

Little Italy Association of San Diego - Board of Directors Meeting Tuesday, November 3, 2020 at 8:30am

Zoom Virtual Meeting: https://us02web.zoom.us/j/83391016612 or call 1-669-900-6833 / Meeting ID: 833 9101 6612 / Password: 3898

AGENDA

- 1) Zoom Meeting Protocol & Introductions / Steve Galasso, President
 - a. 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 that particular topic.
- 2) Minutes of the October 6, 2020 Board Meeting

Action Item

Action Item

Action Item Action Item

- 3) Non-Agenda: Public Comment, Introductions & Announcements
- 4) Committee Reports

Org Committee / Steve Galasso

- a. "Who am I?" Ryan Blum & Olivia Connolly
- b. YTD Financial Report / Jeri Keiller & Bryan Thompson
- c. 2020 Changes to LIA Restated Bylaws
- d. Revised Terms for 2020 Officer Elections
 - i. President & Treasurer 2 Year Term (2020-2022)
 - ii. Vice President of Cultural Affairs 1 Year Term (2020-2021)
- e. Next Meeting: TBA

DISI Committee / Perry Meyer

- a. Olive Creative Strategies
- b. Little Italy Mercato / Catt White
- c. Al Fresco
- d. Taste of Little Italy: Take-Out Edition P&L / Sandi Cottrell
- e. Little Italy Virtual Tree Lighting & Christmas Season Experience / Chris Gomez
- f. Next Meeting: Friday, November 6, 2020 at 9:00am via Zoom

Visit: https://us02web.zoom.us/j/81845314996 or Call: 1-669-900-6833 / Meeting ID: 818 4531 4996

Password: 3898

Finance / Bryan Thompson

- a. Amici Park Redesign / Luke Vinci & Marco Li Mandri
- b. Little Italy Board Give-or-Get COVID Response / Chris Gomez
- c. Next Meeting: Tuesday, November 24, 2020 at 10:00am via Zoom

Visit: https://us02web.zoom.us/j/88574395056 or Call: 1-669-900-6833 / Meeting ID: 885 7439 5056

Password: 3898

Project Review Committee / Marco Li Mandri (Interim)

- a. <u>Presentation*: Port of SD Mater Plan Update North Embarcadero</u> *Action Item* Presenters: Jason Giffen, Port of SD, V.P. Planning, Env. & Govt. Relations Lesley Nishihira, Port of SD, Director Planning
 - i. View Corridors on Ash, Beech, Date, Fir, Grape, Hawthorn Streets
 - ii. Transit Hub at PacHwy between Grape and Hawthorn Streets
 - iii. Retail on in Transit Hub
 - iv. Narrowing of Harbor Drive
 - * The presentation in this link may be slightly different than the one being presented based on comments from Project Review Committee.

Parking & Mobility Committee / Luke Vinci

- a. FY21 Little Italy Parking District Funds
- b. Bollard Program Status
- c. Phase II of Enhance Pedestrian Lighting on Kettner

Sidewalk Operations / Rich Gustafson

a. No report

5) Community Reports

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblymember Gloria's Office, Supervisor Fletcher's Office, Mayor Faulconer's Office, Councilmember Ward's Office, OLR, Washington Elementary School, Convivio, LIRA and DCPC.

6) Next Meeting: Tuesday, December 1, 2020 at 8:30am via Zoom

Visit: https://us02web.zoom.us/j/85893857009 or Call: 1-669-900-6833 / Meeting ID: 858 9385 7009

Password: 3898

7) Adjournment

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

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

THE BROWN ACT:

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



Little Italy Association of San Diego - Board of Directors Meeting Tuesday, October 6, 2020 at 8:30am

Zoom Virtual Meeting: https://us02web.zoom.us/j/84591466999 or call 1-669-900-6833 / Meeting ID: 845 9146 6999

