Minutes	Minutes from September 14, 2021 were reviewed.	Luke Vinci moved to accept the Board Minutes. Frank Stiriti seconded the motion. Unanimously approved.

3. Non-Agenda: Public Comment, Introductions and Announcements	3. Chris wished Catt White a Happy Birthday.	3. No action taken
4. Committee Reports <i>Org Committee:</i> <i>Steve Galasso;</i> a. Bylaws Task Force recommended Change b. Sexual Harassment & Diversity/ Inclusivity Training Requirement c. Board Attendance to be Reflected on Board Minutes d. Get-or-Give YTD Summary-Self Reporting Reminder e. Next Meeting	4.a. Marco stated that the recommended Bylaw changes are on page 10 of the Board packet. 4.b. Chris stated that The City of San Diego is requiring all Board members and staff to complete Sexual Harassment and Diversity Inclusivity Training by January 2022. If you have completed this training, please submit a copy of your certification to Chris Gomez. Those who do not comply by January 2022, could be suspended until completion. 4.c. Chris stated that Board attendance policy is reflected in the minutes on page 36. 4.d. Chris stated that the Get-or-Give YTD Summary-Self Reporting form will be included in each Board Packet. 4.e. Next Meeting will be on Thursday, October 28, 2021, at 09:00 a.m. Visit: https://us02web.zoom.us/j/85223224583 or call: 1-669-900-6833. Meeting ID: 852 2322 4583. Password: 3898	4.a. Luke Vinci moved to accept the changes. Lou Palestini seconded the motion. Unanimously approved. 4.b. No action taken 4.c. No action taken 4.d. No action taken 4.e. No action taken
<i>Finance Committee:</i> <i>Bryan Thompson;</i> a. YTD Financial Report/Jeri Keiller & Bryan Thompson	4.a. Jeri Keiller reported on the YTD financials. Marco announced that Kilroy donated \$20,000 which will be used for general purposes. He thanked Kilroy for the generous contribution.	4.a. Luke Vinci moved to accept the YTD Financial Report. Danny Mocerri seconded

<p>b. Next Meeting:</p>	<p>4.b. Next Meeting will be held on Thursday, October 7, 2021, at 11:00 a.m. Visit: https://us02web.zoom.us/j/81030117502 or call: 1-669-900-6833. Meeting ID: 810 3011 7502. Password: 3898</p>	<p>the motion. Unanimously approved. Jeri Keiller abstained.</p> <p>4.b. No Action taken</p>
<p>Committee Reports <i>DISI Committee:</i> <i>Perry Meyer</i></p> <p>a. Olive Creative Strategies</p> <p>b. Events</p> <p>i. Little Italy Mercato- Catt White</p> <p>ii. Artwalk (Summer Series & Mission Fed)</p> <p>iii. Consulado de Mexico: El Grito Celebration-9/15</p> <p>iv. Vici Luxury Rentals Casino Night- 9/17- Davis Newton</p> <p>v. Coach Rob Book Signing & Meet-and-Greet- 9/25</p> <p>vi. Little Italy Urban</p>	<p>4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media activities.</p> <p>4.b. Larisa will promote upcoming events; TOTIS, Tree Lighting and Christmas Village.</p> <p>4.i. Catt White reported on current Mercato activities.</p> <p>Catt stated that the Mercato will be re-opening the 6th block on Saturday. The Mercato will be closed on Christmas day and possibly on New Year's Day.</p> <p>4.ii. Sandi Cottrell reported that the ArtWalk Summer Series was very successful. Mission Fed ArtWalk is projected to take place April 30-May 2, 2022.</p> <p>4.iii. Chris reported on the event held by the Consulado de Mexico. The event brought in \$1,887.81 net to the Association.</p> <p>4.iv. Davis Newton stated that the Vici Casino Night was a success. Davis thanked Perry and Kathy Meyer for their Art donation. The event brought in a net of \$5,000 to the Association.</p> <p>4.v. Chris reported on Coach Rob's book signing and meet and greet. The event was a success.</p> <p>4.vi. Chris stated that the LI Urban Challenge broke even. Next year they will begin promoting</p>	<p>4.a. No action taken</p> <p>4.b. 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>4.v. No action taken</p> <p>4.vi. No action taken</p>

