



**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

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

Action Item

Action Item

Action Item

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. [Presentation*: Port of SD Mater Plan Update – North Embarcadero](#) **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 Mocerri, 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 DeSpensa, 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.

<p>c. Q and A</p>	<p>4.c. Marco Li Mandri opened the Q & A.</p> <p>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.</p> <p>Marco asked if the candidates would help facilitate the City in allowing LIA to be insured under the City’s General Liability policy.</p> <p>Barbara Bry and Todd Gloria both agree that the City should act as the Insurer for LIA’s general liability.</p> <p>Marco Li Mandri asked the candidates if Little Italy could receive equalized services, like what Balboa Park receives.</p> <p>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.</p> <p>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.</p> <p>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?</p> <p>Barbara Bry stated that the City has a new Inclusionary Ordinance which she thinks will help with Affordable</p>	<p>4.c. No action taken</p>
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<p>c. Letter from Lou Palestini – Withdrawal and Consideration</p>	<p>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.</p> <p>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.</p>	<p>seconded the motion. Unanimously approved.</p> <p>5.c. No Action Taken</p>
<p>d. Nomination of Treasurer</p>	<p>5.d. Lou Palestini nominated Bryan Thompson for Treasurer.</p> <p>Chris Gomez and Marco Li Mandri thanked Lou Palestini for his service as the Treasurer.</p>	<p>5.d. Lou Palestini moved to approve the nomination for Treasurer. Frank Stiriti seconded the motion. Unanimously approved.</p>
<p>e. Nomination of Vice President of Cultural Affairs</p>	<p>5.e. Steve Galasso nominated Lou Palestini to serve as Vice President of Cultural Affairs.</p>	<p>5.e. Danny Mocerri moved to approve the Nomination of Lou Palestini as VP of Cultural Affairs. Luke Vinci seconded the motion. Unanimously approved.</p>
<p>f. Bylaws Task Force Update / Steve Galasso</p>	<p>5.f. Steve Galasso thanked everyone who participated in Bylaws Task Force.</p>	<p>5.f. No action taken</p>
<p>g. Finance Committee in Proposed Tasks in Bylaws Amendments</p>	<p>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.</p>	<p>5.g. No action taken</p>
<p>h. Next Meeting:</p>	<p>5.h. Next Meeting: TBA</p>	<p>5.h. No action taken</p>

<p>Committee Reports DISI Committee / Perry Meyer</p> <p>a. Olive Creative Strategies</p> <p>b. Little Italy Mercato / Catt White</p> <p>c. Al Fresco</p> <p>d. Taste of Little Italy: Take-Out-Edition/Sandi Cottrell</p> <p>e. Little Italy Virtual Tree Lighting & Christmas Season Experience/Chris Gomez</p>	<p>5.a. Madeleine Hennessy from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p> <p>5.b. Catt White reported on the current Mercato activities.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p>
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<p>f. Fall Displays – Thank you</p> <p>g. Next Meeting</p>	<p>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.</p> <p>5.g. Next Meeting will be Friday, November 6, 2020 at 9:00 a.m. via Zoom</p>	<p>5.f. No action taken</p> <p>5.g. No action taken</p>
<p>Parking & Mobility Committee / Luke Vinci</p> <p>a. FY21 Little Italy Parking District Funds</p> <p>b. Bollard Status</p> <p>c. AB-5 / Prop 22 Discussion / Luke Vinci</p>	<p>5.a. Chris Gomez reported that we are close to receiving the FY21 LI Parking District Funds.</p> <p>5.b. Chris Gomez reported that Marco negotiated a 40% advance on the Bollard Program.</p> <p>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.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No Action taken</p>
<p>Committee Reports Sidewalk Operations / Rich Gustafson</p> <p>a. No Report</p>	<p>5.a. There is no Report on Sidewalk Operations.</p>	<p>5.a. No action taken</p>

**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>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	<u>NET BUDGET YTD</u>	<u>ANNUAL BUDGET (GROSS)</u>	<u>ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS							
	BID	30,560	34,724	-4,164	0	126,000	0
	MAD₁ PARKING PROGRAMS₂	284,093	268,545	15,548	36,226	1,063,637	0
	PROGRAMS₂	164,933	211,206	-46,273	6,227	1,881,470	0
	TOTAL	\$479,586	\$514,475	-\$34,889	\$42,453	\$3,071,107	\$0
1. Supplemental Maintenance program: YTD net gain \$12383. (Budget net gain YTD \$13,481.)							
2. Report included parking meter and valet income and expenses. Due to COVID, this budget is being reviewed.							
3. Programs and Operations YTD loss is 50,101 (Budgeted net loss was 30,355)							
		Aug-20					
Total income for Little Italy Association		\$781,358					
Total expense for Little Italy Association		853,964					
Net income over expense YTD		-\$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.)**
 - 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**
 - 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**
 - 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**
 - 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 INTEREST

- **Secured LA Magazine**
 - 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: 20,324
 - Engagements: 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:

 **Little Italy**
Tue 10/13/2020 2:19 pm PDT


🍂 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

 **Little Italy**
Fri 10/9/2020 11:43 am PDT


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


 **Little Italy**
Thu 10/1/2020 11:02 am PDT

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




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


TWITTER: Top Performing Tweets:

 **LittleItalySD**
Sun 10/11/2020 6:12 pm UTC


No Sunday scaries here. #LittleItalySD 🍷
: @maaaryrodriguez




Total Engagements	113
Likes	9
@Replies	0
Retweets	0
Post Link Clicks	-
Other Post Clicks	104
Other Engagements	0

 **LittleItalySD**
Sat 10/10/2020 12:17 am UTC


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



Total Engagements	55
Likes	12
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	42
Other Engagements	0



 **LittleItalySD**
Sat 10/17/2020 10:41 pm UTC

Would you like a bloody mary with your accompaniments? Cin! Cin! #LittleItalySD 🍷: @confessionsofmytummy




Total Engagements	49
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	-
Other Post Clicks	47
Other Engagements	0



INSTAGRAM: Top Performing Posts:

  **littleitalysd**
Tue 10/13/2020 5:10 pm PDT


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





Total Engagements	2,604
Likes	2,531
Comments	33
Saves	40

  **littleitalysd**
Fri 10/9/2020 11:43 am PDT


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



Total Engagements	1,501
Likes	1,438
Comments	26
Saves	37

  **littleitalysd**
Thu 10/22/2020 2:10 pm PDT

Buongiorno! 🇮🇹 Get outside for a little break today and take a moment for yourself. Remember, we are all one



Total Engagements	1,459
Likes	1,409
Comments	17
Saves	33

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

10/30/2020

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



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

SPONSORSHIP LEVELS

Check 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.

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.





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 Mocerì, Louis Palestini and Luke Vinci

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

Signature

Date

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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