Present Steve Galasso, Danny Moceri, Lou Palestini, Luke Vinci, Bryan Thompson,

Frank Stiriti, Jack Pecoraro, Ryan Blum, Domenic Brunetto, Dino Cresci, Perry

Meyer, Sandi Cottrell, Rich Gustafson, Catt White, Joe Cordileone, Jim DeSpenza, Joey Busalacchi, Pasquale Ioele, Jocelyn Marcus, Melanie Dellas,

Jeri Keiller, Diana Casey, Olivia Connolly

Excused Charlie Coradino, Lee Scrivner

Absent Father Joe Tabigue, Juan Nunez, Vito Altieri, Tom Zolezzi

Staff Marco Li Mandri, Rosie DeLuca, Chris Gomez, Dianne T. Serna De León,

Madeleine Hennessy, Dominic Li Mandri

Presenters Councilmember Barbara Bry, Assemblymember Todd Gloria

Guests Rich & Joanne Kipling, Celina Laframboise, Kathi Meyer, Nick Serrano, Curt

Brooker, Randy Wilde, Annette Casemero, Michael Sabella

MINUTES:

Item	Discussion	Action Taken?
1. Introductions	The meeting was called to order at 8:30 a.m. by the President, Steve Galasso. Chris Gomez went over the Zoom meeting etiquette.	No action taken
2. Review of September 1, 2020 Board Minutes	Minutes from September 1, 2020 were reviewed.	Frank Stiriti moved to accept the Board Minutes. Luke Vinci seconded the motion. Unanimously approved.

3. Non-Agenda/Public Comment, Introductions and Announcements	There were no Public Comments, Introductions or Announcements	No action taken
4. Presentation by Candidates for Mayor/ 8:30 a.m. a. Councilmember Barbara Bry	4.a. Steve Galasso introduced Councilmember Barbara Bry. Barbara gave a brief background on her experience and goals. She attended Harvard Business school in 1976. She ran for City Council in 2016 and if elected as Mayor, her priorities	4.a. No action taken
	are to lead in economic recovery, address homelessness, mental health, and substance abuse. She has had a very diverse life; she has been a councilmember, businesswoman, wife, mother, and grandmother. Barbara stated that she will protect our neighborhood.	
b. Assemblymember Todd Gloria	Assemblymember Todd Gloria. Todd gave a brief background on his experience and goals. He has worked with LIA for many years, first as a City Councilmember and then as an Assemblymember. He is a third generation San Diegan and he is the first in his family to attend college. Todd said one of the biggest challenges is that San Diego is a big city that operates like a small town. He stated that he would focus on affordable housing, transportation, and infrastructure. Todd concluded with," if we can embrace our city, it can help tackle these issues".	4.b. No action taken

c. Q and A

4.c. Marco Li Mandri opened the Q & A.

4.c. No action taken

Marco stated that LIA's general liability insurance premium has gone up from \$25,000-\$30,000 a year, to over \$90,000 due to trip and falls.

Marco asked if the candidates would help facilitate the City in allowing LIA to be insured under the City's General Liability policy.

Barbara Bry and Todd Gloria both agree that the City should act as the Insurer for LIA's general liability.

Marco Li Mandri asked the candidates if Little Italy could receive equalized services, like what Balboa Park receives.

Barbara Bry stated that Balboa Park is a Park and Little Italy is a Commercial Enterprise, however she agrees that basic city services for both Little Italy and Balboa park should be fair.

Todd Gloria stated that although the institutions in Balboa Park are non-profit organizations that operate in a park setting, this does not mean that Little Italy should be treated poorly.

Jack Pecoraro asked how will Affordable Housing be determined, and would the Candidates support the revamping of Security for Little Italy, like the "Live Well Live Safe" program?

