



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, October 3, 2023 at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

AGENDA

1) Introductions / Marco Li Mandri, CEA

2) Non-Agenda: Public Comment & Announcements

3) Minutes of the September 12, 2023 Meeting *Action Item* P. 3-10

4) Committee Reports

Organization Committee / Steve Galasso

- a. Nomination of Officers
 - i. Vice President, Daniel Mocerri & Luke Vinci *Action Item*
 - ii. Vice President of Cultural Affairs, Lou Palestini *Action Item*
 - iii. Secretary, Annette Casimero *Action Item*
- b. Sup. Lawson-Remer's Italian Heritage Month Proclamation / Celsey Taylor
- c. County Building Being Up-Lit in Italian Colors for Italian Heritage Month (10/5) / Celsey
- d. Homekey Program Letter of Support / Marco P. 11
- e. FY24 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris Gomez P. 12-13 & 27
- f. Next Meeting: **TBD**

Finance Committee / Bryan Thompson

- a. YTD Draft Financials / Jeri Keiller & Bryan *Action Item* P. 14
- b. Fidelity Investment – Update / Jeri & Bryan P. 15
- c. FY24 NRP Grant – \$30K Awarded / Chris
- d. San Diego Foundation Endowment / Marco P. 16
- e. Stella Artois Sponsorship / Chris
- f. Next Meeting: **Monday, September 25, 2023 at 9:00am**
Little Italy Association's Conference Room

District Identity & Placemaking (DI&P) Committee / Perry Meyer

- a. Olive Public Relations Report / Larisa Medina & Cree Jones P. 17-18
- b. Little Italy Mercato (Saturdays & Wednesdays) / Brijet Myers
- c. Casino di Piazza / Chris *Wrap-Up* P. 19
- d. "El Grito" de México / Chris *Wrap-Up*
- e. Italian Heritage Concert (10/15) / Curt Brooker
- f. Bella Vita Fest (10/21 & 22) / Curt
- g. Trick-or-Treat on India Street (10/29) / Chris P. 20-21
- h. Little Italy Tree Lighting & Christmas Village (12/2) / Chris P. 22-23
- i. Piazza Costanza – Update / Marco P. 24-26
- j. Little Italy Venues / Curt

LITTLE ITALY ASSOCIATION OF SAN DIEGO

- k. Next Meeting: **Friday, October 20, 2023 at 9:00am**
Little Italy Association's Conference Room

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. No Update
b. Next Meeting: **TBD**

Parking & Mobility Committee / Luke Vinci

- a. W. Hawthorn & W. Grape Streets Traffic Conversions / Chris
b. FY24 CPD Budget Adjustments – Update / Chris
c. Preparing for FY25 CPD Budgets – Update / Chris
d. Next Meeting: **TBD**

5) Community Reports

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblywoman Boerner Office, Supervisor Lawson-Remer's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, Economic Development Department, Our Lady of the Rosary, Washington Elementary School, Convivio and DCPC.

6) Other

- 7) Next Meeting: Tuesday, November 7, 2023 at 8:30am**
Our Lady of the Rosary's Church Hall (Downstairs)

- 8) 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 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 chris@littleitalysd.com at least 48-hours prior to the meeting.*



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, September 12, 2023, at 8:30 am
Our Lady of the Rosary Church Hall-Downstairs (1654 State Street)

PRESENT Steve Galasso, Danny Mocerri, Bryan Thompson, Lou Palestini, Rich Gustafson, Luke Vinci, Ryan Blum, Annette Casemero, Catt Fields White, Jack Pecoraro, David Rodger, Pasquale Ioele, Dino Cresci, Lisa Gerson, Domenic Brunetto, Father Joe Tabigue, Joey Busalacchi, Clarissa Estevez, Jon Zimmerly

EXCUSED Juan Nuñez, Jeri Keiller, Joe Cordileone, Jim DeSpenza, Curt Brooker

GUESTS Officer Larry Turner, Mary Elizabeth Novell, Renata Brunetto, Jonathan Santos, Susan Keating, Emily Bonner

STAFF Marco Li Mandri, Chris Gomez, Dianne T. Serna, Larisa Medina, Brijet Myers, Ethan Olsen, Rosie DeLuca, Tammy DeLuca, Nick Angulo

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 a.m. by the President, Steve Galasso.	<i>No action taken</i>
2. Non-Agenda: Public Comment Introductions and Announcements	Domenic Brunetto announced that Renata Brunetto will be his alternate in the event that he is unable to attend Board Meetings.	<i>Luke Vinci moved to approve Renata Brunetto as Domenic Brunetto's alternate. Father Joe Tabigue seconded the motion. Unanimously approved.</i>
3. Review of July 11, 2023, Board Minutes	3. Minutes from July 11, 2023, were reviewed.	<i>3. Rich Gustafson moved to approve minutes. Luke Vinci seconded the motion. Unanimously approved.</i>

