



## Little Italy Association of San Diego - Board of Directors Meeting

Tuesday, September 14, 2021 at 8:30 am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/81754825757>

or call 1-669-900-6833 / Meeting ID: 817 5482 5757 / Password: 3898

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

### AGENDA

#### 1) Zoom Meeting Protocol & Introductions / Steve Galasso, President

All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.

#### 2) Minutes of the August 3, 2021 Board Meeting

*Action Item*

#### 3) Non-Agenda: Public Comment & Announcements

#### 4) Committee Reports

##### Organization Committee / Steve Galasso

##### a. Nominations Task Force Board Recommendations

i. Approval of Business Owner Directors

*Action Item*

ii. Approval of Property Owner Directors

*Action Item*

iii. 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. Cultivate New Board Members & Officers

##### d. Bylaws Task Force to Bring Changes to Next Board Meeting

##### e. Sexual Harassment & Diversity/Inclusivity Training Requirement

##### f. Get-or-Give – Self Reporting Reminder

##### g. Next Meeting: Thursday September 23, 2021 at 9:00am

Visit: <https://us02web.zoom.us/j/82660104048> or

Call: 1-669-900-6833 / Meeting ID: 872 5540 4014

Password: 3898

##### Finance Committee / Bryan Thompson

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

*Action Item*

##### b. Next Meeting: Thursday, October 7, 2021 at 9:00am

Visit: <https://us02web.zoom.us/j/81030117502> or

Call: 1-669-900-6833 / Meeting ID: 810 3011 7502

Password: 3898

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

##### a. Olive Creative Strategies Report

##### b. Little Italy Mercato – Saturdays & Wednesdays / Catt White

##### c. Consulado de Mexico: El Grito Celebration – 9/15

##### d. Vici Luxury Rentals Casino Night – 9/17 / Davis Newton

##### e. Coach Rob Book Signing & Meet-and-Greet – 9/25

- f. Little Italy Urban Challenge – 9/26
- g. MissionFed ArtWalk – 10/2 & 3 / Sandi Cottrell
- h. Trick-or-Treat on India Street – TBD
- i. Fall Displays Go Out – End of Sept.
- j. Next Meeting: Friday, October 1, 2021 at 9:00am  
Visit: <https://us02web.zoom.us/j/83003333549> or  
Call: 1-669-900-6833 / Meeting ID: 830 0333 3549  
Password: 3898

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. Off-Duty Officers – Update
- b. Rescue Mission Unhoused Citizens Program – Update
- c. Civil Restraining Orders – Update

Parking & Mobility Committee / Luke Vinci

- a. Bollard Program – Update
- b. Columbia & Remaining Streets Parking Conversions – Update

Project Review / Marco Li Mandri:

- a. 929 W. Grape Street Project – Update

**5) Community Reports**

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

**6) CLOSED SESSION: BOARD MEMBERS & STAFF TO GO INTO CLOSED SESSION TO DISCUSS LEASE NEGOTIATIONS, STAFF PERFORMANCE REVIEW, & PENDING LAWSUITS. GENERAL PUBLIC WILL BE EXCUSED FOR DURATION OF CLOSED SESSION. ANY DECISIONS MADE WILL BE REPORTED AFTER CLOSED SESSION.**

- a. Existing Office Lease Negotiations – New Lease Effective 9/1/21 *Action Item*
- b. NCA Performance & Supplemental Compensations per Contract *Action Item*
- c. Pending Lawsuit – Update
- d. Pending Trip & Fall Lawsuit – Update

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

- 8) Next Meeting:** Tuesday, October 5, 2021 at 8:30am  
Visit: <https://us02web.zoom.us/j/81754825757> or  
Call: 1-669-900-6833 / Meeting ID: 817 5482 5757  
Password: 3898

**9) Adjournment**

*Action Item*

**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. **FACE COVERING REQUIREMENTS:** [New guidance regarding face coverings were released on July 27th](#) due to the Delta variant and increased cases in San Diego. "The County is following the Centers for Disease Control and Prevention's guidance that recommends everyone wear a face covering in indoor public settings, whether you've been vaccinated or not."



**Little Italy Association of San Diego - Board of Directors Meeting**  
**Tuesday, August 3, 2021 at 8:30 am**  
**Zoom Virtual Meeting: <https://us02web.zoom.us/j/89445467783>**  
**or call 1-669-900-6833/Meeting ID: 894 4546 7783/Password: 3898**

**CLOSED SESSION TO DISCUSS LIA STAFF SETTLEMENT & LEASE NEGOTIATIONS  
ON ITEM 6**

**PRESENT** Steve Galasso, Danny Mocer, Lou Palestini, Bryan Thompson, Frank Stiriti, Joe Cordileone, Perry Meyer, Ryan Blum, Domenic Brunetto, Luke Vinci, Jeri Keiller, Catt White, Jim DeSpenza, Lee Scrivner, Annette Casemero, Davis Newton, Sandi Cottrell, Diana Casey, Rich Gustafson, Joey Busalacchi, Jocelyn Marcus

**EXCUSED** Melanie Dellas, Dino Cresci, Pasquale Ioele, Jack Pecoraro, Charlie Coradino

**ABSENT** Juan Nunez, Father Joe Tabigue, Tom Zolezzi

**GUESTS** Susan Ranft, Kathi Meyer, Vito Altieri, Officer Larry Turner, Marsha Lyon, Kohta Zaiser, Carolina Chavez, Michael Sabella, Caller (2553), Caller (????)