Barbara Bry stated that the City has a new Inclusionary Ordinance which she thinks will help with Affordable

	Housing Intorms of "Live Well Live	
	Housing. In terms of "Live Well Live Safe", this is a County issue. The City and the County need to work better together on regional issues.	
	Todd Gloria stated that Affordable Housing requires City Participation. His priority will focus on working and Middle-Class Housing. He feels that we can take some of the strategies we have in place for Low Income housing and implement that for middle class housing. Regarding Live Well Live Safe, Todd stated that any program should have a positive relationship and work collaboratively with law enforcement.	
	Chris Gomez asked that any further questions be emailed to him at Chris@littleitalysd.com	
5. Committee Reports Org Committee / Steve Galasso		
a. Little Italy Board Give- or-Get / Chris Gomez	5.a. Chris Gomez reported that the Give-or-Get policy will be taken to the Finance Committee to see if the first 6 months of the fiscal year can be set back to accommodate those who have been financial affected due to COVID. Instead of the full \$1,500, \$750 would be due for the year.	5.a. No action taken
	Self-Audit forms will be provided in the back of each board packet. Please complete, and email to: Chris@littleitalysd.com	
b. YTD Financial Report	5.b. Lou Palestini reported on the YTD Financial Report.	5.b. Bryan Thompson moved to approve the YTD
	Marco Li Mandri announced that LIA received the semi-annual dividend	Financial Report. Danny Moceri

	check from the San Diego Foundation for \$217. This is from the \$10,000 we have had sitting in their account for about 15 years.	seconded the motion. Unanimously approved.
c. Letter from Lou Palestini – Withdrawal and Consideration	5.c. Lou Palestini shared his letter of withdrawal as the Treasurer with the Board. He requested to be considered for the Vice President of Cultural Affairs and gave thanks to all for allowing him to serve as Board Treasurer for so many years.	5.c. No Action Taken
d. Nomination of Treasurer	5.d. Lou Palestini nominated Bryan Thompson for Treasurer.	5.d. Lou Palestini moved to approve the nomination for
	Chris Gomez and Marco Li Mandri thanked Lou Palestini for his service as the Treasurer.	Treasurer. Frank Stiriti seconded the motion. Unanimously approved.
e. Nomination of Vice President of Cultural Affairs	5.e. Steve Galasso nominated Lou Palestini to serve as Vice President of Cultural Affairs.	5.e. Danny Moceri moved to approve the Nomination of Lou Palestini as VP of Cultural Affairs. Luke Vinci seconded the motion. Unanimously approved.
f. Bylaws Task Force Update / Steve Galasso	5.f. Steve Galasso thanked everyone who participated in Bylaws Task Force.	5.f. No action taken
g. Finance Committee in Proposed Tasks in Bylaws Amendments	5.g. Steve Galasso stated that we are about 95% finished with the Bylaws and hope to have them completed and brought to a vote at the November Meeting.	5.g. No action taken
h. Next Meeting:	5.h. Next Meeting: TBA	5.h. No action taken

Committee Reports DISI Committee / Perry Meyer		
a. Olive Creative Strategies	5.a. Madeleine Hennessy from Olive Creative Strategies reported on Little Italy PR and Social Media activity.	5.a. No action taken
b. Little Italy Mercato / Catt White	5.b. Catt White reported on the current Mercato activities.	5.b. No action taken
c. Al Fresco	5.c. Curt Brooker reported that Al Fresco is still going well. Car tows have stayed consistent, around 4-10 cars per Friday and Saturday. The "No Parking" signs are being checked 2-hours prior to Al Fresco to help decrease the number of cars being towed.	5.c. No action taken
d. Taste of Little Italy: Take-Out-Edition/Sandi Cottrell	5.d. Curt Brooker reported on the Taste of Little Italy: Take-Out-Edition. He said everything is going smoothly. Ticket sales are not as strong as the standard Taste of Little Italy Event; however, the turnout has been good. They have received positive feedback, and hope to do it again.	5.d. No action taken
e. Little Italy Virtual Tree Lighting & Christmas Season Experience/Chris Gomez	5.e Chris Gomez reported that Little Italy is going to put together a 45-minute, pre-recorded Little Italy Christmas Special. It will begin with opening remarks from Little Italy Leadership, a Virtual Tree Lighting, then it will transition into messaging from Community Members. OLR Choir will perform in the newly renovated Church, then we will transition to Santa reading the Night before Christmas. Little Italy Leadership will then finish up with closing remarks.	5.e. No action taken