<p>4. Committee Reports <i>Org Committee / Steve Galasso</i></p> <p>a. Nominations Task Force Board Recommendations</p> <p>i. Approval of Business Owner Directors</p> <p>ii. Approval of Property Owner Directors</p> <p>iii. Approval of Residential Tenant Rep</p> <p>iv. Approval of Community-at-Large Reps</p>	<p>4.a. Chris Gomez informed the Board that the Nominations Task Force reviewed the existing Board member seats.</p> <p>4.i. Chris Gomez stated that the slate being presented for Business Owners calls for two Directors. Business Owners Directors serve a 2-year term.</p> <p>Business Owner Directors (2 Recommended):</p> <ol style="list-style-type: none"> 1. Steve Galasso 2. Audry Hermes <p>4.ii. Chris Gomez stated that the slate being presented for Property Owners calls for six Directors. Property Owner Directors serve a 2-year term.</p> <p>Property Owner Directors (6 Recommended):</p> <ol style="list-style-type: none"> 1. Domenic Brunetto 2. Annette Casemero 3. Jim DeSpenza 4. Pasquale Ioele 5. Jeri Keiller 6. Juan Nuñez <p>4.iii. Chris Gomez stated that the slate being presented for Residential Tenant Rep calls for one Representatives.</p> <p>Residential Tenant Reps (1 Recommended)</p> <ol style="list-style-type: none"> 1. Jon Zimmerly <p>4.iv. Chris Gomez stated that the slate being presented for Community-at-Large Reps calls for three reps. Community-at-Large Reps serve a 1-year term.</p> <p>Community-at-Large Representatives (3 Recommended):</p> <ol style="list-style-type: none"> 1. Joe Cordileone 2. Lou Palestini 3. Catt White 	<p>4.a. <i>No action taken</i></p> <p>4.i. <i>Catt Fields White moved to accept the Business Owner Directors. Luke Vinci seconded the motion. Unanimously approved.</i></p> <p>4.ii. <i>Danny Mocerì moved to accept the Property owner Directors. Dino Cresci seconded the motion. Unanimously approved.</i></p> <p>4.iii. <i>Annette Casemero moved to accept the Residential Tenant Reps. Rich Gustofson seconded the motion. Unanimously approved.</i></p> <p>4.iv. <i>No action taken</i></p>
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<p>b. Nomination of officers</p> <p>i. Vice President</p> <p>ii. VP Of Cultural Affairs</p> <p>iii. Secretary</p> <p>c. MCRD Globe & Ancho Gala Tickets</p> <p>d. FY24 Get-or-Give Recap, Self-Reporting & Board Attendance/ Chris Gomez</p> <p>e. Next Meeting:</p>	<p>4.b. Chris Gomez reported that we have three officer seats that are up for renewal.</p> <p>4.i. Bryan Thompson nominated Luke Vinci for Vice President.</p> <p>4.ii. Danny Mocerri nominated Lou Palestini for Vice President of Cultural Affairs</p> <p>4.iii. Luke Vinci nominated Annette Casemero for Secretary.</p> <p>4.c. Chris announced that there are tickets available for the MCRD Globe & Anchor Gala if anyone is interested in attending. The event will take place on Saturday, September 16, 2023.</p> <p>4.d. Chris stated that the Get-or-Give self-reporting form is on page 23 of the Board packet, it is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association.</p> <p>4.e. The date of the next Org Committee meeting is TBD</p>	<p><i>4.b. No action taken</i></p> <p><i>4.i. Bryan Thompson nominated Luke Vinci for Vice President. Pasquali Ioele seconded the motion. Unanimously approved.</i></p> <p><i>4.ii. Danny Mocerri nominated Lou Palestini for Vice President of Cultural Affairs. Steve Galasso seconded the motion. Unanimously approved.</i></p> <p><i>4.iii. Luke Vinci nominated Annette Casemero for Secretary. Ryan Blum seconded the motion. Unanimously approved.</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p> <p><i>4.e. No action taken</i></p>
<p><i>Finance Committee / Bryan Thompson;</i></p> <p>a. FY23 EOY Financials/ Jeri</p>	<p>4.a. Bryan Thompson gave an update on the FY23 End-of-year finances.</p>	<p><i>4.a. Steve Galasso moved to accept</i></p>

<p>Keiller & Bryan Thompson</p> <p>b. Stella Artois Sponsorship/ Chris</p> <p>c. Fidelity Investment- Update- / Jeri & Bryan</p> <p>d. Next Meeting:</p>	<p>4.b. Chris gave an update on Stella Artois Sponsorships. With activations in the Piazza, the rental of the Big Red Chair and beverages purchased in 92101 zip code, the Association will net \$32,000 from Stella Artois.</p> <p>4.c. Bryan gave an update on the Fidelity Investment accounts, on page 14 of the packet.</p> <p>4.d. The next Finance meeting will take place on Thursday, Monday September 25, 2023, at 9:00am.</p>	<p><i>FY23 EOY Financials. Luke Vinci seconded the motion. Unanimously Approved.</i></p> <p><i>4.b. No action taken</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p>
<p>Committee Reports <i>DI&P Committee / Perry Meyer</i></p> <p>a. Olive Creative Strategies Report/Larisa Medina & Cree Jones</p> <p>b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White</p> <p>c. San Diego Padres Italian Heritage Night-Wrap up/ Chris</p> <p>d. Our Lady of the Rosary Centennial Events -Wrap-up/ Luke Vinci</p>	<p>4.a. Larisa Medina gave an update on Little Italy's public relations activities.</p> <p>4.b. Brijet Myers gave an update on the Little Italy Mercato.</p> <p>4.c. Chris informed the Board that the San Diego Padres Italian Heritage Night was a success. Chris shared a copy of an e-mail from the Padres on page 18 of the Board packet.</p> <p>4.d. Father Joe thanked the Board and the community for the support with OLR Centennial celebration.</p>	<p><i>4.a. No action taken</i></p> <p><i>4.b. No action taken</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p>