**STAFF** Marco Li Mandri, Chris Gomez, Dianne Serna De Leon, Rosie DeLuca, Dominic Li Mandri, Jenn von Stauffenberg, Larisa Medina, Alicia Douglas

**MINUTES**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 a.m. by the Chief Executive Administrator, Marco Li Mandri. Chris Gomez reviewed the Zoom meeting etiquette.	No action taken
2. Review of July 13, 2021, Board Minutes	Minutes from July 13, 2021 were reviewed.	Lou Palestini moved to accept the Board Minutes. Frank Stiriti seconded the motion. Unanimously approved.

3. Non-Agenda: Public Comment, Introductions and Announcements	3. Nothing to report.	3. No action taken
4. Committee Reports <i>Org Committee:</i> <i>Steve Galasso;</i> <ul style="list-style-type: none"> <li>a. Nominations -Forms Available &amp; Postcards Being Mailed Out</li> <li>b. Get-or-Give Self Reporting Reminder</li> <li>c. Committee Sign-Up- Doodle Poll</li> <li>d. Governor's Response to CA Building Code Extension Petition re: Parklet Roofs</li> <li>e. Next Meeting</li> </ul>	4.a. Chris Gomez announced that The Board of Directors Nomination forms are available, and postcards have been mailed out. The Board of Directors Applications will be due 08/20/2021. The Nominations Task Force will review all new and existing candidates.  4.b. Chris Gomez stated that the Get or Give self-reporting form is included in the Board packet.  4.c. Chris Gomez reported that Board members need to sign-up for at least one committee to serve on.  4.d. Marco Li Mandri gave an update on the Governor's response regarding the building code extension. A copy of the petition is included in the Board packet on pages 12 & 13. Unfortunately, the Governor's office did not accept the petition to extend parklet roofs and stated that it was a local enforcement issue. The City of San Diego disagrees with that  4.e. Next Meeting will be on Thursday, August 12, 2021, at 9:00a.m. Visit: <a href="https://us02web.zoom//844816686630">https://us02web.zoom//844816686630</a> or Call: 1-669-900-6833/Meeting ID: 844 8166 8630 Password: 3898	4.a. No action taken  4.b. No action taken  4.c. No action taken  4.d. No action taken  4.e. No action taken
<i>Finance Committee:</i> <i>Bryan Thompson;</i> <ul style="list-style-type: none"> <li>a. YTD Financial Report/Jeri Keiller &amp;</li> </ul>	4.a. Jeri Keiller reported on the YTD financials.	4.a. Luke Vinci moved to accept the YTD Financial

Bryan Thompson		Report. Bryan Thompson seconded the motion. Unanimously approved. Jeri Keiller abstained.
b. Piazza della Famiglia Sand Replacement	4.b. Chris Gomez reported that it will cost \$8,500 to replace the sand and seal the pavers at PdF. The Finance committee recommends that LIA should move forward and pay the total amount of \$8,500, the total cost will then be split between LIA, Food Hall & Fenton. LIA's portion will not exceed \$3,000.	4.b. Jeri Keiller moved to authorize LIA to pay the initial \$8,500, but not to exceed \$3,000 in the split. Perry Meyer seconded the motion. Unanimously approved.
c. Rescue Mission Proposal for Unhouse Supportive Services	4.c. Marco Li Mandri reported that the \$35,000 County Grant should cover Option 1 of the Rescue Mission Proposal for 6 months of service. The agreement is included on pages 18 and 19 of the Board packet.	4.c. Ryan Blum moved to endorse the contract with the Rescue Mission. Steve Galasso seconded the motion. Unanimously approved.
d. Off-Duty Officers Proposal for Enhanced Security -Fri. & Sat.	4.d. Marco Li Mandri reported on the Off-Duty Officers (ODO's) proposal. Beginning sometime in September we will begin a -2-month trial with two off-duty officers in Little Italy. The monthly cost for the ODO's will be \$7,200. The proposal can be found on pages 20-22 of the Board Packet.	4.d. Danny Mocerri moved to endorse the agreement with the ODO's. Frank Stiriti seconded the motion. Unanimously approved.
e. AARP Community Challenge Grant	4.e. Chris Gomez reported that LIA was not a recipient of the \$125,000 AARP Community Challenge Grant that was applied for.  Marco Li Mandri thanked Chris Gomez for taking the initiative to write this grant.	4.e. No action taken
f. NCA Annual Review &	4.f. Chris Gomez reported that the NCA review has been partially completed. Supplemental	4.f. No action taken