f. Fall Displays – Thank you	5.f. Chris Gomez reported on the newly designed Fall Displays. They are more compact, because of the sidewalk dining that is currently taking place. Chris thanked all of those who sponsored the units. The Association will have a small net income, which will go towards replacing any damaged Fall Displays.	5.f. No action taken
g. Next Meeting	5.g. Next Meeting will be Friday, November 6, 2020 at 9:00 a.m. via Zoom	5.g. No action taken
Parking & Mobility		
Committee / Luke Vinci a. FY21 Little Italy Parking District Funds	5.a. Chris Gomez reported that we are close to receiving the FY21 LI Parking District Funds.	5.a. No action taken
b. Bollard Status	5.b. Chris Gomez reported that Marco negotiated a 40% advance on the Bollard Program.	5.b. No action taken
c. AB-5 / Prop 22 Discussion / Luke Vinci	5.c. Luke Vinci reported on AB-5/Prop 22. Little Italy Association does not endorse this; however, Luke is encouraging everyone to Vote for Prop 22 because it has an impact on transport to restaurants and bars and has lowered drunk driving incidents.	5.c. No Action taken
Committee Reports Sidewalk Operations / Rich Gustafson a. No Report	5.a. There is no Report on Sidewalk Operations.	5.a. No action taken

Committee Reports Finance Committee / Bryan Thompson		
a. Amici Park, Redesign RFP/Luke Vinci	5.a. Luke Vinci reported that we are close to picking a vendor for the Amici Park redesign.	5.a. No action taken
	Marco Li Mandri added that the bid is around \$1.7-\$1.8 Million, with a contingency of about 25%, which puts us around \$2.3 million. There will be a construction manager and other consultants involved. The figure we are working with is roughly \$3 million.	
	We are shooting for the Redesign to be done by July 2021.	
b. Next Meeting	5.b. Next Meeting will be on Tuesday, October 27, 2020 at 10:00am via Zoom	5.b. No action taken
6. CLOSED SESSION PRESENTATION	6. Closed Session Presentation with Attorney Robert Wright.	6. No action taken
7. Reopen Board Meeting	7. Chris Gomez Reopened the Board Meeting to the Public. There was no action to report.	7. No action taken
8. Next Meeting	8. The Next Meeting will be on Tuesday, November 3, 2020 at 10:00am via Zoom	8. No action taken
9. Adjournment	9. Meeting Adjourned.	9. No action taken

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

LITTLE ITALY ASSOCIATION FINANCIAL OVERVIEW SAN DIEGO CONTRACTS FY JULY 2020 - JUNE 2021

BOARD MEETING DATE:	11/3/2020						
Accrual Basis Report through	September 2020	<u> </u>					
		INCOME YTD	EXPENSE YTD	DIFFERENCE YTD	NET BUDGET YTD	ANNUAL BUDGET (GROSS)	ANNUAL BUDGET (NET)
SAN DIEGO CONTRACTS							
	BID	30,560	34,724	-4,164	0	126,000	C
	MAD ₁ PARKING	284,093	268,545	15,548	36,226	1,063,637	С
	PROGRAMS ₂	164,933	211,206	-46,273	6,227	1,881,470	C
	TOTAL	\$479,586	\$514,475	-\$34,889	\$42,453	\$3,071,107	\$0
1. Supplemental Maintenance յ	program: YTD net	gain \$12383.	(Budget net g	ain YTD \$13,4	181.)		
2. Report included parking met					et is being	reviewed.	
3. Programs and Operations YT	D loss is 50,101 (B	udgeted net l	oss was 30,35	5)			
		A 20					
Total income for Little Italy Ass		Aug-20					
Total income for Little Italy Ass		\$781,358					
Total expense for Little Italy As Net income over expense YTD	sociation	853,964 -\$72,606					