e. Labor Day Stickball Tournament	4.e. Chris wrapped up the Labor Day Stickball Tournament.	4.e. <i>No action taken</i>
f. Punches in the Piazza-Wrap-up/ David Rodger	4.f. David Rodger reported on the "Punches in the Piazza" event. The DePhillipis family gave thanks to the community for a great event. Luke Vinci added that it was one of the Best events in the Piazza to date.	4.f. <i>No action taken</i>
g. Casino di Piazza (9/15)/ Chris	4.g. Chris reminded the Board that Casino Night will take place on September 15, 2023. Chris shared the projected P&L on pages 19-21 of the Board packet.	4.g. <i>No action taken</i>
h. "El Grito" de Mexico (9/15)/ Chris	4.h. Chris reported that The Mexican Consulates, "El Grito" event will also take place on September 15, 2023. The event will start at 5:00pm and end with the El Grito at 9:00pm India Street will be closed for the event from Beech to Cedar.	4.h. <i>No action taken</i>
i. Piazza Constanza-Update/ Marco	4.i. Marco informed the Board that the Piazza Costanza dedication will take place on November 28, 2023, at 10:00am. Marco shared the P&L which is on page 22 of the Board packet.	4.i. <i>No action taken</i>
j. Little Italy Venues/ Curt	4.j. Chris gave a recap on behalf of Curt Brooker on Stella Artois event, and the Women's Makers Market.	4.j. <i>No action taken</i>
k. Next Meeting:	4.k. Next meeting - NEW DATE/ Friday, September 22, 2023, at 9:00 am. Little Italy Association's Conference Room.	4.k. <i>No action taken</i>
Neighborhood Advisory Committee (NAC) / Jeri Keiller		
a. No Update/ Jeri	4.a. No Update	4.a. <i>No action taken</i>
b. Next Meeting	4.b. Next meeting TBD	4.b. <i>No action taken</i>
Parking & Mobility Committee / Luke Vinci		
a. Revisiting Grape Street Vacation of East Pedestrian Crosswalks/ Chris	4.a. Chris reported that the City of San Diego will not support a change to the Crosswalk on Grape Street.	4.a. <i>No action taken</i>

<p>b. Preparing for FY25 CPD Budgets-Update/ Chris</p> <p>c. Next Meeting:</p>	<p>Chris reported that the City, SANDAG and Port Authority want to put in Bike Lanes and pop outs on Hawthorn and Grape.</p> <p>4.b. Chris reported that last fiscal year, LIA received \$750,000 in Parking Meter Revenues (PMRs) and this year we will be receiving around the same amount. We were informed by the City that the allocation for FY25 PMRs will only be \$240,000.</p> <p>It costs \$300,000 a year just for wages, lot rentals, insurance, etc. to put on our Valet program. We also currently pay for enhanced lighting, corner planters, The Rescue Mission, etc. \$240,000 will not be adequate to fund the Parking District as it is now.</p> <p>Staff is currently working with the Chairs and Committees on a budget for FY25.</p> <p>4.c. The next meeting is TBD</p>	<p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>5. Community Reports</p>	<p>5. Marco LiMandri reported that he is revisiting both the sidewalk vending and Busker Ordinances.</p> <p>Marco gave an update on the Encampment Ordinance. He stated that it is illegal for homeless persons to camp within two blocks of a school.</p> <p>Marco reported that pedicabs are showing up in Little Italy and playing their music at very high decibels.</p> <p>Marco reported that the Little Italy Association is ready to submit a \$5 million proposal for the Amici Park Redesign, which will then go to City Council.</p> <p>Marco reported that lights were converted throughout Little Italy to LED, yet our electric bill has increased from \$36,000 to \$78,000 per year.</p> <p>Staff is researching what SDGE charges per light, and why is Little Italy being charged</p>	<p>5. No action taken</p>

	<p>double the expected amount.</p> <p>Marco reported that the only tool we to help with the homeless issues in Little Italy is to issue stay away orders, which cost \$1,200 each.</p> <p>Marco shared positive news with the Board. He thanked the Chief of Police for the two Beat Cops we now have in Little Italy Tuesday-Thursday's from 10:00-2:00pm.</p> <p>Marco shared that Locale Magazines posted an article highlighting 12 of the most walkable cities in California, and Little Italy was first on the list; it's a great story.</p> <p>Officer Turner gave an update on the Beat Cops in Little Italy. Please email Larry with any feedback.</p> <p>Rhea Aguinaldo announced that there will be a MAD Workshop for Pressure Washing on September 27, 2023. She encouraged everyone to register. This is an educational opportunity for water conservation.</p> <p>Rhea reported that there has been a delay in PO issuance due to staffing issues.</p> <p>Emily Bonner from Councilmembers Whitburn's Office reported that the office was on recess for the month of August.</p> <p>Emily reported that Lot "O" for safe sleeping is on schedule to open in the fall.</p> <p>Emily concluded that the old military housing past the airport will be utilized for beds, trailers, and safe parking for unhoused citizens.</p> <p>Lou Palestini asked the Board to reopen the nominations for Vice President. Marco stated that this agenda had passed but it was up to the Board to determine if they wanted to reopen the nominations for officers.</p>	<p>5. Luke Vinci moved to reopen the nominations. Bryan Thompson seconded the motion.</p>
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	Marco announced there will now be two candidates for Vice President, Danny Mocerri and Luke Vinci.	5. Lou Palestini moved to nominate Danny Mocerri for VP. Dominic Brunetto seconded the motion. Unanimously Approved.
6. CLOSED SESSION: a. New City America, Inc. FY23 Annual Review & Compensation	BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS MANAGEMENT TEAMS ANNUAL REVIEW AND COMPENSATION. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISION MADE WILL BE REPORTED AFTER THE CLOSED SESSION.	6. <i>Luke Vinci moved to approve the NCA's FY23 Annual Review & Compensation. Bryan Thompson seconded the motion. Unanimously approved.</i>
7. REOPEN MEETING & REPORT TO PUBLIC:	Chris reopened the meeting.	7. <i>No action taken</i>
8. Other	8. Nothing to Report.	8. <i>No action taken</i>
9. Next Meeting	9. Tuesday, October 3, 2023, at 8:30 am at Our Lady of the Rosary Church Hall.	9. <i>No action taken</i>
10. Adjournment	10. Meeting Adjourned	10. <i>Steve Galasso moved to adjourn the meeting. Danny Mocerri seconded the motion. Unanimously approved.</i>