Accomplishments	compensation will be discussed at the next Finance meeting, and then will be brought back to the Board in September.	
g. Next Meeting:	Next Org Meeting will be held on Thursday, September 2, 2021, at 9:00a.m. Visit <a href="https://us02web.zoom.us/j/84481668630">https://us02web.zoom.us/j/84481668630</a> Or call: 1-669-900-6833/Meeting ID: 844 8166 8630 Password: 3898	4.g. No action taken
Committee Reports <i>DISI Committee:</i> <i>Perry Meyer</i>		
a. Olive Creative Strategies	4.a. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media Activities.	4.a. No action taken
b. Little Italy Mercato- Catt White	4.b. Catt White reported on current Mercato activities.	4.b. No action taken
c. Marine Band San Diego Summer Concert- Wrap -up	4.c. Chris Gomez reported that the Marine Band Summer concert had a great turnout. Chris thanked the Board members that helped underwrite the event.  Lou Palestini thanked Chris Gomez for putting together the event. He then asked if we could have the microphone replaced.	4.c. No action taken
d. ArtWalk (Summer Series & Mission Fed) Various Dates & 10/2 & 3	4.d. Sandi Cottrell reported that the ArtWalk Summer Series will take place on various dates, and that the Mission Fed ArtWalk will take place in Little Italy on October 2 <sup>nd</sup> and 3 <sup>rd</sup> , 2021.	4.d. No action taken
e. Little Italy Summer Festival- Every Saturday 7/17-9/18	4.e. Chris Gomez reported that the Little Italy Summer Film Festival will run from July 17, 2021, through September 18, 2021.	4.e. No action taken
f. San Diego	4.f. Chris Gomez reported that the San Diego	4.f. No action

<p>Padres Heritage Night- August 6<sup>th</sup> -8<sup>th</sup></p> <p>g. Next Meeting:</p>	<p>Padres Heritage Nights will take place on August 6<sup>th</sup> – 8<sup>th</sup> against the Arizona Diamondbacks. Each ticket purchased will include a commemorative Padres hat designed by Chris Gomez. A portion of the ticket sales will go toward the ICC and Convivio.</p> <p>4.g. Next Meeting of the DISI Committee will be on Friday, August 6, 2021, at 9:00a.m. Visit <a href="https://us02web.zoom.us/j/84295710194">https://us02web.zoom.us/j/84295710194</a> or call: 1-669-900-6833/ Meeting ID: 842 9571 0194 Password: 3898</p>	<p>taken</p> <p>4.g. No action taken</p>
<p>Neighborhood Advisory Committee (NAC)- <i>Jeri Keiller</i></p> <p>a. Schedule Regular Monthly Meetings</p> <p>b. Civil Restraining Orders- Update</p> <p>c. Sidewalk Vending Ordinance</p>	<p>4.a. Chris Gomez reported that the NAC will begin holding monthly meetings, probably in September.</p> <p>4.b. Nothing to report.</p> <p>4.c. Marco Li Mandri stated that the sidewalk vending ordinance needs to be adopted by city council.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p><i>Parking &amp; Mobility Committee: Luke Vinci</i></p> <p>a. FY22 Budget- Update</p> <p>b. Bollard Program</p>	<p>4.a. Chris Gomez reported that the FY22 Parking District Budgets were approved by City Council. Chris thanked Councilmember Whitburn for his support in moving the Parking District contracts forward. We are working with City staff to revise our budget to incorporate the Off-Duty Officers, as well as the Rescue Mission.</p> <p>4.b. Chris Gomez reported that there is no update on the Bollard Program.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>

Project Review/Marco Li Mandri  a. Traffic Impact on India & W. Beech (Asaro Project)	4.a. Chris Gomez reported that the Project Review Task Force met to discuss the traffic impact on India & W. Beech. Chris, Marco, Susan, Jeri, Ryan and Arsulan Tafazoli met with the developers. There will be six parking spaces lost in front of Piazza Bellagio; however, those spaces will be relocated to the front of Craft and Commerce.	4.a. No action taken.
5. Community Reports	5. Officer Turner reported that SDPD is increasing officers in Downtown and Gaslamp. Officer Turner gave an update on Chad Daniels; he stated that Chad is currently incarcerated.	5. No action taken.
6. CLOSED SESSION	6. The Board went into a closed session.  6.a. Potential Lawsuit Update  6.b. Lease Negotiations Update	6.a. No action taken.  6.b. No action taken.
7. Reopen Meeting to Report to Public: Update on Little Italy Association's decision, if any, on Closed Session items.	7. The Board returned to open session. Marco Li Mandri stated the closed session items were just informational and no action was taken.	7. No action taken.
8. Next Meeting:	8. The next meeting will be on Tuesday, September 14, 2021, at 8:30 a.m. Visit: <a href="https://us02web.zoom.us/j/81754825757">https://us02web.zoom.us/j/81754825757</a> or call: 1-669-900-6833/Meeting ID: 817 5482 5757 Password: 3898	8. No action taken.
9. Adjournment	9. Meeting Adjourned.	9. Danny Moceri moved to adjourn the Board Meeting. Bryan seconded the motion. Unanimously approved.





**RECOMMENDATIONS FROM NOMINATIONS TASK FORCE  
FOR 2021-2022/2023 BOARD SLATE  
Recommended on Friday, September 3, 2021**

**New Submissions for Consideration:** No Response from Public Solicitation

**Per our Bylaws:**

- Allowed up to 35 Members.
- 60% of the overall Board, must be Property Owners or Representative Property Owners.