Board Meeting PR Agenda

Tuesday, November 3, 2020

PITCHING

Recap

- Little Italy Businesses Get Creative
- Taste of Little Italy: Takeout Edition
- Italian-American Heritage Month

Current/Upcoming Focus

- Small Business Saturday
- Little Italy Holiday Special

BLOGS

Recap

- Italian-American Heritage Month
- Fall Plates from Little Italy Restaurants

Upcoming

- Small Business Saturday or Little Italy Businesses Get Creative
- Celebrate the Holidays in Little Italy

SECURED COVERAGE

- 10/23 secured broadcast coverage on CBS 8 (News at 11 p.m.)
 - Segment featuring an interview with Cesar from Cloak & Petal on how the weather will impact outdoor operations and what he has planned to adapt to this
- 10/23 secured online coverage on CBS 8
 - Article featuring an interview with Cesar from Cloak & Petal on how the weather will impact outdoor operations and what he has planned to adapt to this
- 10/21 secured online coverage on News Break
 - Syndicated Oside News article highlighting the Italian heritage and landmarks of Little
 Italy in honor of Italian-American Heritage Month
- 10/21 secured online coverage on Oside News
 - Article highlighting the Italian heritage and landmarks of Little Italy in honor of Italian-American Heritage Month
- 10/14 secured online coverage on San Diego Food Finds
 - Article highlighting the Italian heritage of Little Italy in honor of Italian-American Heritage Month

10/14 secured online coverage on News Break

 Syndicated ThereSD.com article highlighting the Italian heritage of Little Italy in honor of Italian-American Heritage Month

• 10/14 secured online coverage on There San Diego

Article highlighting the Italian heritage of Little Italy in honor of Italian-American
 Heritage Month

• 10/7 secured print coverage in the San Diego Union-Tribune

 Featured Taste of Little Italy in dining column including menu highlights and where to buy tickets

10/6 secured online coverage on Channel 93.3

 Included mention of Taste of Little Italy in morning show highlighting the details of the experience and where to buy tickets

10/6 secured online coverage on the San Diego Union-Tribune

 Featured Taste of Little Italy in dining column including menu highlights and where to buy tickets

• 10/5 secured online coverage on San Diego Downtown News

 Ghost-written article by Chris around the Little Italy Mercato discussing its history and the safety precautions it has taken since reopening

10/5 secured print coverage in San Diego Downtown News

Ghost-written article by Chris around the Little Italy Mercato discussing its history and the safety precautions it has taken since reopening

10/5 secured broadcast coverage on KUSI (News at 4 p.m.)

 Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy

• 10/5 secured broadcast coverage on KUSI (News at 5 p.m.)

 Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy

• 10/5 secured broadcast coverage on KUSI (News at 6 p.m.)

 Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy

10/5 secured broadcast coverage on KUSI (News at 10 p.m.)

 Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy

• 10/5 secured broadcast coverage on KUSI (News at 11 p.m.)

 Segment highlighting the details of the redesigned event featuring interviews with Curt and Sam the Cooking Guy

• 10/5 secured broadcast coverage on ABC 10 (News at 11 a.m.)

Mention of Taste of Little Italy

10/5 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)

o Segment featuring an interview with Chris to discuss the details of Taste of Little Italy

10/5 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)

Segment featuring an interview with Chris to discuss the details of Taste of Little Italy

• 10/4 secured broadcast coverage on KUSI (News at 10 p.m.)

Segment featuring an interview with Chris to discuss the details of Taste of Little Italy

• 10/4 secured broadcast coverage on KUSI (News at 6 p.m.)