Minutes taken by Dianne T. Serna, Staff



September 21, 2023

Mr. Gustavo Velasquez
 California Department of Housing and Community Development
 2020 West El Camino Avenue
 Sacramento, CA 95833

Dear Director Velasquez,

Downtown San Diego, and especially our Little Italy neighborhood, has seen the tragic impact of unhoused citizens living without shelter for many years now. As a neighborhood that has been consistently impacted by people lacking shelter and living on the street, we are writing you to strongly support the San Diego Housing Commission's (SDHC) applications to the California Department of Housing and Community Development (HCD) Round 3 Notice of Funding Availability (NOFA) for Homekey Program grant funding.

We all know that the construction of new housing units, and hundreds more,, is the solution to this emergency situation in the state, and that Project Homekey, managed by the San Diego Housing Commission, is the best long term resolution to people living on our streets and sidewalks. With previous HCD awards of Homekey funds, the City of San Diego (City), County of San Diego (County) and SDHC have collaborated to create more than 350 permanent affordable rental housing units with supportive services, also known as permanent supportive housing, for people experiencing homelessness in the City.

SDHC's applications to the Round 3 NOFA has the potential to create more than 300 additional permanent supportive housing units needed to address the homelessness crisis. These units will provide opportunities to secure affordable rental homes of their own with access to the services they need, increasing the likelihood of achieving housing stability. The need for additional housing to address homelessness in San Diego remains significant. The annual Point-in-Time Count conducted by the San Diego Regional Task Force on Homelessness (RTFH) on January 26, 2023, identified 6,500 individuals experiencing homelessness in the City of San Diego, a 35% increase from 2022. Throughout San Diego County in July 2023, the number of people experiencing homelessness for the first time continued to outpace the number of individuals who obtained housing during the month, a trend repeated in every month since September 2022, according to RTFH reports.

We urge you to award Homekey funds to SDHC to achieve new housing opportunities for these citizens in critical need of housing.

Sincerely,

Steve Galasso,
 President

Little Italy Association of San Diego

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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 Facebook: Little Italy San Diego ▪ Twitter / Instagram / Pinterest: @LittleItalySD ▪ #LittleItalySD

Little Italy Board of Directors Get-or-Give & Staff Fundraising Summary

Term: 2023-2024

GOALS MET

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

LAST NAME	FIRST NAME	FY23 C/F	JUL '23	AUG. '23	SEP. '23	FY24 + C/F	GorG REQ	FY24 RMNG*	FY24 C/F	
Galasso	Steven	\$0		\$250		\$250	\$1,500	-\$1,250	-\$1,250	Aug. Casino Tix
Moceri	Danny	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Palestini	Lou	\$790		\$220		\$1,010	\$1,500	-\$490	-\$490	Aug. Casino Tix
Thompson	Bryan	\$2,968		\$600		\$3,568	\$1,500	\$2,068	\$2,068	Aug. Fall Disp., Casino Tix
Vinci	Luke	\$4,250				\$4,250	\$1,500	\$2,750	\$2,750	
Blum	Ryan	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Brooker	Curt	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Brunetto	Domenic	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Busalacchi	Joey	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Casemero	Annette									Aug. OLR Linens / Sep. Punches & Casino Linens
		\$118		\$650	\$280	\$1,048	\$1,500	-\$452	-\$452	
Cordileone	Joe	\$0		\$130		\$130	\$1,500	-\$1,370	-\$1,370	Aug. Casino Tix
Cresci	Dino	\$0		\$685		\$685	\$1,500	-\$815	-\$815	Aug. Fall Disp.
DeSpenza	Jim	\$930		\$700		\$1,630	\$1,500	\$130	\$130	Aug. Fall Disp., OLR Tix
Estevez	Clarissa	\$24,025				\$24,025	\$1,500	\$22,525	\$22,525	
Gerson	Lisa	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Gustafson	Rich	\$100		\$1,000		\$1,100	\$1,500	-\$400	-\$400	Aug. Casino Spon.
Hermes	Audrey	\$0				\$0	\$1,125	-\$1,125	-\$1,125	
Ioelle	Pasquale	\$134				\$134	\$1,500	-\$1,366	-\$1,366	
Keiller	Jeri	\$245		\$350		\$595	\$1,500	-\$905	-\$905	Aug. Fall Disp.
Newton	Davis	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Núñez	Juan	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Pecoraro	Jack	\$12,200				\$12,200	\$1,500	\$10,700	\$10,700	
Rodger	David									Jul. Marine Band Spon. & Food / Sep. Punches & Casino Don.
		\$2,048	\$1,475		\$24,100	\$27,623	\$1,500	\$26,123	\$26,123	
Strauss Casey	Diana	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Tabigue	Father Joseph	\$400				\$400	\$1,500	-\$1,100	-\$1,100	
White	Catt	\$0				\$0	\$1,500	-\$1,500	-\$1,500	
Zimmerly	Jon	\$0				\$0	\$1,125	-\$1,125	-\$1,125	
		\$48,208	\$1,475	\$4,585	\$24,380	\$30,440	\$39,750			