Challenge	sooner. There was no net or liability to the Association.	
vii. Little Italy State of the Neighborhood – TBA	4.vii. Marco reported that the Little Italy State of the Neighborhood will tentatively take place in November. Kilroy’s donation would help underwrite this event.	4.vii. No action taken
viii. Trick-or-Treat on India Street - 10/27	4.viii. Chris reported that TOTIS will take place on Wednesday, October 27, 2021, from 5:30 p.m. -7:30 p.m.	4.viii. No action taken
ix. Small Business Season-Kick-off 11/27	4.iv. Chris stated that Small Business Season will kick off on November 27, 2021.	4.iv. No action taken
x. Little Italy Tree Lighting & Christmas Village	4.x. Chris stated that the Little Italy Tree Lighting Event will take place on December 4, 2021, from 4:00 p.m. to 8:00 p.m. The sponsor guide and sponsor form are located on pages 44 and 45 of the Board Packet.	4.x. No action taken
c. Fall Displays Go Out End of Sept.	4.c. Chris stated that Fall Displays have been placed on the corners throughout Little Italy. For our Winter Displays, golden nutcrackers and kinetic wooden trees will be placed throughout Little Italy. The cost to sponsor a Winter Display is \$350.	4.c. No action taken
d. Little Italy LED Sign Partnership	4.d. Chris stated that the partnership for the Little Italy LED sign sales has been finalized. The signs retail for \$125.00, and LIA will receive \$15.00 per sign sold. There will be no financial obligation to the Association.	4.d. No action taken
e. Davi Tours	4.e. Chris stated that Anthony Davi has until 5:00 p.m. today to finalize the Davi Tours contract or we will move forward without his services and put out an RFP.	4.e. No action taken
f. Columbus Day Banners & Fliers	4.f. Chris stated that the DISI Committee approved the purchase of the pop-up Columbus Day banner.	4.f. No action taken
g. Next Meeting	4.g. Next Meeting of the DISI Committee will be on Friday, November 5, 2021, at 9:00 a.m. Visit https://us02web.zoom.us/j/83003333549 or call: 1-669-900-6833/ Meeting ID: 830 0333 3549 Password: 3898	4.g. No action taken

<p>Neighborhood Advisory Committee (NAC)- <i>Jeri Keiller</i></p> <p>a. Off-Duty Officers-Update</p> <p>b. Rescue Mission Unhoused Citizens Program-Update</p> <p>c. Civil Restraining Orders</p>	<p>4.a. Marco gave an update on the Off-Duty Officers. Marco stated that the ODO's are continuing to assist the maintenance crew and restaurants with the homeless.</p> <p>4.b. Marco stated that the Rescue Mission contract has been finalized. The program will begin assisting unhoused citizens with varies needs, beginning October 11, 2021.</p> <p>4.c. Marco stated there is no update on civil restraining orders.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p><i>Parking & Mobility Committee: Luke Vinci</i></p> <p>a. Bollard Program</p> <p>b. Columbia & Remaining Streets Parking Conversions-Update</p>	<p>4.a. Chris stated that he will be meeting with Kohta Zaiser and the Mayor to finalize plans for the Bollard Program. The program should begin the early part of 2022.</p> <p>4.b. Chris stated that the remaining Little Italy parking conversions will be restriped for diagonal parking. We will outsource a third-party company to complete the remaining streets.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>Project Review/Marco Li Mandri</p> <p>a. Civic Project (Union & W. Cedar) - Update</p>	<p>4.a. Marco gave an update on the Union and W. Cedar Project which is known as the Civic Project.</p> <p>The building will be a 24-story high-rise with 73 residential units and a fully automated parking garage with 70 parking spaces. Discussion followed. A provision for support of the Dog Park is pending</p>	<p>4.a. No action taken.</p>
<p>5. Chief Executive Report</p>	<p>5. Marco stated that the Hanover building on Third Avenue and A Street is located outside of the Little Italy boundaries, however they are advertising Little Italy on their building. Marco would like them to contribute to marketing for Little Italy.</p>	<p>5. No action taken</p>