Segment featuring an interview with Chris to discuss the details of Taste of Little Italy

10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)

- Segment featuring an interview with Chris to discuss the details of Taste of Little Italy along with Moira from Nolita Hall
- 10/4 secured broadcast coverage on ABC 10 (News at 8 a.m.)
 - Segment highlighting the details of Taste of Little Italy
- 10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy along with Moira from Nolita Hall
- 10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy along with Audrey from Frost Me Café
- 10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy
- 10/4 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)
 - Segment featuring an interview with Chris to discuss the details of Taste of Little Italy
- 10/4 secured broadcast coverage on ABC 10 (News at 5 a.m.)
 - Mention of Taste of Little Italy
- 10/4 secured broadcast coverage on ABC 10 (News at 5 a.m.)
 - Segment highlighting the details of Taste of Little Italy
- 10/4 secured broadcast coverage on ABC 10 (News at 5 a.m.)
 - Mention of Taste of Little Italy
- 10/4 secured broadcast coverage on ABC 10 (News at 5 a.m.)
 - Segment highlighting the details of Taste of Little Italy
- 10/4 secured online coverage on Downtown Idea Exchange
 - Article featuring an interview Marco did last month on how Little Italy adapted to COVID with Al Fresco dining
- 10/3 secured online coverage on San Diego Reader
 - o Included Taste of Little Italy in list of things to do this week
- 10/2 secured broadcast coverage on CBS 8 (News at 4 p.m.)
 - Mention of Taste of Little Italy
- 10/2 secured online coverage on Times of San Diego
 - o Featured Taste of Little Italy in weekend roundup
- 10/1 secured online coverage on Ranch & Coast
 - Little Italy listed as "Best Local Tourist Attraction" along with the photoshoot done with Marco being named "Editor's Pick: Outdoor Dining Champion"
- 10/1 secured online coverage on San Diego Magazine
 - Included the details on Taste of Little Italy during the "Hot Plates" section of the Happy Half Hour podcast highlighting some of the offerings and how Little Italy has been able to adapt this event
- 10/1 secured online coverage on SoCalPulse
 - o Included Taste of Little Italy in roundup of things to do this weekend

SECURED OPPORTUNITIES

- Secured San Diego Downtown News
 - Ghost-written article by Chris around what to expect from Little Italy this holiday season including Small Business Saturday, the Little Italy Holiday Special, Wednesday Holiday Market and Annual Toy Drive

Secured LA Magazine

o Requesting images for a travel package in their December issue

Secured LOCALE

Submitted Italian Heritage Month for editorial consideration

Secured NBC 7

 Feature outdoor on dining in San Diego, specifically on restaurants with parklets. Shared images with reporter

• Secured LOCALE Magazine

 Submitted the ways businesses in Little Italy are getting creative for editorial consideration

Social Media Statistics: October

Facebook

Fans: 83,235 (+733)
 Impressions: 1,459,074
 Engagements: 46,110

Twitter

Followers: 8,440 (+30)Impressions: 20,324Engagements: 755

Instagram

Followers: 72,090 (+1,831)
 Impressions: 550,209
 Engagements: 17,633

Highlights

- Broke 72k followers on Instagram
- Garnered more than 2M impressions across all platforms
- Gained more than 1.9K new followers across all platforms
- Earned more than 65K total engagements across all platforms
- Total ad spend of \$184.57 *pulled money from this month to promote TOLI in September
- Total paid impressions at 43,260 at CPM of \$4.27
- Total paid engagements at 3,222 up 50.6% at CPE 6 cents

Upcoming

- Continue to share CiaoBellaSD.com site & highlight reopening campaign
- Continue to promote Al Fresco Open-Air Dining Experience and parklets through November
- Promote Virtual Holiday experience and work in tandem with Christmas Task-Force
- 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

FACEBOOK: Top Performing Posts:



Fall has arrived and with it these gorgeous fall displays lining the streets of Little Italy courtesy of the following



Total Engagements	1,191
Reactions	775
Comments	50
Shares	37
Post Link Clicks	1
Other Post Clicks	328



And that's a wrap! May you all take the time to experience some beautiful outdoor spaces this weekend. #LittleItalySD



Total Engagements	705
Reactions	426
Comments	12
Shares	32
Post Link Clicks	-
Other Post Clicks	235