Little Italy Association of San Diego
 FY24 Board Attendance

Last Name	First Name	Position	Jul. 23	Aug. 23	Sep. 23	Oct. 23	Nov. 23	Dec. 23	Jan. 24	Feb. 24	Mar. 24	Apr. 24	May. 24	Jun. 24
Blum	Ryan	Property Director												
Brooker	Curt	Business Director			X									
Brunetto	Domenic	Property Director												
Busalacchi	Joey	Business Director	X											
Casemero	Annette	Property Director												
Cordileone	Joe	Community at Large			L									
Cresci	Dino	Property Director												
DeSpenza	Jim	Property Director			X									
Estevez	Clarissa	Property Director	U											
Galasso	Steven	1 - PRESIDENT												
Gerson	Lisa	Property Director												
Gustafson	Rich	Property Director												
Hermes	Audrey	Business Director												
loele	Pasquale	Property Director	X											
Keiller	Jeri	Property Director			X									
Moceri	Danny	2 - VICE PRESIDENT												
Núñez	Juan	Property Director	X		X									
Palestini	Lou	3 - V.P. OF CULT. AFF.												
Pecoraro	Jack	Property Director												
Rodger	David	Property Director												
Strauss Casey	Diana	Property Director	L	L	L									
Tabigue	Father Joseph	Property Director												
Thompson	Bryan	4 - TREASURER	X											
Vinci	Luke	5 - SECRETARY												
White	Catt	Community at Large												
Zimmerly	Jon	Residential Tenant												

- X - Excused
- U - Unexcused
- L - Leave

Bylaws: Attendance

- 3 Unexcused
- 6 Total (Excused and Unexcused)

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
FY JULY 2022 - JUNE 2023**

BOARD MEETING DATE:	10/3/2023					
Accrual Basis Report - AUGUST 2023						
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE FISCAL YEAR</u>	<u>NET BUDGET YTD</u>	<u>REVISED ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS						
BID	8,582	22,233	-13,651	0	0	
MAD ₁	227,344	272,542	-45,198	-24,693	-147,837	
PARKING METER ₂	88,290	89,102	-812	0	0	
TOTAL	\$324,216	\$383,877	-\$59,661	-\$24,693	-\$147,837	
1. Supplemental Maintenance program: YTD net gain \$30,001. YTD budget \$27,917. (Annual budget net income is \$150,000)						
2. Additional Parking Program operations: YTD net income \$2,341. YTD budget \$0. (Annual budget net income \$0)						
Programs and Operations: YTD net income \$-21,174. YTD budget net income \$24,763. (Annual budget net income \$85,239) Included are the results for the Mercato. Mercato results are YTD net income \$85,510. YTD budget \$76,077. (Annual budget \$387,060).						
	Aug-23	Aug-22				
Total income for Little Italy Assn	\$683,560	\$540,492				
Total expense for Little Italy Assn	<u>\$737,487</u>	<u>\$568,622</u>				
Net income over expense	<u>-\$53,927</u>	<u>-\$28,130</u>				
Balance Sheet						
	8/31/2023	8/31/2022				
Checking	\$501,024	\$556,535				
Savings	33,196	277,478				
Fidelity Investments	201,117	0				
Accounts Receivable	443,191	412,246				
Other assets	258,834	109,573				
Total Assets	<u>\$1,437,362</u>	<u>\$1,355,832</u>				
Accounts Payable	\$112,509	\$118,962				
Advances	221,218	216,276				
Loans	148,475	148,475				
Equity	955,160	872,119				
Liabilities & Equity	<u>\$1,437,362</u>	<u>\$1,355,832</u>				

FIDELITY INVESTMENTS - LITTLE ITALY ASSOCIATION - SEPTEMBER 29, 2023							15	
DESCRIPTION	DEPOSIT	DATE DEPOSIT	AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
DEPOSIT	\$4,000	1/13/2023						
DEPOSIT	\$5,000	1/17/2023						
DEPOSIT	\$50,000	2/28/2023						
BALANCE 2/28/2023	\$59,000		\$8,000					
BALANCE 3/31/2023	\$169,000		\$167,000					
BALANCE 4/30/2023	\$169,000		\$167,000					
Balance Certificates of Deposit 6/30/2023			\$106,000					
Money Market 6/30/2023			\$94,436					
Total 6/30/2023	\$199,000		\$200,436					
Balance Certificates of Deposit 09/29/2023			\$138,799					
Money Market 09/29/2023			\$62,978					
Total 9/29/2023	\$199,000		\$201,777					
BY MATURITY DATE								
			AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %	
65675QCW7	NORTH AMERN BKG		\$4,000	2/15/2023	11/17/2023	9	4.75%	
9576PKR1	WESTERN ALLIANCE		\$10,000	3/8/2023	12/8/2023	9	4.95%	
46593LV30	JPMORGAN CHASE BK		\$10,000	12/12/2022	12/12/2023	12	5.40%	
20415QHx0	COMMUNITY WEST BANK		\$10,000	3/20/2023	12/20/2023	9	5.15%	
46593LP29	JPMORGAN CHASE BK		\$4,000	2/17/2023	2/22/2024	12	4.95%	
89788HEL3	TRUST BANK		\$27,000	5/20/2023	2/24/2024	9	5.15%	
6169OU2K5	MORGAN STANLEY		\$10,000	3/8/2023	3/8/2024	12	5.10%	
61768EUC5	MORGAN STANLEY		\$4,000	5/24/2023	5/24/2024	12	5.15%	
DSN9M1683	GOLDMAN SACHS		\$20,000	9/26/2023	3/26/2024	6	5.50%	
DSN9P1400	BANK OF AMERICA		\$10,000	10/06/2023	8/6/2024	9	5.45%	
DSNP2562	WELLS FARGO		\$30,000	10/02/2023	10/2/2024	12	5.55%	
DSN9L8247	NORTHWEST BANK		\$30,000	09/29/2023	9/29/2024	12	5.55%	
DSN9M7497	TRUST BANK		\$30,000	09/29/2023	9/29/2024	12	5.55%	
			\$199,000					

2508 Historic Decatur Rd.
Ste. 200
San Diego, CA 92106
SDFoundation.org
319 235 2300

Grant ID: GE-D24123795-1

9/14/2023

Board of Governors

Chair
Pamela Luster, EdD

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

**Vice Chair & Immediate
Past Chair**
Steven Klosterman, AIF

Dear Friends:

Treasurer
Elvin Lai

We are pleased to provide you with the enclosed check for \$276.85 which represents the earnings of the Little Italy Endowment Fund at the San Diego Foundation. This grant is a semi-annual distribution to support the Little Italy Association. The granted amount represents the Fund's distributable balance as of June 30, 2023.

Secretary
Becky Pettitt, PhD

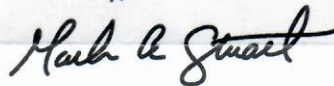
By cashing the enclosed check, your organization certifies that it is, or is the equivalent of, a duly recognized charitable organization under Section 501(c)(3) of the Internal Revenue Code. Additionally, your organization certifies this grant will not be used to fulfill pledges or other financial obligations,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

Kiomara Arroyo
Cindy J. Bertrand
Eisele Bonitz
Kay Coleman
Gloria Corral
Ken Derrett
Pradeep Gidwani, MD, MPH
Aneena Gupta
Kevin Hamilton, CFA
Rudy Johnson
Mel Katz
Alessandra Lezama
Amanda Montgomery
Clifford Schireson
Pedro Villegas

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

President & CEO
Mark A. Stuart, CFRE

Sincerely,



Mark A. Stuart
President and Chief Executive Officer

ITEM CONTAINS COVERT/OVERT UV SECURITY AND IS CHEMICALLY REACTIVE

SECURE

PAPER CONTAINS TONER ADHESION PROTECTION, AND A METALLIC HOLOGRAM

0620



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



PNC BANK

249 Fifth Avenue
Pittsburgh, PA 15222

70-2189/719

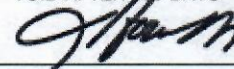
CHECK DATE	CHECK NO.
9/25/2023	620
CHECK AMOUNT	
\$** 276.85	

PAY ****Two hundred seventy six and 85/100 Dollars****

TO
THE
ORDER
OF

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

VOID AFTER 180 DAYS






LIA Board Meeting PR Agenda Tuesday, October 3, 2023

PITCHING

Recap/Upcoming Focus

- Trick-or-Treat on India St (Short Leads)
- Italian Heritage Concert (Short Leads)
- Piazza Costanza (Long Leads)
- Little Italy Tree Lighting & Christmas Village (Long Leads)

WRITING

Recap/Upcoming Focus

- San Diego Downtown News October | Italian Heritage Month
- San Diego Downtown News November | Holiday Season
- Little Italy Tree Lighting & Christmas Village (Short Leads)
- October Concert Series (Short Leads)
- Small Business Season

Social Media



Highlights / Recap

- Gained 1,117 new followers on all platforms
- Earned over 969K total impressions
- Garnered over 18K total engagements
- Promoted Casino di Piazza
- Trick-or-Treat on India Street Facebook event page has 2129 responses

Upcoming

- Creating original Reels / TikTok videos
- Continue to promote upcoming events

Social Media Analytics (Last 30 days as of Sept 27)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	922	92050	6003	201292
 Little Italy	165	95906	11876	767878

TikTok

- Followers: **843** Likes: **1361**

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Sep 22, 2023 · Little Italy

Mark your calendars for Bella Vita Fest: a celebration of Italian culture...

👁️ Reach	8,587
📊 Engaged users	298
🖱️ Clicks	149
🖱️ Other clicks	51
Engagement rate per reach	3.5%
Engagement rate per impression	3.4%



Sep 25, 2023 · Little Italy

Wander through the charming streets and you'll instantly know why we're...

👁️ Reach	7,200
📊 Engaged users	272
🖱️ Clicks	0
🖱️ Other clicks	104
Engagement rate per reach	3.8%
Engagement rate per impression	3.8%



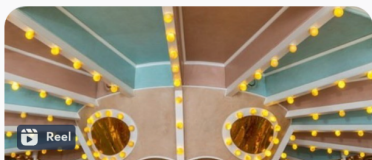
Sep 2, 2023 · Little Italy

Get ready for a night of glamour and gaming 🎰🎲 The 2nd Annual Casino...

👁️ Reach	4,775
📊 Engaged users	124
🖱️ Clicks	80
🖱️ Other clicks	18
Engagement rate per reach	2.6%
Engagement rate per impression	2.5%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Sep 13, 2023 · Little Italy San Diego

Sipping pretty in pink at @wolfiescarousel 🍷🎡🎪...

👁️ Reach	22,963
💬 Comments	23
❤️ Likes	1,345
📌 Saves	316
📊 Engagement	2,202
Engagement rate per reach	9.6%
Engagement rate per impression	8.8%



Sep 23, 2023 · Little Italy San Diego

It's the first day of fall & we're embracing all the festive, spooky...

👁️ Reach	19,585
💬 Comments	9
❤️ Likes	1,069
📌 Saves	239
📊 Engagement	1,772
Engagement rate per reach	9%
Engagement rate per impression	8.5%



Sep 26, 2023 · Little Italy San Diego

Wander through the charming streets and you'll instantly know why we're...

👁️ Reach	14,174
💬 Comments	22
❤️ Likes	1,379
📌 Saves	78
📊 Engagement	1,648
Engagement rate per reach	11.6%
Engagement rate per impression	11.3%

Casino di Piazza

Date: Friday, September 15, 2023
 Time: 7:00pm-11:00pm
 Location: Piazza della Famiglia
 Head Count: 300

INCOME

Gold Sponsor	1	\$2,500	\$2,500
Event Sponsors	1	\$1,000	\$1,000
Table Sponsors		\$500	\$0
Comp General Tickets	7	\$0	\$0
Comp VIP Tickets	49	\$0	\$0
Early Bird General Ticket Sales	29	\$50	\$1,450
Early Bird VIP Ticket Sales	12	\$110	\$1,320
General Ticket Sales	113	\$65	\$7,345
VIP Ticket Sales	31	\$125	\$3,875
Day-Of General Ticket Sales	17	\$75	\$1,275
Day-Of VIP Ticket Sales	1	\$135	\$135
Day-of VIP Upgrade	4	\$50	\$200
Additional Casino Chips Buy-In	42	\$10	\$420
Surge 30 - Chip Buy-in	58	\$10	\$580
Additional Cocktail Ticket(s)	201	\$5	\$1,005
Total	203		\$21,105
Break Even	97		

EXPENSE

Category	Vendor(s)	Cost	
Casino, Decor & Services	Black Tie	\$5,100	
	Downtown Chula Vista	\$200	
	Titanium Security	\$290	
	ProCal Lighting	\$0	
	BID Alliance	\$0	
	Little Italy Association	\$0	
	ALSCO	\$0	
	Olive Creative Strategies		
	Entertainment	Soo Sings	\$500
		Raphael Bautista	\$600
Serenade Events		\$724	
Food & Beverage	Grain & Grit	\$5,049	
	Chef Giselle Aguirre	\$3,750	
	Various Restaurants	\$0	
	Busa	\$600	
	Nick Zawadzki	\$750	
	Little Italy Market	\$1,406	
	Smart&Final	\$431	
	Restaurant Depot	\$64	
	Costco	\$18	
	Amazon	\$543	
Photography/Promotion	Paul Nestor	\$500	
	T's & Signs		
Centerpieces		\$40	
Volunteers			
Ipads			
Belly Bar Covers - GW Linens		\$ 149.93	
Total		\$20,717	
NET		\$388	

	2023	
Admission/VIP Buy-In:	\$125	\$200 Chips / 2 Drinks
Admission/General (Gen) Buy-In:	\$65	\$100 Chips / 1 Drink
Additional Buy-In:	\$10	\$50 Chips
Drink Tickets (Each):	\$5	1 Drink



TRICK-OR-TREAT ON INDIA STREET

LOCATION // Piazza della Famiglia and throughout Little Italy
DATE // Sunday, October 29, 2023
TIME // 5:30pm to 7:30pm

We are welcoming back our favorite Halloween tradition, Trick-or-Treat on India Street! On Sunday, October 29th from 5:30pm to 7:30pm. Little ghouls and goblins of all ages are encouraged to dress up in their best costumes and enjoy an evening of authentic trick-or-treating with their families. Little witches and monsters will be able to stop door-to-door and get delicious Halloween treats and candy from participating Little Italy businesses along the historic India Street.

Maps of participating businesses will be available as the trick-or-treat fun happens at the Piazza della Famiglia on India and W. Date Street. You won't want to miss out on this year's fun!

SPONSORSHIP LEVELS

- **Gold Level / \$2,500**
Silver Level + Mention on TV spots and social media.
- **Silver Level / \$1,000**
Bronze Level + logo on marketing materials.
- **Bronze Level / \$500**
Logo on website with hyperlink and honorable mention at the event.



TRICK
OR
TREAT
On india street

Trick-or-Treat on India Street

SPONSORSHIP LEVELS

Check one of the options below.

Gold Level / \$2,500

Silver Level + Mention on TV spots and social media.

Silver Level / \$1,000

Bronze Level + logo on marketing materials.

Bronze Level / \$500

Logo on website with hyperlink and honorable mention at the event.