	<p>Marco stated that the Governor needs to extend the temporary building structures utilized by restaurants; this is not a local issue. Marco stated we should know more about the \$3 million Amici Park project by the end of October, and we hope to start the project in January 2022.</p>	
6. Community Reports	<p>6. Officer Turner stated that civil orders can help with arrests. He also stated that Caltrans and the Hot Team are doing their part to clear the homeless out from the alcoves.</p> <p>Jason Weisz from Tony Atkins office stated that he is available to assist with any state agencies, including the EDD, ABC, etc.</p> <p>Kohta Zaiser from Mayor Gloria's office stated that he will be meeting with the Mayor regarding the Bollard project, as well as the parking conversions.</p>	6. No action taken.
7. Closed Session	7. The Board went into Closed Session.	7. No action taken.
8. Reopen Meeting & Report to Public	8. The Board returned to open session. Chris Cameron stated that there is no reportable action.	8. No action taken.
9. Next Meeting	<p>8. The next meeting will be on Tuesday, November 2, 2021, at 8:30 a.m. Visit: https://us02web.zoom.us/j/86336832847 or call: 1-669-900-6833/Meeting ID: 863 3683 2847 Password: 3898</p>	9. No action taken.
10. Adjournment	10. Meeting Adjourned.	10. Danny Mocerri moved to adjourn the Board Meeting. Bryan Thompson seconded the motion. Unanimously approved.

Minutes taken by Dianne T. Serna De León, Staff

FY22 Board Attendance

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

X - Excused
 U - Unexcused

Bylaws: Attendance

3 Unexcused

6 Total (Excused and Unexcused)



Bella Vita

A New Housing Community
for Seniors in Little Italy

2027 India Street
San Diego, CA



Architect Conceptual Rendering

About Bella Vita

Bella Vita will be a supportive and welcoming community of 70 affordable homes for seniors age 62+ in San Diego's Little Italy neighborhood. It is being developed by Wakeland Housing and Development Corporation, a nonprofit that has built similar communities in San Diego that combine affordable homes with tailored services to create an environment where older residents can thrive.

Description

- High-quality, new construction affordable housing community that will replace two older, outdated buildings
- Developed by an award-winning nonprofit that has created other similar, successful communities in San Diego
- Building will have 69 studio apartments for seniors age 62+ and 1 two-bedroom unit for onsite manager
- Design will reflect community standards with the aim of blending seamlessly into the existing neighborhood
- Residents will benefit from social, health and wellness services offered both on- and off-site
- 24-hour access monitoring and security
- Property management commitment to highest standards of maintenance and operations

Timeline

Community Outreach & Feedback	Fall 2021 onward
Construction Start (18 months to complete)	Spring 2023
Open Doors to Senior Residents	Fall 2024