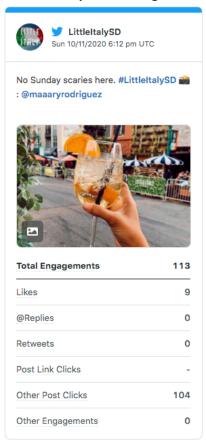


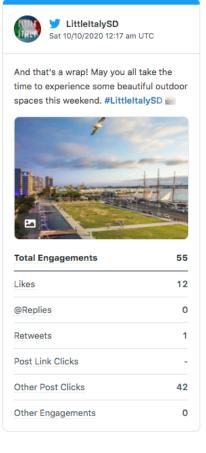
Viva Italia! ■ October is National Italian-American Heritage & Culture Month. We honor and recognize the contributions a

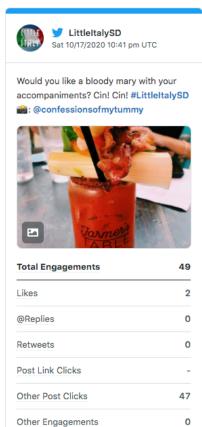


Total Engagements	338
Reactions	279
Comments	12
Shares	32
Post Link Clicks	-
Other Post Clicks	15

TWITTER: Top Performing Tweets:

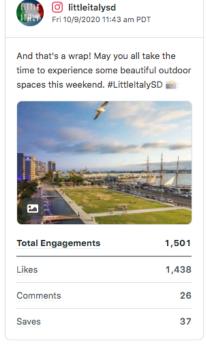


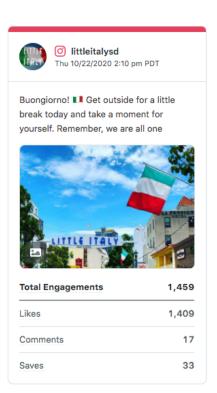




INSTAGRAM: Top Performing Posts:







Art for People

NEW TASTE OF LITTLE ITALY 2020

All Dates

	TOTAL
Income	
Revenue	
EVENT DIRECT REVENUE	
Event Ticket Sales	32,948.99
Sponsors	5,635.24
Total EVENT DIRECT REVENUE	38,584.23
Total Revenue	38,584.23
Total Income	\$38,584.23
Cost of Goods Sold	
COST OF EVENT PRODUCTION	
Advertising and Event Marketing	750.00
Event Planning & Staffing	5,000.00
Printing and Design	
Banners	651.79
Passports	379.44
Signage	222.38
Tote Bags	6,857.04
Total Printing and Design	8,110.65
Supplies	1,043.20
Total COST OF EVENT PRODUCTION	14,903.85
Cost of Goods Sold	
TOLI EVENT	
Payment to LIA (50% of Net)	7,423.01
Ticket Sharing	8,834.37
Total TOLI EVENT	16,257.38
Total Cost of Goods Sold	16,257.38
Total Cost of Goods Sold	\$31,161.23
GROSS PROFIT	\$7,423.00
Expenses	
Total Expenses	
NET OPERATING INCOME	\$7,423.00
NET INCOME	\$7,423.00

Little Italy Virtual Tree Lighting & Christmas Season Experience Saturday, Dec. 5, 2020 from 6:30pm to 7:15pm