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 TREE LIGHTING & CHRISTMAS VILLAGE

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

DATE // Saturday, December 2, 2023

TIME // 4:00pm – 8:00pm

This holiday season, Little Italy invites families, friends, neighbors and visitors to our time-honored Christmas season kick-off celebration. Sidewalks in Little Italy will be filled with holiday cheer for the 24th Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 2nd from 4:00pm to 8:00pm.

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 for a quick, "Hello and Merry Christmas!" greeting.

SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting"
- **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 of overall event.
- 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

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Piazza Costanza Profit & Loss Report

As of 9/25/2023

EXPENSE

Vendor	Item	Cost
Gregory Reade	Bronze Life-Size Statue	\$17,500.00
QCP Corp	Custom Monument & Planters	\$33,000.00
FermobUSA	5 Tables & 20 Chairs (+ 5 Reserve Set)	\$23,702.80
MJJ Sales	5 Umbrellas (+5 Reserve Units)	\$3,110.25
T's & Signs	10 Umbrellas Silk-Screened (4 Panels)	\$652.50
Planter's Unlimited	16 Hanging Baskets	\$1,437.84
Olive Public Relations	Public Relations	\$500.00
Mario Genel	Dedication Photography	\$750.00
TBD	Dedication Food/Beverages	\$500.00
Little Italy Association	Initial Landscaping of 10 Planters & 8 Hanging Baskets	\$4,232.00
Little Italy Association	5 Year Maintenance/Replanting of Landscaping & Hanging Baskets	\$22,040.00
Little Italy Association	Capital Reserve	\$22,485.08

PROJECT TOTAL **\$129,910.47**

Long-Term Maintenance & Replanting Break-Down

Little Italy Association	Weekly Maintenance of Space (5 Years)	\$14,040.00
Little Italy Association	Quarterly Replanting (5 Years)	\$8,000.00

LONG-TERM MAINTENANCE & REPLANTING SUBTOTAL **\$22,040.00**

INCOME

Donor	Level	Amount
Senator Toni Atkins	State Grant	\$55,000.00
County of San Diego	County Grant	\$40,000.00
County of San Diego	County Grant	\$15,000.00
County of San Diego	County Grant	\$5,000.00
Irwin Jacobs	Large Donor	\$35,000.00
Mel Katz	Semi-Large Donor	\$10,000.00
Phil Blair	Semi-Large Donor	\$10,000.00
Bobbie Spoon	6x6 Donor	\$5,000.00
Marco & Laura Li Mandri	6x6 Donor	\$5,000.00
Laurie Black	6x6 Donor	\$5,000.00
Joe Vecchio	6x6 Donor	\$2,500.00
Bonnie Dumanis & Denise Nelesen	6x6 Donor	\$5,000.00
Rotary - Downtown SD	6x6 Donor	
Vince Hall	N/A	\$500.00

INCOME TOTAL **\$193,000.00**

VARIANCE **\$63,089.53**



-\$193K

PIAZZA COSTANZA

\$150,000

Margaret "Midge" Costanza was a social and political activist who served as a top advisor to President Jimmy Carter. Known for her wit, outspoken manner and commitment to her convictions, she fought for the rights and dignity of all people, particularly women, the LGBTQ community, and other marginalized groups. The daughter of Sicilian immigrants Midge Costanza became the first City councilwoman in Rochester, New York in 1973. She later rose to become the first female Assistant to a U.S. President. Midge moved to San Diego in the 1980s where she was active in numerous organizations and issues. She had the rare ability to bring together people with different viewpoints to accomplish a shared civic goal. In honor of her outstanding service, the Little Italy Association would like to create a new Piazza Costanza which would include a monument with a bronze bust sculpture of Midge, custom planters with quotes from Midge with enhanced landscaping, hanging flower baskets, and tables and chairs with umbrellas.

LOCATION

Corner of Columbia & W. Ash Streets

OPENING DATE

November 28, 2023

FUNDRAISING GOAL

\$150,000

COMMITTED TO DATE (9.2023)

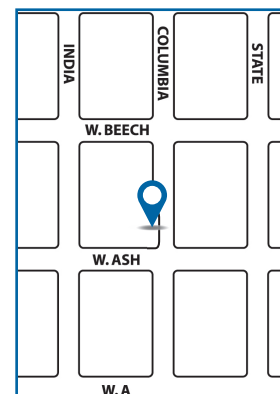
\$193,000

FUNDRAISING TIMELINE

2021 - Complete

DONOR OPPORTUNITIES

Monument Donor & Bust (Qty. 1)	\$60,000	SOLD
1' x 1' Donor Plaque next to Monument (Qty. 2)	\$35,000	1 SOLD
6" x 12" Donor Plaque in Planter (Qty. 12)	\$10,000	2 SOLD
6" x 6" Donor Plaque in Planter (Qty. 36)	\$5,000	5 SOLD
Supporter (No direct benefits)	Donor's Choice	



Piazza Costanza

LITTLE ITALY SAN DIEGO

Piazza Costanza Donor Form

SPONSORSHIP LEVELS

Check one of the options below.

- ~~Monument & Bust Donor (1 Available) / \$60,000~~ **SOLD**
- 1' x 1' Donor Plaque next to Monument in Planter (2 Available) / \$35,000 **1 SOLD**
- 6" x 12" Donor Plaque in Planter (12 Available) / \$10,000 **2 SOLD**
- 6" x 6" Donor Plaque in Planter (36 Available) / \$5,000 **5 SOLD**
- Supporter (No Direct benefits): Contribution: \$ _____

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

All major credit cards accepted as well.
 To process, call: 619-233-3898

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