GOALS MET

LAST NAME	FIRST NAME	FY21 C/F	JUL'21	AUG. '21	SEP. '21	OCT. '21	NOV. '21	DEC. '21	JAN. '22	FEB. '22	MAR. '22	APR. '22	MAY '22	JUN. '22	FY22 TOTAL	GorG RQMTS	VARIANCE	
Galasso	Steven		\$300												\$300	\$1,500	-\$1,200	Jul. MBSD Concert, Soccer Banners,
Mocerri	Danny														\$0	\$1,500	-\$1,500	
Palestini	Lou		\$200			\$270									\$470	\$1,500	-\$1,030	Jul. MBSD Concert, Oct. Columbus Banner
Thompson	Bryan		\$200		\$350										\$550	\$1,500	-\$950	Jul. MBSD Concert / Sep. Fall Display
Vinci	Luke														\$0	\$1,500	-\$1,500	
Blum	Ryan				\$350										\$350	\$1,500	-\$1,150	Sep. Fall Display
Brunetto	Domenic		\$200												\$200	\$1,500	-\$1,300	Jul. MBSD Concert,
Busalacchi	Joey		\$890												\$890	\$1,500	-\$610	Jul. Soccer Banners,
Casemero	Annette	\$77	\$100												\$100	\$1,500	-\$1,323	Jul. MBSD Concert,
Coradino	Charlie														\$0	\$1,500	-\$1,500	
Cordileone	Joe		\$150												\$150	\$1,500	-\$1,350	Jul. MBSD Concert, Soccer Banners,
Cottrell	Sandi														\$0	\$1,500	-\$1,500	
Cresci	Dino														\$0	\$1,500	-\$1,500	
Dellas	Melanie														\$0	\$1,500	-\$1,500	
DeSpenza	Jim		\$250		\$350										\$600	\$1,500	-\$900	Jul. MBSD Concert, Soccer Banners / Sep. Fall Display
Gustafson	Rich														\$0	\$1,500	-\$1,500	
Ioele	Pasquale		\$250												\$250	\$1,500	-\$1,250	Jul. MBSD Concert, Soccer Banners,
Keiller	Jeri				\$350										\$450	\$1,500	-\$1,020	Jul. MBSD Concert / Sep. Fall Display
Marcus	Jocelyn	\$30	\$100												\$100	\$1,500	-\$1,400	Jul. MBSD Concert,
Meyer	Perry		\$100		\$1,150		\$350								\$1,600	\$1,500	\$100	Jul. MBSD Concert / Sep. Fall Display, Vici Casino / Nov. Winter Display
Newton	Davis														\$0	\$1,500	-\$1,500	
Núñez	Juan														\$0	\$1,500	-\$1,500	
Pecoraro	Jack		\$1,000												\$1,000	\$1,500	-\$500	Jul. Soccer Banners,
Scrivner	Lee		\$50												\$50	\$1,500	-\$1,450	Jul. MBSD Concert,
Stirti	Frank	\$4,250	\$100												\$100	\$1,500	\$2,850	Jul. MBSD Concert,
Strauss Casey	Diana	\$51,200	\$100												\$100	\$1,500	\$49,800	Jul. MBSD Concert,
Tabigue	Father Joseph		\$250												\$250	\$1,500	-\$1,250	Jul. MBSD Concert,
White	Catt														\$0	\$1,500	-\$1,500	
Zolezzi	Tom														\$0	\$1,500	-\$1,500	
		\$55,557	\$4,340	\$0	\$2,550	\$270	\$350	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,510	\$43,500		

Staff

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

Jul. MBSD Concert,
 Sep. Fall Display

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

BOARD MEETING DATE:		11/2/2021				
Accrual Basis Report through SEPTEMBER 2021						
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	<u>YTD BUDGET (NET)</u>	<u>ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS						
	BID	47,502	35,720	11,782	1,073	0
	MAD₁	286,089	310,186	-24,097	-36,094	-161,857
	PARKING METER₂	70,750	130,492	-59,742	-75,119	0
	TOTAL	\$404,341	\$476,398	-72,057	-\$110,140	-\$161,857
1. Supplemental Maintenance program: YTD Sept. net gain \$41,404. (Budget net gain YTD \$20,513. Annual budget net income is \$81,050)						
2. Additional Parking Program operations: YTD net income \$36,156. (Budget net income \$19,670. Annual net income \$440)						
Programs and Operations: YTD net loss \$-25,985 (Budget net loss is -\$27,550. Annual budget net income is \$205,353)						
Sep-21						
Total income for Little Italy Assn		\$779,847				
Total expense for Little Italy Assn		\$797,829				
Net expense over income		-\$17,982				
Balance Sheet						
	9/30/2021	09/30/2020				
Checking and Savings	756,157	497,347				
Accounts Receivable	380,999	138,659				
Other assets	130,807	161,306				
Total Assets	<u>1,267,963</u>	<u>797,312</u>				
Accounts Payable	64,821	39,352				
Advances	239,728	252,029				
Loans	431,174	167,349				
Equity	532,240	338,582				
Liabilities & Equity	<u>1,267,963</u>	<u>797,312</u>				



LIA Board Meeting PR Agenda Tuesday, October 5, 2021

PITCHING

Recap

- Trick-or-Treat on India (Short Leads)
- Tree Lighting & Christmas Villages (Long Leads)

Current/Upcoming Focus

- Small Business Season
- Tree Lighting & Christmas Villages (Short Leads)

BLOGS

Recap

- Trick-or-Treat on India St

Upcoming

- Small Business Season

WRITING

Recap

- Updated Trick-or-Treat on India St page
- Updated Small Business Season page
- Updated Tree Lighting & Christmas Village page
- Updated Piazza della Famiglia page

Upcoming

- Official Little Italy Holiday Gift Guide
- Little Italy Merchandise Page
- Update Piazza Pescatore
- Update Piazza Giannini

Social Media Statistics: August 23 – September 23

- Facebook
 - Fans: **91K** (+367, increase up 284%)
 - Impressions: **1.3M** (up 305%)
 - Engagements: **2,506** (up 243%)
 - Engagement rate: **7.8%** (up 314%)

- **Twitter**
 - Followers: **8,611** (+11)
 - Impressions: **9K** (up 73.5%)
 - Engagements: **463** (up 80.2%)
 - Engagement rate: **5.78%** (up 23.6%)
- **Instagram**
 - Followers: **84,078** (+718, increase up 93%)
 - Impressions: **182K**
 - Engagements: **7.1K**
 - Engagement rate: **4.22%** (up 5.1%)

Highlights


- Garnered **1.3M** impressions across all platforms
- Earned over **10K** engagements across all platforms
- Garnered **1,096** new followers across all platforms
- Garnered **877** Trick-or-Treat on India Street Facebook event responses
- Averaged an engagement rate of **5.93%** across all platforms

Upcoming

- Implementing new social media strategy focusing on the history, the experience and the fun. Putting a deeper focus on the community in Little Italy
- Continue sharing bi-weekly Italian-American Heritage posts
- Continue to share new state and county mandates
- Continue to post on safety measures
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media

Top Performing Posts:


f Top posts > Reactions



Little Italy
Oct 09, 18:00

The History | Did you know Little Italy has a historic one-mile walk? This walk was strategically outlined to not cross any major intersections or


415 users



Little Italy
Oct 05, 00:30

Did you know you can have your own Little Italy sign? We've partnered with @category6LED on this mini version of our iconic sign. A portion of

305 users



Little Italy
Oct 19, 22:00

Now you can bring a little piece of our neighborhood home with you! These bellissimo mini versions of our iconic Little Italy sign are

284 users

📍 Top posts > Likes



littleitalysd
Oct 09, 18:00

The History | Did you know Little Italy has a historic one-mile walk? This walk was strategically outlined to not cross any major intersections or

1269 engagements



littleitalysd
Oct 20, 00:00

Now you can bring a little piece of our neighborhood home with you! These bellissimo mini versions of our iconic Little Italy sign are

1136 engagements



littleitalysd
Oct 04, 22:56

Did you know you can have your own Little Italy sign? We've partnered with @category6LED on this mini version of our iconic sign. A portion of

1103 engagements

🐦 Top tweets > Likes



@LittleItalySD
Oct 10, 16:00

Did you know Little Italy has a historic one-mile walk? It was strategically outlined to not cross major intersections. If you follow the 1/8 mile granite plaque markers on the sidewalk, you can see

75 engagements



@LittleItalySD
Oct 13, 00:20

Piazza Basilone is a memorial to "Boys of Little Italy that never came home from war" and has a bust of the highest decorated Italian-American war hero, Gunnery Sergeant John Basilone. The

71 engagements

@LittleItalySD
Oct 05, 00:32

Did you know you can have your own Little Italy sign? We've partnered with @category6LED on this mini version of our iconic sign. Link below to bring a little bit of Little Italy home! Where will you put yours? <https://www.category6led.com/.../little-italy-led-light-sign> #LittleItalySD 🇺🇸 : @category6LED

59 engagements



LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

LOCATION // Throughout Little Italy - India Street between W. Cedar & W. Grape Streets

DATE // Saturday, December 4, 2021

TIME // 4:00pm – 8:00pm

This holiday season, Little Italy welcomes families, friends, neighbors and visitors back for our time-honored Christmas season kick-off celebration. Sidewalks in Little Italy will be filled with holiday cheer for the 22nd Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 4th from 4:00 p.m. to 8:00 p.m.

Guests will be invited to enjoy Little Italy's newest tree - The Aurora, created by California artist Josh Hubert, located in the center of Piazza Basilone and our permanent 25'+ live tree in the Piazza della Famiglia.

As visitors await the traditional Italian countdown tree lighting ceremony in the Piazza della famiglia, they will be able to peruse and shop from local artisans for the perfect holiday gifts at the Christmas Village as to enjoy the community's festive decor, live music and entertainment, snacks, holiday beverages, and more!

The fun doesn't stop there! Santa will be making a special appearance throughout the night on the main stage, virtually, and if he can escape the North Pole, he may find himself and Mrs. Claus in Little Italy for a quick, "Hello and Merry Christmas!" greeting.

SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting" sponsorship.
- **Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship for various portions of the event.
- **Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**
Logo on website with hyperlink.

LITTLE ITALY SAN DIEGO



Tree Lighting & Christmas Village

Little Italy Tree Lighting & Christmas Village Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting" sponsorship.
- Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship for various portions of the event.
- Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- Bronze Level / \$1,000**
Logo on website with hyperlink.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

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

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



LITTLE ITALY *Winter Displays*

This holiday season, the Little Italy Association has created and implemented a new modern seasonal display program to add to the 8' Nutcrackers, that traditionally adorn our corners on India Street and Kettner Boulevard.

This year, staff created a two new designs to limit the footprint of the display to the size of a wine barrel and focused on minimizing future costs by using reusable materials along with real seasonal plants with a winter wonderland feel.

Little Italy's seasonal displays draw hundreds of Little Italy visitors and resident to them for great photo opportunities. This is just one of the many ways that we set our neighborhood apart from the rest of San Diego. This year the Winter Displays will be on display from November 29th to January 7th.

In the past, the Association absorbed the costs of the displays through various other funding mechanisms. Our focus, moving forward, is to make all projects revenue neutral so that we can fund other programs and projects. So, we are looking to our businesses, property owners and residents to support our efforts by sponsoring a corner. The cost of each display is \$350 and comes with a small marker identifying your family name, business name or a person you would like to dedicate the display to.

If you are interested, please fill out the form below and email to chris@littleitalysd.com.

Thank you for your time, consideration, and support,



Steven J. Galasso
President
Little Italy Association of San Diego



I, _____, hereby agree to sponsor a Winter Display for \$350.

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

The Little Italy Association of San Diego is a Non-Profit 501(c)(3) Corporation: Tax-ID #33-0752255. Donations and sponsorships made to the Association may be fully or partially tax-deductible. Please confer with your financial advisor or accountant.



**LITTLE ITALY ASSOCIATION OF SAN DIEGO
BOARD OF DIRECTORS AND STAFF ACCOUNTABILITY AGREEMENT**

In accordance with the Little Italy Association of San Diego's ("LIA") Business Improvement District (BID) Accountability Plan submitted to the City of San Diego Economic Development Departments (EDD) on June 11, 2021, and the Restated Bylaws of the Little Italy Association of San Diego, as amended November 2020 (the "LIA Bylaws"), and as consideration for the right and opportunity to serve on the LIA Board of Directors and/or as a member of LIA staff, _____ (hereinafter "Member") hereby covenants and agrees as follows:

A. Acknowledgment and Support of the Objectives and Purposes of LIA

Member has reviewed and is familiar with the LIA Bylaws, a copy of which is attached hereto as Exhibit A to this Agreement. Member hereby agrees that, at all times while Member serves on the LIA Board of Directors or as a member of LIA staff, Member will support the policies and goals of LIA, including specifically the Objectives and Purposes of LIA set forth in Article 2, Section 1, of the LIA Bylaws.

B. Acknowledgment and Compliance with the Ralph M. Brown Act

Member has reviewed and is familiar with the Ralph M. Brown Act, California Government Code sections 54950 - 54963 (the "Brown Act") and understands that it applies to "meetings," as defined in the Brown Act, of LIA intended to hear, discuss, deliberate, or take action within the scope of LIA's objectives and purposes. Member understands and agrees to comply with the Brown Act and to ensure open public access to the actions and deliberations conducted as required under the Brown Act at all times while Member serves on the LIA Board of Directors or as a member of LIA's staff.

C. Confidentiality Agreement

Except as required by the Brown Act, Member agrees to treat as strictly confidential all confidential, proprietary, or non-public information concerning LIA's business and operations, whether received orally, in writing, or otherwise ("Confidential Information"). Member agrees not to use or disclose any Confidential Information of LIA to any person or entity other than LIA Board of Directors members and staff with knowledge of such Confidential Information at any time during the time Member serves on the LIA Board of Directors or as a member of LIA's staff, or any time thereafter. However, Member may disclose Confidential Information if necessary to Member's or LIA's accountants as their agents for purposes of preparing an audit and/or tax information, or to Member's or LIA's

LITTLE ITALY ASSOCIATION OF SAN DIEGO

insurance carriers and attorneys. Nothing in this Confidentiality Agreement shall prohibit Member from making any disclosure if required by law or a lawful Court order.

D. Prohibition Against Conflicts of Interests

Member understands that avoiding conflicts of interest is critical at all times when serving on the LIA Board of Directors or as a member of LIA’s staff to protect LIA’s tax-exempt corporate status, particularly when LIA is contemplating entering into a transaction or arrangement that might benefit the private interests of Member. Member has reviewed and understands the Conflict of Interest and Compensation Approval Policies of LIA set forth in Article 18 of the LIA Bylaws, and agrees to be bound thereto and comply with the obligations and procedures set forth therein at all times while serving on the LIA Board of Directors or as a member of LIA’s staff.

E. Anti-Harassment & Inclusivity Agreement

As an equal opportunity employer, LIA is committed to providing an inclusive work environment free of harassment, discrimination, retaliation, and disrespectful or other unprofessional conduct based on: race, religion, color, sex/gender (including pregnancy, childbirth, breastfeeding, or related medical conditions) sex stereotype, gender identity/expression), national origin, ancestry, physical or mental disability, medical condition, genetic information/characteristics, marital status/registered domestic partner status, age, sexual orientation, military or veteran status, and any other basis protected by federal, state, or local law, ordinance, or regulation. Member agrees to comply with LIA’s anti-harassment and workplace inclusivity policies, as set forth in the LIA Employment Handbook and otherwise required by federal, state, and local law, ordinance, or regulation, including by participating in annual anti-harassment and inclusivity in the workplace training as LIA policy requires.

SO AGREED:

Signature: _____

Name: _____

Date: _____