Service	Vendor	Purpose	Cos	st .	In-P	erson
Permit	City of San Diego	Street Closure Permit & Late Fee	\$	-		
	City of San Diego	Traffic Controll	\$	-		
Printing/Graphics	T's & Signs	Street Spanning Banner Update, Coroplast Signs, 60 Posters Toy	\$	500.00		
		Drive: 35 Posters, 2,000 Fliers				
Rentals	Innovative Presentations	1 Rear-Projection Screen, 2 LED Monitors, Sound Package,	\$	-	\$	3,500.00
	illiovative Flesentations	Podium, LED Lights for Stage, Tech				
	Sunbelt	Scissor Lift (2-Day Rental)	\$	812.00		
	SD Light Guys	PdF Tree*	\$	3,000.00		
Services	F&L Media	45-Minute Video Segment and Online Management	\$	4,297.50		
	LIA	Capital Reserve	\$	500.00		
	LIA	Staff Set-Up/Tear-Down	\$	-		
	Joshua Hubert	Consulting for Lighting	\$	1,000.00		
	Olive PR Solutions	Public Relations Contract Services	\$	500.00		
Entertainment	TBD	Our Lady of the Rosary Choir	\$	500.00		
Acquisition	Joshua Hubert	Aurora Tree Amortization (Year 2 of 5)	\$	7,000.00		
-	LIA	Landscaping	\$	2,000.00		
		TOTAL EXPENSES	\$	20,109.50	\$	23,609.50

Little Italy Tree Lighting - INCOME

Sponsorships	Donor/Company	Level	Amount
	Frank Stiriti		\$ 5,000.00
	Diana Casey		\$ 1,000.00
	610 W. Ash @ Little Italy		\$ 1,000.00
	Torrey Pines Bank		\$ 1,000.00
	Batta Fulkerson		
	Mission Federal		
		TOTAL INCOME	\$ 8,000.00
		VARIANCE (DEFICIT)	\$ (12,109.50) \$ (5,109.5



LITTLE ITALY VIRTUAL TREE LIGHTING & CHRISTMAS SEASON EXPERIENCE

VIRTUAL TREE LIGHTING DATE // Saturday, December 5, 2020 TIME // 6:30pm-7:15pm CHRISTMAS SEASON EXPERIENCE DATES // December 1, 2020- January 6, 2021

In light of the current restrictions on group gatherings and special events, the Little Italy Association will be morphing our time-honored Little Italy Tree Lighting & Christmas Village into a virtual celebration filled with holiday wishes from Little Italy leadership and community members, a virtual lighting ceremony, Santa reading a story for the little ones, entertainment and more that viewers can enjoy from the comfort and safety of their homes.

We will also be bringing several other activities that can be done from home via social media and other platforms or in Little Italy while allowing participants to maintain physical distancing and follow other County protocols all month long.

Alongside the above activities, we will be adding additional embellishments throughout neighborhood to maintain that holiday cheer and spirit for those that visit Little Italy throughout the season.

If State and County restrictions are lifted and allow for some sort of in-person celebration, we will pivot the virtual tree lighting ceremony and transform the Piazza della Famiglia into a viewing party with the live lighting taking place at the same time as those that are watching from home so all can enjoy the same holiday experience.

SPONSORSHIP LEVELS

- Platinum Level / \$10,000
 Gold Level + "Presenting" sponsorship
- 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

Virtual Tree Lighting & Christmas Season Experience

Little Italy Virtual Tree Lighting & Christmas Season Experience Sponsor Form

	ONSORSHIP LEVELS neck one of the options below.		
	Platinum Level / \$10,000 Gold Level + "Presenting" sponsorship		
	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.		
CC	ONTACT INFORMATION		
Na	me:		
Ad	dress:		
Ph	one: Email:		
Sig	nature:		

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.





GIVE-OR-GET FUNDRAISING BOARD POLICY

Adopted on February 2, 2016 / Effective on July 1, 2016 / Amended September 10, 2019

Effective July 2, 2019, the Little Italy Association Board of Directors revised its "Give-or-Get" Policy. The expectations for each Member will be to:

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

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

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

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

A record of donations and volunteered hours will be maintained for each Member by staff. Members will be provided a quarterly report for review or upon request. If there is a discrepancy, it is the responsibility of the Member to provide verifying information to staff.

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

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

I,requirements of the Give-or-Get Policy on July 2, 2019.	3 3	omply and fulfill my e Italy Board of Directors
Signature		 Date

Little Italy Board of Directors Get-or-Give Self-Reporting Form Term: 2020-2021 Board Member: Month:

Staff Review:

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

Date: