



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)

CLOSED SESSION TO DISCUSS MANAGEMENT TEAMS ANNUAL REVIEW ON ITEM 6

AGENDA

1) Introductions / Steve Galasso, President & Marco Li Mandri, CEA

2) Non-Agenda: Public Comment & Announcements

3) Minutes of the July 11, 2023 Meeting

Action Item P. 3-8

4) Committee Reports

Organization Committee / Steve Galasso

a. Nominations Task Force Board Recommendations

P. 9-10

i. Approval of Business Owner Directors

Action Item

ii. Approval of Property Owner Directors

Action Item

iii. Approval of Residential Tenant Rep

Action Item

iv. Approval of Community-at-Large Reps

Action Item

b. Nomination of Officers

i. Vice President

Action Item

ii. Vice President of Cultural Affairs

Action Item

iii. Secretary

Action Item

c. MCRD Globe & Anchor Gala Tickets

d. FY24 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris Gomez

P. 11-12 & 23

e. Next Meeting: **TBD**

Finance Committee / Bryan Thompson

a. FY23 EOY Financials / Jeri Keiller & Bryan

Action Item P. 13

b. Stella Artois Sponsorship / Chris

P. 15

c. Fidelity Investment – Update / Jeri & Bryan

P. 14

d. Next Meeting: **Monday, September 25, 2023 at 9:00am**
Little Italy Association's Conference Room

District Identity & Placemaking (DI&P) Committee / Chris Gomez

a. Olive Public Relations Report / Larisa Medina & Cree Jones

P. 16-17

b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White

c. San Diego Padres Italian Heritage Night – Wrap-Up / Chris

P. 18

d. Our Lady of the Rosary Centennial Events – Wrap-Up / Luke Vinci

e. Labor Day Stickball Tournament – Wrap-Up / Chris

f. Punches in the Piazza – Wrap-Up / David Rodger

g. Casino di Piazza (9/15) / Chris

P. 19-22

h. "El Grito" de México (9/15) / Chris

i. Piazza Costanza – Update / Marco

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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Facebook: Little Italy San Diego ▪ X / Instagram / LinkedIn: @LittleItalySD ▪ #LittleItalySD

- j. Little Italy Venues / Curt
- k. Next Meeting: **NEW DATE / Friday, September 15, 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. Revisiting Grape Street Vacation of East Pedestrian Crosswalks – Update / Chris
- b. Preparing for FY25 CPD Budgets – Update / Chris
- c. 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) CLOSED SESSION: 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 DECISIONS MADE WILL BE REPORTED AFTER THE CLOSED SESSION.

- a. New City America, Inc. FY23 Annual Review & Compensation **Action Item**

7) REOPEN MEETING & REPORT TO PUBLIC: Update on Little Italy Association's decision, if any, on Closed Session item.

8) Other

- 9) Next Meeting: Tuesday, October 3, 2023 at 8:30am
Our Lady of the Rosary's Church Hall (Downstairs)**

10) 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, July 11, 2023, at 8:30 am
Our Lady of the Rosary Church Hall-Downstairs (1654 State Street)

PRESENT Steve Galasso, Danny Mocerri, Lou Palestini, Jeri Keiller, Rich Gustafson, Luke Vinci, Ryan Blum, Annette Casemero, Catt Fields White, Jack Pecoraro, David Rodger, Pasquale Ioele, Dino Cresci, Jacob Rocha, Lisa Gerson, Dominic Brunetto, Jim DeSpenza Joe Cordileone, Father Joe Tabigue, Jacob Rocha

EXCUSED Juan Nuñez, Bryan Thompson, Joey Busalacchi

UNEXCUSED Clarissa Estevez

GUESTS Officer Larry Turner, Mary Elizabeth Novell, Gary Mansour, Renata Brunetto, Kaitlin Gee, Joe Santos, Jonathan Santos, David Krohn, Paulina Tejada, Sylvia, Lozoya

STAFF Marco Li Mandri, Chris Gomez, Dianne T. Serna, Larisa Medina, Brijet Myers, Ethan Olsen, Jenn Von Stauffenberg, Tristan McCall

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	Marco Li Mandri thanked Gary Mansour for always providing treats for the Board meetings.	<i>No action taken</i>
3. Review of June 6, 2023, Board Minutes	3. Minutes from June 6, 2023, were reviewed.	<i>3. Danny Mocerri moved to approve the amended February minutes. Luke Vinci seconded the motion. Unanimously approved.</i>

<p>4. Committee Reports Organization Committee / Steve Galasso</p> <p>a. Catt White Appoints Brijet Myers as Alternate/ Marco</p> <p>b. Unauthorized Camping on Public Land Ordinance - Update / Marco</p> <p>c. FY24 Get-or- Give Recap, Self-Reporting & Board Attendance/ Chris Gomez</p> <p>d. Next Meeting:</p>	<p>4.a. Catt Fields White announced that moving forward, Brijet Myers will be her alternate for the Mercato.</p> <p>4.b. Marco gave an update on the Unauthorized Camping on Public Land Ordinance. Marco reported that there are currently 130 sites, however only 20 sites were filled, and they currently do not have any water or showers at this point, but should have them shortly.</p> <p>Marco reported that the sites cannot be set up within two blocks of a school.</p> <p>4.c. Chris Gomez reported that the Get-or-Give self-reporting form is on pages 11-12 of the Board packet.</p> <p>It is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association. Please contact him with any updates as he is closing out the fiscal year.</p> <p>4.d. The next meeting is TBD</p>	<p>4.a. <i>No action taken</i></p> <p>4.b. <i>No action taken</i></p> <p>4.c. <i>No action taken</i></p> <p>4.d. <i>No action taken</i></p>
<p><i>Finance Committee: Bryan Thompson;</i></p> <p>a. YTD FY24 Draft Financial Report/Jeri Keiller & Bryan Thompson</p> <p>b. FY24 Draft Association Budgets</p>	<p>4.a. Jeri Keiller gave an update on the YTD finances.</p> <p>4.b. Jeri shared the FY 24 proposed budgets on pages 14-25 of the Board Packet.</p>	<p>4.a. <i>Lou Palestini moved to accept YTD Financials. Ryan Blum seconded the motion. Jacob Rocha, Catt Fields White and Jeri Keiller abstained. Motion passes.</i></p> <p>4.b. <i>Lou Palestini moved to approve the FY24 Association Budgets. Dino Cresci</i></p>

<p>c. FY24 Organization Committee Spending Allocation - \$2,000 / Marco</p> <p>d. FY24 Finance Committee Allocation for Non-Budgeted Expenditures w/o Board Approval- \$25,000/ Jeri</p> <p>e. Fidelity Investment Update / Jeri</p> <p>f. Next Meeting:</p>	<p>4.c. Chris reported that the Finance committee gave the Organization Committee a \$2,000 annual spending allocation.</p> <p>4.d. Chris reported that the Finance committee approved a \$25,000 allocation for non-budgeted expenditures.</p> <p>4.e. Jeri Keiller gave an update on the Fidelity Investment accounts. The CDs are FDIC insured.</p> <p>4.f. The next Finance meeting will take place on Thursday, July 20, 2023, at 9:00am.</p>	<p><i>seconded the motion. Jacob Rocha, Catt Fields White and Jeri Keiller abstained. Motion passes.</i></p> <p><i>4.c. Catt White moved to authorize Organization Committee an annual spending allocation of \$2K. Rich Gustafson seconded the motion. Unanimously approved.</i></p> <p><i>4.d. Danny Mocerri moved to authorize staff a spending allocation of \$25K for non-budgeted expenditures. Jeri Keiller seconded the motion. Unanimously approved.</i></p> <p><i>4.e. No action taken</i></p> <p><i>4.f. No action taken</i></p>
<p>Committee Reports <i>DI&P Committee:</i></p> <p>a. Olive Creative Strategies Report/Larisa Medina & Cree Jones</p> <p>b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White</p>	<p>4.a. Larisa Medina gave an update on Little Italy’s public relations activities.</p> <p>4.b. Catt Fields gave an update on the Little Italy Mercato.</p>	<p><i>4.a. No action taken</i></p> <p><i>4.b. No action taken</i></p>

c. Taste of Little Italy Recap/ Curt	4.c. Jacob Rocha gave an update on the Taste of Little Italy. Jacob thanked all the restaurant participants. Jacob reported that 1,500 tickets sold, and that \$33,000 profit will go the Little Italy Association.	4.c. <i>No action taken</i>
d. ArtWalk Summer Series 7/23)/ Curt	4.d. Jacob reported that the last day of the Artwalk Summer Series will take place on July 23, 2023.	4.d. <i>No action taken</i>
e. Marine Band San Diego Summer Concert (7/29)/ Chris	4.e. Chris reported that The Marine Band Summer Concert will take place on July 29, 2023, at 7:00pm	4.e. <i>No action taken</i>
f. San Diego Padres Italian Heritage Night (8/4)/ Chris	4.f. Chris announced that the San Diego Padres Italian Heritage Night will take place on August 4, 2023, at 6:40 pm, Padres vs. Dodgers.	4.f. <i>No action taken</i>
g. Our Lady of the Rosary Centennial Events (8/17-19)/ Luke Vinci	4.g. Luke Vinci reported that Our Lady of the Rosary's Centennial event will take place August 17-19, 2023. Tickets can be purchased at https://olr100.com/ General tickets cost \$65.00 and VIP tickets will be sold for \$120.00	4.g. <i>No action taken</i>
h. Piazza Costanza- Update/ Marco	4.h. Marco shared pages 32-38 of the Board packet. Midge Costanza's bust will be mounted on a step pad located on W. Ash & Columbia Street. The dedication will take place on Midge's Birthday, November 28, 2023.	4.h. <i>No action taken</i>
i. Piazza della Famiglia Placemaking Strategy/ Lisa Gerson	4.i. Lisa Gerson shared Piazza della Famiglia Placemaking Strategy on pages 39-49 of the Board Packet.	4.i. <i>No action taken</i>
j. Little Italy Venues & Marketing Plan / Curt	4.j. Jacob Rocha gave an update on Little Italy Venues. The Female Maker's Market will take place on September 3, 2023, and December 10, 2023. We will rent the venue space to them for \$5,000 per day. Jacob shared that Zevia, a zero-sugar soda company, will be another activation in the Piazza della Famiglia.	4.j. <i>No action taken</i>
Next Meeting:	4.k. Next meeting - NEW DATE/ Friday, August 11, 2023, at 9:00 am. Little Italy Association's	4.k. <i>No action taken</i>

	Conference Room.	
Neighborhood Advisory Committee (NAC)- Jeri Keiller a. No Update/ Jeri	4.a. Marco shared an attached document. SB43 Senate Bill. SB 43 expands the definition of "grave disability" in California Welfare & Institutions making it much easier to involuntarily commit people to local facilities for behavioral health reasons.	4.a. No action taken
b. Next Meeting:	4.b. Next meeting TBD	4.b. No action taken
Parking & Mobility Committee: Luke Vinci a. Revisiting Grape Street Vacation of East Pedestrian Crosswalks/ Chris	4.a. Chris reported that he will be revisiting the Grape Street vacation of East Pedestrian Crosswalks.	4.a. No action taken
b. Enhanced Continental Crosswalks / Chris	4.b. Chris stated that the initial plan for the Continental Crosswalks was to paint them Red, White, and Green. Now, we may come up with a more artistic design, such as flags waving or fish to represent Little Italy.	4.b. No action taken
c. Next Meeting:	4.c. The next meeting is TBD	4.c. No action taken
5. Community Reports	5. Officer Turner gave an update on the homeless situation in Little Italy. Luke Vinci reminded the Board to attend Our Lady of the Rosary's Centennial Celebration on August 17-19, 2023.	5. No action taken
6. CLOSED SESSION:	BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS POTENTIAL CONTRACTUAL CONFLICT: GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER THE CLOSED SESSION.	6. No action taken
7. REOPEN MEETING & REPORT TO PUBLIC:	Update on Little Italy Association's decision, if any, on Closed Session Items.	7. Dino Cresi moved to approve the new policy, CS4 and CS2 & 3 as presented in the draft document. David Rodger

		<i>seconded the motion, unanimously approved.</i>
8. Other	8. Nothing to Report.	<i>8. No action taken</i>
9. Next Meeting	9. DATE CHANGE-Tuesday, September 12, 2023, at 8:30 am at Our Lady of the Rosary Church Hall.	<i>9. No action taken</i>
10. Adjournment	10. Meeting Adjourned	<i>10. Luke Vinci moved to adjourn the meeting. Jeri Keiller seconded the motion. Unanimously approved.</i>

Minutes taken by Dianne T. Serna, Staff



**RECOMMENDATIONS FROM NOMINATIONS TASK FORCE
FOR 2023-2024/2025 BOARD SLATE
Recommended on Tuesday, September 12, 2023**

New Submissions for Consideration: Four (4) applications received with two (2) meeting eligibility requirements.

Per our Bylaws:

- Allowed up to 35 Members.
- 51% of the overall Board, must be Property Owners or Representative Property Owners.

2023-2025 Roster:

- Business Directors: 2
- Property Directors: 6

2023-2024 Roster:

- Community-at-Large Directors: 3
- Residential Tenant Representative: 1

Bylaw Compliance: If we accept current slate with our current term Board Members, we will be in compliance with our bylaws with 16 Property Owners, 5 Business Owners, and 3 Community-at-Large Representatives.

TWO-YEAR TERMS:

Business Directors (2 Recommended):

1. Steven Galasso
2. Audrey Hermes*

Property Owner Directors (6 Recommended):

1. Domenic Brunetto
2. Annette Casemero
3. Jim DeSpensa
4. Pasquale Ioele
5. Jeri Keiller
6. Juan Núñez

ONE-YEAR TERM:

Community-at-Large Representatives (3 Recommended):

1. Joe Cordileone
2. Lou Palestini

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3. Catt White

Residential Tenant Representatives (1 Recommended):

1. Jon Zimmerly*

Total of Recommended 2023-2024/2025 Board Members: 10

**Depicts new eligible candidate recommended to be added the Board.*

Officer Seats Up for Consideration – Term 2023-2024/2025

At the September Board Meeting, nominations will be accepted for the above Officer seats.

- 1) Vice President (2 Year)
- 2) Vice President of Cultural Affairs (Currently 1 Year)
- 3) Secretary (2 Year)

GOALS MET

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

LAST NAME	FIRST NAME	FY23 C/F	JUL'23	AUG. '23	SEP. '23	OCT. '23	NOV. '23	DEC. '23	JAN. '24	FEB. '24	MAR. '24	APR. '24	MAY '24	JUN. '24	FY24 + C/F	GorG REQ	FY24 RMNG*	FY24 C/F	
Galasso	Steven	\$0		\$250											\$250	\$1,500	-\$1,250	-\$1,250	Casino Tix
Moceri	Danny	\$0													\$0	\$1,500	-\$1,500	-\$1,500	
Palestini	Lou	\$790													\$790	\$1,500	-\$710	-\$710	
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	\$118													\$118	\$1,500	-\$1,382	-\$1,382	
Cordileone	Joe	\$0		\$130											\$130	\$1,500	-\$1,370	-\$1,370	Casino Tix
Cresci	Dino	\$0		\$350											\$350	\$1,500	-\$1,150	-\$1,150	Aug. Fall Disp.
DeSpenza	Jim	\$930		\$700											\$1,630	\$1,500	\$130	\$130	Aug. Fall Disp.
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.
loeie	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	\$2,048	\$1,475												\$3,523	\$1,500	\$2,023	\$2,023	Jul. Marine Band Spon. & Food
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	
		\$0	\$1,475	\$3,380	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,855	\$37,500			

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												
Brunetto	Domenic	Property Director												
Busalacchi	Joey	Business Director	X											
Casemero	Annette	Property Director												
Cordileone	Joe	Community at Large												
Cresci	Dino	Property Director												
DeSpenza	Jim	Property Director												
Estevez	Clarissa	Property Director	U											
Galasso	Steven	1 - PRESIDENT												
Gerson	Lisa	Property Director												
Gustafson	Rich	Property Director												
loele	Pasquale	Property Director	X											
Keiller	Jeri	Property Director												
Moceri	Danny	2 - VICE PRESIDENT												
Núñez	Juan	Property Director	X											
Palestini	Lou	3 - V.P. OF CULT. AFF.												
Pecoraro	Jack	Property Director												
Rodger	David	Property Director												
Strauss Casey	Diana	Property Director												
Tabigue	Father Joseph	Property Director												
Thompson	Bryan	4 - TREASURER	X											
Vinci	Luke	5 - SECRETARY												
White	Catt	Community at Large												

- 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:	9/12/2023				
Accrual Basis Report - June 2023					
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE FISCAL YEAR</u>	<u>REVISED ANNUAL BUDGET (NET)</u>
SAN DIEGO CONTRACTS					
BID	130,587	132,213	-1,626	0	
MAD ₁	1,234,087	1,420,389	-186,302	-168,113	
PARKING METER ₂	747,998	747,974	24	0	
TOTAL	\$2,112,672	\$2,300,576	-\$187,904	-\$168,113	
1. Supplemental Maintenance program: FY net gain \$135,532. (Annual budget net income is \$85,780)					
2. Additional Parking Program operations: FY net income \$20,062. (Annual budget net income \$3,600)					
Programs and Operations: FY net income \$139,569. (Annual budget net income \$53,388) Included are the results for the Mercato. Mercato results -FY net income \$378,279, budgeted FY net income \$309,842.					
	Jun-23	Jun-22			
Total income for Little Italy Assn	\$3,954,346	\$3,691,935			
Total expense for Little Italy Assn	<u>\$3,859,111</u>	<u>\$3,367,458</u>			
Net income over expense	<u>\$95,235</u>	<u>\$324,477</u>			
Balance Sheet					
	6/30/2023	6/30/2022			
Checking	\$672,659	\$476,030			
Savings	93,120	276,587			
Fidelity Investments	106,000	0			
Accounts Receivable	152,570	368,420			
Other assets	263,124	118,682			
Total Assets	<u>\$1,287,473</u>	<u>\$1,239,719</u>			
Accounts Payable	\$47,522	\$24,391			
Advances	95,872	166,484			
Loans	148,475	148,475			
Equity	995,604	900,369			
Liabilities & Equity	<u>\$1,287,473</u>	<u>\$1,239,719</u>			

Stella Artois Activations

Fuse Events (FE)

Event (8/24/2023)

Venue	\$4,500
Hedge Wall	\$2,650
White Fence	\$4,940
Stage	\$650

Red Chair (Until End of 2023)

Rebrand	\$20,000
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Subtotal	\$32,740
FE Fee (25%)	\$8,185
Net	\$24,555

Mercato (M)

Farmers' Market

Booth Sponsor	\$5,000
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Buy One Contribution

92101 Buys (Max \$10,000)	\$10,000
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Subtotal	\$15,000
M Fee (50%)*	\$2,500
Net	\$12,500

TOTAL NET	\$37,055
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**50% of Booth Rental Only*



LIA Board Meeting PR Agenda Tuesday, September 12, 2023

PITCHING

Recap/Upcoming Focus

Trick-or-Treat on India St (Short Leads)
Casino di Piazza (Short Leads)

WRITING

Recap/Upcoming Focus

San Diego Downtown News September | September Happenings
San Diego Downtown News October | Holiday Season
Trick-or-Treat on India St (Short Leads)
Casino di Piazza (Short Leads)
Little Italy Tree Lighting & Christmas Village
Piazza Costanza

Social Media



Highlights / Recap

Gained 1,067 new followers on all platforms
Earned over 1.2M total impressions
Garnered over 24K total engagements
Promoted summer events
Casino di Piazza Facebook event page has 196 RSVPs

Upcoming

Creating original Reels / TikTok videos
Continue to promote upcoming events

Social Media Analytics (Last 30 days as of Aug 31)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	753	91858	3957	150842
 Little Italy	314	95728	19939	1004359

TikTok

Followers: **808** Likes: **1192**

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Aug 12, 2023 · Little Italy San Diego

Say 'Buongiorno' to the newest restaurant now open in #LittleItalyS...

📢 Reach	24,505
💬 Comments	11
❤️ Likes	1,017
📌 Saves	240
📊 Engagement	1,692
Engagement rate per reach	6.9%
Engagement rate per impression	6.4%



Aug 7, 2023 · Little Italy San Diego

#LittleItalySD is more than just a neighborhood – it's a way of life! ❤️...

📢 Reach	13,067
💬 Comments	17
❤️ Likes	763
📌 Saves	38
📊 Engagement	891
Engagement rate per reach	6.8%
Engagement rate per impression	6.6%



Aug 3, 2023 · Little Italy San Diego

Step into the heart of Little Italy and discover the magic of Piazza della...

📢 Reach	6,146
💬 Comments	8
❤️ Likes	470
📌 Saves	11
📊 Engagement	489
Engagement rate per reach	8%
Engagement rate per impression	7.4%

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Aug 23, 2023 · Little Italy

Ciao, Bella! 🍷👩🏻👩🏻👩🏻 Looking for the perfect girls' day destination?...

📢 Reach	14,267
👤 Engaged users	305
🖱️ Clicks	51
🖱️ Other clicks	86
Engagement rate per reach	2.1%
Engagement rate per impression	2.1%



Aug 15, 2023 · Little Italy

For 100 years, Our Lady of the Rosary Catholic Church has been the cente...

📢 Reach	13,006
👤 Engaged users	800
🖱️ Clicks	181
🖱️ Other clicks	227
Engagement rate per reach	6.2%
Engagement rate per impression	6%



Aug 10, 2023 · Little Italy

From bellissima piazzas to incredible restaurants, #LittleItalySD sets the...

📢 Reach	7,776
👤 Engaged users	165
🖱️ Clicks	62
🖱️ Other clicks	48
Engagement rate per reach	2.1%
Engagement rate per impression	2.1%

Christopher M. Gomez

From: Hannah Plackowski <hplackowski@padres.com>
Sent: Wednesday, August 16, 2023 10:35 AM
To: Christopher M. Gomez
Subject: Italian Heritage Night - Fundraiser Check Requests

Hi Chris!

I hope you are doing well and having a great summer!

Italian heritage night was a huge success! In total it raised \$2,643. We are currently working on fundraiser check requests. Please fill in the name of the group that should be receiving the check and make sure they have submitted their W-9 through the Click-Up link – <https://forms.clickup.com/f/864m3-8660/XWTA00962DTA27IO2Y>

Let me know if you have any questions.

Best,
Hannah

Hannah Plackowski

Account Executive, Group Tickets & Hospitality

San Diego Padres

Petco Park | 100 Park Blvd | San Diego, CA 92101

T 619.795.5002

padres.com/tickets | twitter.com/padres

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Our full privacy policy is available at padres.com/privacy

Casino di Piazza

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

INCOME

Presenting Sponsor			
Event Sponsors	1	\$1,000	\$1,000
Table Sponsors		\$500	\$0
Comp Tickets	14	\$0	\$0
Early Bird VIP Ticket Sales	12	\$110	\$1,320
Early Bird General Ticket Sales	29	\$50	\$1,450
VIP Ticket Sales	17	\$125	\$2,125
General Ticket Sales	41	\$65	\$2,665
Day-Of VIP Ticket Sales	0	\$135	\$0
Day-Of General Ticket Sales	0	\$75	\$0
Additional Casino Chips Buy-In	0	\$50	\$0
Additional Cocktail Ticket(s)	0	\$5	\$0
Total	99		\$7,560
Break Even	201		

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	\$500	
	Entertainment	Soo Sings	\$500
		Raphael Bautista	\$600
Serenade Events		\$700	
Food & Beverage	Grain & Grit	\$5,049	
	Chef Giselle Aguirre	\$3,750	
	Various Restaurants	\$0	
	Nick Zawadzki	\$750	
	Little Italy Market	\$1,244	
Photography/Promotion	Paul Nestor	\$500	
	T's & Signs		
Centerpieces			
Volunteers			
Ipads			
Total		\$19,183	
NET		(\$11,623)	

2023

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



CASINO DI PIAZZA

LOCATION // Piazza della Famiglia between India & Columbia Streets

DATE // Friday, September 15, 2023

TIME // 7:00pm – 11:00pm

The Little Italy Association invites you to join us as we transform the Piazza della Famiglia into an exquisite Italian garden casino experience for this year's 2nd Annual Casino di Piazza on Friday, September 15th from 7:00pm to 11:00pm.

In partnership with Vici Luxury Rentals, the evening will feature craft cocktails, light hors d'oeuvres, live music, Blackjack, Craps and Roulette under the stars. Dress to impress in your very best cocktail or black-tie attire as you enjoy every detail carefully curated to give guests the most authentic Italian garden casino experience. Upon arrival guests will be transported to the beautiful, manicured gardens of Milan with the beautiful greenery lined walls and classic Italian statues set in the heart of the Piazza della Famiglia.

Casino di Piazza has two admission opportunities including General (\$65) and VIP (\$125). Both admission opportunities come with casino chips, cocktail(s), and light hors d'oeuvres. Guests will be able to use their winnings to receive raffle tickets that allow them to enter various prize package raffles.

By joining us as a sponsor, you will insure the success of this event and help to raise even more funds to support the on-going beautification and maintenance of the Piazza della Famiglia in the heart of Little Italy.

SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$10,000**
Platinum Level + "Presenting" sponsorship and 10 complimentary VIP tickets.
- **Platinum Level / \$5,000**
Gold Level + Mention on TV spots and social media, logo on gambling table and 4 complimentary VIP tickets.
- **Gold Level / \$2,500**
Silver Level + logo on marketing materials.
- **Silver Level / \$1,000**
Logo on website with hyperlink.



Casino di Piazza Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$10,000**
Platinum Level + "Presenting" sponsorship and 10 complimentary VIP tickets.
- Platinum Level / \$5,000**
Gold Level + Mention on TV spots and social media, logo on gambling table and 4 complimentary VIP tickets.
- Gold Level / \$2,500**
Silver Level + logo on marketing materials.
- Silver 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.



Piazza Costanza Profit & Loss Report

As of 9/8/2023

EXPENSE

Vendor	Item	Cost	
Gregory Reade	Bronze Life-Size Statue	\$17,500.00	Ordered
QCP Corp	Custom Monument & Planters	\$80,974.15	Ordered
FermobUSA	5 Tables & 20 Chairs (+ 5 Reserve Set)	\$23,702.80	Ordered
MJJ Sales	5 Umbrellas (+5 Reserve Units)	\$3,110.25	Ordered
T's & Signs	10 Umbrellas Silk-Screened (4 Panels)	\$652.50	Ordered
Planter's Unlimited	16 Hanging Baskets	\$1,437.84	Ordered
Olive Public Relations	Public Relations	\$500.00	
TBD	Dedication Photography	\$500.00	
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	\$32,029.91	

PROJECT TOTAL	\$187,179.45
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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
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INCOME

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

INCOME TOTAL	\$193,000.00
VARIANCE	\$5,820.55

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

Term: 2023-2024

Board Member: _____

Month: _____

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

Staff Review: _____

Date: _____