**2021-2023 Roster:**

- Business Directors: 4
- Property Directors: 9

**2021-2022 Roster:**

- Community-at-Large Directors: 5
- Residential Tenant Representative: 0

**TWO-YEAR TERMS:**

**Business Directors (4 Recommended):**

1. Steven Galasso
2. Jocelyn Marcus
3. Perry Meyer
4. Tom Zolezzi

**Property Owner Directors (9 Recommended):**

1. Domenic Brunetto
2. Charlie Coradino
3. Dino Cresci
4. Jim DeSpenza
5. Pasquale Ioele
6. Jeri Keiller
7. Juan Nunez
8. Lee Scrivner
9. Diana Casey

**ONE-YEAR TERM:**

**Community-at-Large Representatives (6 Recommended):**

1. Joe Cordileone
2. Melanie Dellas

**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](mailto:mail@littleitalysd.com) ■ Website: [www.littleitalysd.com](http://www.littleitalysd.com)  
Facebook / Twitter / Instagram / Pinterest: [LittleItalySD](#) ■ [#LittleItalySD](#)

3. Lou Palestini
4. Frank Stiriti
5. Catt White

**Residential Tenant Representatives (0 Recommended)**

**Total of Recommended 2021-2022/2023 Board Members: 18**

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**Officer Seats Up for Consideration – Term 2021-2022/2023**

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)

## 11

<b>BOARD MEETING DATE:</b>		<b>9/14/2021</b>				
<b>Accrual Basis Report through July 2021</b>						
The budgets are currently being revised based on new rental expense and other revisions.						
		<u><b>INCOME YTD</b></u>	<u><b>EXPENSE YTD</b></u>	<u><b>DIFFERENCE YTD</b></u>	<u><b>YTD BUDGET (NET)</b></u>	<u><b>ANNUAL BUDGET (NET)</b></u>
<b>SAN DIEGO CONTRACTS</b>						
	<b>BID</b>	15,506	11,396	4,110	90	0
	<b>MAD<sub>1</sub></b>	95,363	105,609	-10,246	-12,872	-161,857
	<b>PARKING METER<sub>2</sub></b>	37,916	37,916	0	1,957	0
	<b>TOTAL</b>	\$148,785	\$154,921	-6,136	-\$10,825	-\$161,857
1. Supplemental Maintenance program: July net gain \$9,951. (Budget net gain for July is \$7,754. Annual budget net income is \$80,050)						
2. Additional Parking Program operations: July net income \$13,094. (Budget net income for July is 9,417. Annual net income \$440)						
Programs and Operations: July net loss \$-40,356. (Budget net loss is -\$43,935. Annual budget net income is \$205,353)						
		<b>Jul-21</b>				
<b>Total income for Little Italy Assn</b>		\$296,557				
<b>Total expense for Little Italy Assn</b>		<u>\$324,308</u>				
<b>Net expense over income</b>		<u><u>-\$27,751</u></u>				
<b>Balance Sheet</b>						
	<b>7/31/2021</b>	<b>7/31/2020</b>				
<b>Checking and Savings</b>	942,668	590,065				
<b>Accounts Receivable</b>	168,685	332,497				
<b>Other assets</b>	131,818	161,307				
<b>Total Assets</b>	<u>1,243,171</u>	<u>1,083,869</u>				
<b>Accounts Payable</b>	33,706	4,920				
<b>Advances</b>	208,810					
<b>Loans</b>	431,861	284,756				
<b>Equity</b>	568,794	529,426				
<b>Liabilities &amp; Equity</b>	<u>1,243,171</u>	<u>819,102</u>				



## LIA Board Meeting PR Agenda

Tuesday, September 14, 2021

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### PITCHING

#### Recap

- Summer Events in Little Italy Roundup
- Host Your Next Event at Piazza della Famiglia

#### Current/Upcoming Focus

- Summer Events in Little Italy Roundup
- State of the Neighborhood (Long Leads)
- Trick-or-Treat on India (Long Leads)
- Tree Lighting & Christmas Villages (Long Leads)

### BLOGS

#### Recap

- Summer of Lemons | Why Lemons Are the Must-Have Ingredient in Any Italian Kitchen
- A Slice of Sicily

#### Upcoming

- The History of Italian Heritage Month & How to Celebrate in Little Italy
- Celebrate Mexican Independence Day in Little Italy

### Social Media Statistics: July 23 - August 23

- **Facebook**
  - Fans: 90,434 (+648)
  - Impressions: 1,903,820
  - Engagements: 95,194 (Up 11.7%)
- **Twitter**
  - Followers: 8,588 (+15)
  - Impressions: 17,695
  - Engagements: 490
- **Instagram**
  - Followers: 83,069 (+695)
  - Impressions: 379,265
  - Engagements: 13,857



## Highlights

- Broke 83K on Instagram
- Across all platforms, the engagement rate per impression is 4.8%, up 25.1%
- Garnered 2.3M impressions across all platforms
- Earned over 109K engagements across all platforms, up 5.6%
- Garnered 1,358 new followers across all platforms
- Total paid impressions at **92,549** at CPM of \$2.77
- Total paid engagements at **3,681** at CPE 7 cents
- Total paid clicks **3,672** at CPC 7 cents
- Little Italy Summer Film Festival FB Events, 1,161 people interested



## Upcoming

- ArtWalk Little Italy Summer Series
- Little Italy Summer Film Festival
- Continue to promote take-out, dining out at Little Italy restaurants and supporting small businesses through the year
- Share bi-weekly Italian-American Heritage posts
- Continue to share new state and county mandates
- Continue to post on safety measures
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media



## Facebook Top Performing Posts:

Facebook Post 1	
 <b>Little Italy</b> Thu 8/12/2021 8:16 pm PDT	
Little Italy is always shining bright, even in the still of night. #LittleItalySD 🇮🇹 @jonzimmerly	
	
<b>Total Engagements</b>	<b>1,544</b>
Reactions	819
Comments	47
Shares	59
Post Link Clicks	—
Other Post Clicks	619







  

Facebook Post 2	
 <b>Little Italy</b> Thu 8/5/2021 3:16 pm PDT	
The Summer is flying by! We hope you are taking time to enjoy all the little things, Amici. #LittleItalySD 🇮🇹 @ilovesandiego.co	
	
<b>Total Engagements</b>	<b>470</b>
Reactions	348
Comments	7
Shares	22
Post Link Clicks	—
Other Post Clicks	93

Facebook Post 3	
 <b>Little Italy</b> Mon 8/9/2021 7:00 pm PDT	
Buona Notte, Little Italy. 🌙 #LittleItalySD 🇮🇹 @authenticluxurytravel	
	
<b>Total Engagements</b>	<b>347</b>
Reactions	248
Comments	7
Shares	16
Post Link Clicks	—
Other Post Clicks	76

## Instagram Top Performing Posts:

<div> <div>  <div> <div>littleitalysd</div> <div>Thu 8/12/2021 8:16 pm PDT</div> </div> </div> <div> <p>Little Italy is always shining bright, even in the still of night. #LittleItalySD 🇺🇸: @jonzimmerly</p>  </div> <div> <div>Total Engagements2,630</div> <div>Likes2,537</div> <div>Comments37</div> <div>Saves56</div> </div> </div>	<div> <div>  <div> <div>littleitalysd</div> <div>Sat 8/21/2021 8:00 am PDT</div> </div> </div> <div> <p>It's Saturday which means the @littleitalymercato has arrived! Stop by between 8am to 2pm and enjoy some tasty</p>  </div> <div> <div>Total Engagements1,245</div> <div>Likes1,194</div> <div>Comments28</div> <div>Saves23</div> </div> </div>	<div> <div> <div>L</div> <div>  <div> <div>littleitalysd</div> <div>Mon 8/9/2021 7:00 pm PDT</div> </div> </div> <div> <p>Buona Notte, Little Italy. 🌙 #LittleItalySD 🇺🇸: @authenticluxurytravel</p>  </div> <div> <div>Total Engagements1,109</div> <div>Likes1,086</div> <div>Comments12</div> <div>Saves11</div> </div> </div> </div>
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## Twitter Top Performing Posts:

LITTLE ITALY

LittleItalySD

Fri 8/13/2021 3:16 am UTC

Little Italy is always shining bright, even in the still of night. #LittleItalySD 🇺🇸: @jonzimmerly




Total Engagements	55
Likes	13
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	41
Other Engagements	0

LITTLE ITALY

LittleItalySD

Tue 8/10/2021 2:00 am UTC

Buona Notte, Little Italy. 🌙 #LittleItalySD 🇺🇸: @authenticluxurytravel




Total Engagements	37
Likes	18
@Replies	0
Retweets	0
Post Link Clicks	—
Other Post Clicks	19
Other Engagements	0

L

LittleItalySD

Tue 8/3/2021 1:09 am UTC

🇺🇸 It's National Farmers' Market Week and what better way to celebrate than to bring back the The Little Italy Wednesday Mercat



Total Engagements	31
Likes	11
@Replies	0
Retweets	2
Post Link Clicks	1
Other Post Clicks	17
Other Engagements	0

## STREET CLOSURE DATES & TIMES

**Thurs. 9/30 @ 7am - Mon. 10/4 @ 11am:**  
 W. Fir from Kettner to India  
 W. Date from Columbia to State  
 W. Cedar from Kettner to India  
 W. Beech from Kettner to Columbia

**Fri. 10/1 @ 7am - Mon. 10/4 @ 3pm:**  
 W. Cedar from India to Columbia

**Fri. 10/1 @ 7am - Sun. 10/3 @ 11:59pm:**  
 W. Fir from India to Columbia  
 W. Date from Kettner to India  
 W. Date from State to Union  
 W. Cedar from Columbia to State  
 W. Beech from Columbia to State

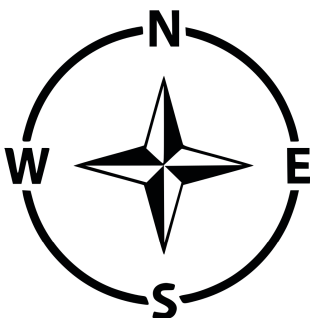
**Fri. 10/1 @ 9pm - Sun. 10/3 @ 11:59pm:**  
 India St. from W. Grape to W. Ash  
 Fir St. from Columbia to State

## LITTLE ITALY MERCATO (SEPARATE EVENT)

**Sat. 10/2 from 5:30am - 4:00pm**  
 W. Beech from State to Front  
 W. Cedar from State to Front

## LEGEND

-  ArtWalk Booths
-  Driveway Access (One-way Street)
-  Driveway Access (Two-way Street)
-  Handicap Parking Only
-  Hard Street Closure
-  Public Parking
-  Rideshare Pickup/Drop-Off



## MISSION FED ARTWALK 2021 NEIGHBORHOOD SITE PLAN

**Saturday, Oct. 2 - Sunday, Oct. 3**  
**11:00am - 6:00pm**





# LITTLE ITALY Fall Display

Over the past several years, the Little Italy Association has created and implemented a creative seasonal display program to decorate the corners on India Street from W. Ash to W. Kalmia Streets and Kettner Boulevard from W. Fir to W. Kalmia Streets to celebrate the coming of Fall.

Last year, staff created a new design to limit the footprint of the display to a wine barrel and focused on minimizing future costs by a mix of faux decor and real seasonal plants with a whimsical feel.

Little Italy's seasonal displays draw hundreds of Little Italy visitors and resident to them for great photo opportunities. This is just one of the many ways that we set our neighborhood apart from the rest of San Diego. This year the Fall Displays will be on display from September 27th to November 29th.

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

If you are interested, please fill out the form below and email to [chris@littleitalysd.com](mailto:chris@littleitalysd.com).

Thank you for your time, consideration, and support,



Steven J. Galasso

President

Little Italy Association of San Diego



I, \_\_\_\_\_, hereby agree to sponsor a Fall Display for \$350.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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



# New York Cracks Down on Street Vending, a Lifeline for Thousands

By ANNIE CORREAL

Like thousands of New Yorkers, Lucio González lost his job in the pandemic. As an undocumented immigrant, he did not qualify for unemployment benefits or stimulus checks, so he began selling beef barbacoa tacos on Fordham Road in the Bronx.

His work was unsanctioned: The city places strict limits on street vending. But the authorities had eased up on enforcement while the city was shut down, and Mr. González, 54, has eked out a living, one \$3 taco at a time. Vendors in similar straits now line busy strips all over the city, filling its parks, plazas and boardwalks, weaving through traffic with coolers, and selling whatever they can — bottled water and mangoes, air-conditioners and knockoff sneakers.

The hustle has been a lifeline for thousands, many of them immigrants, but it has also drawn complaints. In recent weeks, as New York tries to embark on its recovery, city inspectors have been out in force, accompanied by police officers, handing out hefty fines and telling people to pack up their wares.

The crackdown on vendors coincides with an aggressive campaign to clean up the homeless encampments that proliferated during the pandemic, as the city tries to promote business and lure back tourists.

Mr. González was hit this summer with more than \$2,000 in fines for violations including operating without a food-vending permit and being stationed too close to a storefront. “They’re not letting us work anymore,” he said in Spanish.

A spokeswoman for the city’s Department of Consumer and Worker Protection, which took over inspecting duties from the police this year, said the enforcement effort was a response to a surge in complaints. The spokeswoman, Abigail Lootens, said the city had focused on “problematic” areas, including Fordham Road in the Bronx and Main Street in Flushing, Queens.

The complaints, she said, have come from business owners, Business Improvement Districts, elected officials and others, who point to street congestion, noise and the unfair competition the vendors pose to brick-and-mortar businesses and to licensed vendors.

The new vendors say they understand the city has an obligation to maintain order, but they have nowhere else to turn. José Luis Martínez said he lost his job as a dessert chef at a restaurant near

Anjali Tsui contributed reporting.



Lucio González, above, started serving tacos in the Bronx after he lost a restaurant job in the pandemic. Vendors in Coney Island, right, say the Parks Department is out in force this summer.

Columbia University in Manhattan at the outset of the pandemic, and it had been impossible to find another job, because of his immigration status. He had continued selling shaved ice on Fordham Road even after a sweep there in July — which he managed to evade — because of his four children, he said.

“They’re your engine, what makes you go out and run the risk,” said Mr. Martínez, 38, as two of his children, Citlali, 12, and Erick, 9, sat in the shade of his umbrella. It is not uncommon to see vendors with their children; many cannot afford child care.

Business owners say they are sympathetic to the vendors’ plight, but that they too are struggling to recover from the pandemic. “Business was slow,” said Ash Saadi, a longtime employee at Wireless 300, a tiny cellphone accessory shop on Fordham Road. “And then this.”

He went on: “They sell everything we’ve got — skin protectors, iPad cases, chargers — everything.” Mr. Saadi, 32, said he had complained about the vendors using the city’s 311 hotline.

There is no official data on the number of street vendors at work

in the city. The number of general-vending licenses is capped at 853 and the number of citywide food vendor permits at 2,900 — but in actuality more than 10,000 people may make a living selling merchandise or food on the city’s streets, according to the Street Vendor Project, an advocacy group that is part of the Urban Justice Center. The majority are immigrants and people of color, veterans and the disabled.

Carina Kaufman-Gutierrez, deputy director of the Street Vendor Project, said that the city’s decision to turn over enforcement to a civilian agency had represented a “huge step” toward decriminalizing vendors — who in the past had their goods confiscated by the police, and were even arrested for selling churros. Still, she said, the recent crackdown was a missed opportunity to fuel the city’s economic recovery from the ground up.

“Street vendors are the smallest businesses,” Ms. Kaufman-Gutierrez said. “They should be given education and opportunities to formalize their businesses instead of punitive fines.” Street vendors, she said, “are the city’s original outdoor dining.”



Advocates for the vendors said sending the police out with city inspectors was unnecessarily intimidating for vendors, many of whom are not legal residents or citizens. In late July, several organizations sent a letter signed by a number of state lawmakers and City Council members calling on Mayor Bill de Blasio to remove the police from street-vending enforcement. Ms. Lootens, the city spokeswoman, said only police officers can compel vendors to show identification, which is needed to issue tickets.

Yuan Wenbin was among the vendors fined and made to pack up their stalls in a sweep on Flush-

ing’s Main Street in late July. Mr. Yuan, 49, had been selling hats in Flushing, one of the city’s largest Chinatowns, to support his wife and 9-year-old child after the factory where he worked closed because of the pandemic.

“It’s a rough situation,” Mr. Yuan said as he crammed hats into boxes late last month. “There’s no way to make a living.”

It remains unclear whether ramped-up enforcement will work. A week after the authorities had cleared Main Street — where dozens of vendors had been hawking hats and scarves, kitchen supplies and tools, toys and painted vases — the strip was all but

empty. The few vendors who remained wore their licenses displayed prominently on lanyards around their necks.

But in the Bronx, some vendors began to return to Fordham Road mere days after a sweep that began in late July. Mr. González, the taco vendor, was among them, stationed in his usual spot outside a discount store. He had returned not to snub his nose at the authorities, he said, but simply because he had no other way to pay off his fines.

In the city’s parks and boardwalks, where the Parks Department is in charge of regulating vendors, similar dynamics are playing out.

Parks officers have begun to regularly patrol the Coney Island boardwalk in recent weeks, according to several vendors. When they appear, on foot and riding all-terrain vehicles, vendors run, said a 60-year-old Ecuadorean woman who has been selling water there. She had fled an outbreak of the coronavirus in her home country of Ecuador, and had come to New York to get the vaccine several months ago, she said. By selling water, she earned enough to eat every day — about \$40.

Vendors have other strategies to avoid fines, several said, from not staying in one place long enough to attract attention to paying a military veteran to team up. There is no cap on the number of general-vending licenses available to certain veterans or their surviving spouses.

“I’m riding around, and if I feel a vibe, I’ll stop,” said Nina Williams, 54, who said she was a nurse in Hackensack, N.J., until the pandemic forced her to stay home to protect her family’s health. Since then, she has been driving in from New Jersey to sell incense, soap and scented oil, rotating from spots on Fordham Road, Manhattan’s 125th Street and Times Square.

Still, there is a sense the clock is ticking everywhere.

In Queens, vendors had turned Corona Plaza into what resembled an open-air market in Mexico, drawing people from the neighborhood and beyond with stalls that sold everything from sizzling chalupas to embroidered sneakers.

But in the first days of August, city inspectors arrived to dole out fines there too, and on nearby Roosevelt Avenue. Andrés Velezela, 16, who had spent the summer selling masks, gloves, hats and wallets at his father’s stall in Corona Plaza, said he had been waiting for the inspectors to arrive.

“If they push us out,” he said, “I guess we’ll have to find another spot.”



# Rents Rise as Young Workers Return to Cities' Apartments

Aug 4, 2021 WSI PB 10

By WILL PARKER

Apartment rents are rising fast, boosted by young professionals returning to cities and a pricey housing market that keeps many of them renting.

Stock prices of publicly traded apartment companies have jumped in stride. The FTSE Nareit Equity Apartments index, which tracks these landlords, is up 42% since January, trouncing the S&P 500's 17% gain during the same period.

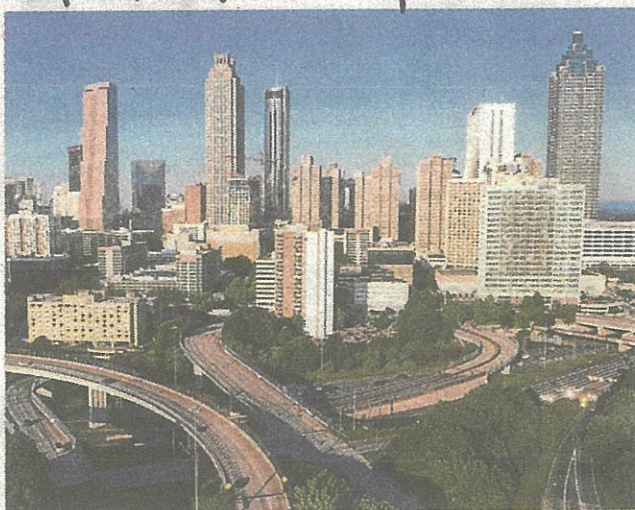
Median rent rose more than 10% over the past year \$1,244, according to home-search website **Apartment List**. That figure is 9.4% above where rents stood in March 2020, right before Covid-19 lockdowns began.

One big factor behind the recent increase: Soaring housing prices are forcing many would-be home buyers out of the for-sale market, and they have little choice but to pay up for rent. As of June, median existing-home sales prices are up 23.4% from a year earlier to \$363,300—a record high, according to the National Association of Realtors.

Job losses at the beginning of the pandemic initially hurt rent collection. Occupancy rates dropped to new lows for some landlords. Major markets like New York and San Francisco had double-digit declines in asking rent, sending apartment stock prices tumbling.

Some landlords catering to affordable housing or lower-income tenants struggled to collect rent during the nearly yearlong eviction ban that ended over the weekend.

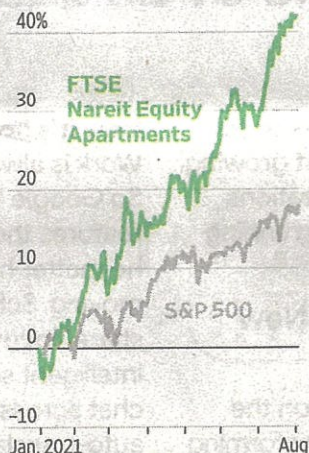
But in nearly every major metro area, rents are now much higher than they were a year ago. New York and San Francisco rents have begun to recover without having to lure tenants with free rent or other incentives so often anymore. Most market-rate renters remained employed during the pandemic and continued mak-



DUSTIN CHAMBERS/BLOOMBERG NEWS

Apartment rents and home prices have been rising Atlanta.

Apartment stocks have outperformed the rest of the market this year.



Source: FactSet

ing their monthly payments.

"It's kind of a good time to be an urban apartment owner again," said Mark Parrell, chief executive of Equity Residential, a real-estate investment trust. Mr. Parrell said his company is winding down concessions and deal sweeteners across its portfolio, which is mostly centered on large coastal cities.

Last month, Equity expanded into two markets it left about a decade ago, buying rental buildings in Atlanta and Austin, Texas—markets

where rents have been steadily rising and for-sale homes are increasingly out of reach for even highly paid locals. Atlanta home prices rose more than 25% in the past year, pushing more people to rent for longer periods.

New household formation is driving demand for rental apartments, analysts said. "You've had young professionals who were living with parents being called back to their employer or who feel more secure and now they're going to rent," said Amanda Sweitzer, an analyst at Robert W. Baird & Co.

Apartment owner **UDR Inc.** noted in a June investor presentation that tenants ages 25-29 and 30-34 now comprise a larger share of their client base than they did before the pandemic. The company hit an all-time high occupancy rate of 97.5%, its CEO said during a July earnings call. Camden Property Trust, a Houston-based landlord, reported new lease rents at its properties jumped 19% this July.

Still, when it comes to realizing an increase in profits, it will take time for some landlords to raise rents on all of their tenants, as many renters are locked into discounted leases from the softest months of the pandemic.





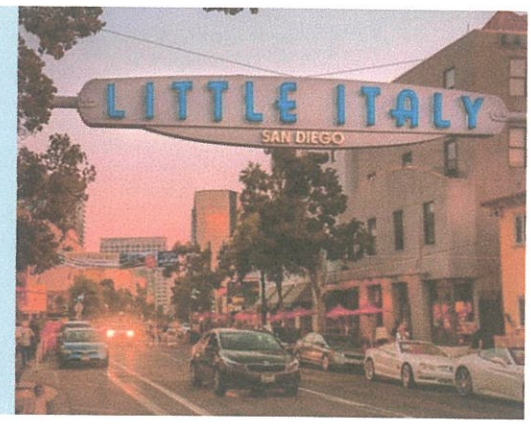
# NEIGHBORHOOD REVITALIZATION WALKING TOUR LITTLE ITALY:

A neighborhood that was reborn during redevelopment

Once the tuna fishing capital of the world, San Diego's Little Italy was a bustling neighborhood. But construction of Interstate 5 cut through the neighborhood initiating a steady decline into the 1980s. Today, the 48 square blocks that make up Little Italy along the waterfront in downtown San Diego, has been reborn, and is home to great Italian restaurants, open streets and places, art galleries and an eclectic housing stock including luxury condos, row houses, affordable rental lofts and low- and moderate-income apartments and houses. With help from the [Little Italy Association](#), the neighborhood has been reinvigorated and has become a model for other "Little Italys" around the country seeking to preserve historic charm and character, while at the same time propelling economic growth. Come see this transformation including imaginatively designed mixed-use developments — combining residences, wineries, art galleries and other entrepreneurial ventures — as well as almost 20 Italian restaurants, distinct and charming small businesses, a farmer's market, wide sidewalks filled with tables, chairs, umbrellas and enhanced landscaping and the 10,000-square-foot European-style Piazza Famiglia.

**THURSDAY, NOVEMBER 11 // 2:00–3:30PM**

-  **MEET BY 2:00PM AT  
SAN DIEGO TROLLEY CONVENTION CENTER STOP**
-  **TRAVEL TO LITTLE ITALY STOP**  
*Tickets Provided at Trolley Stop*
-  **TOUR ENDS AT 3:30 PM  
SAN DIEGO TROLLEY BACK TO CONVENTION CENTER**



**RSVP Today** Tour Limited to 30, Invitees ONLY

Contact Holly Moskerintz  
[hmoskerintz@nar.realtor](mailto:hmoskerintz@nar.realtor)





Economic Development Department

# Owner Participation Agreement Cedar & Kettner Senior Apartments

City Council  
Item No. 605  
April 26, 2021



## Summary of Requested Actions

- Approve the Owner Participation Agreement (OPA) between the City and BRIDGE Housing;
- Authorize the Mayor to execute, administer, and implement the OPA;
- Authorize the CFO to appropriate and expend \$4,480,000 from the Low and Moderate Income Housing Asset Fund (“LMIHAF”) for the Project; and
- Authorize any City Loan repayments to be deposited into the LMIHAF for creation of additional affordable housing in the future.

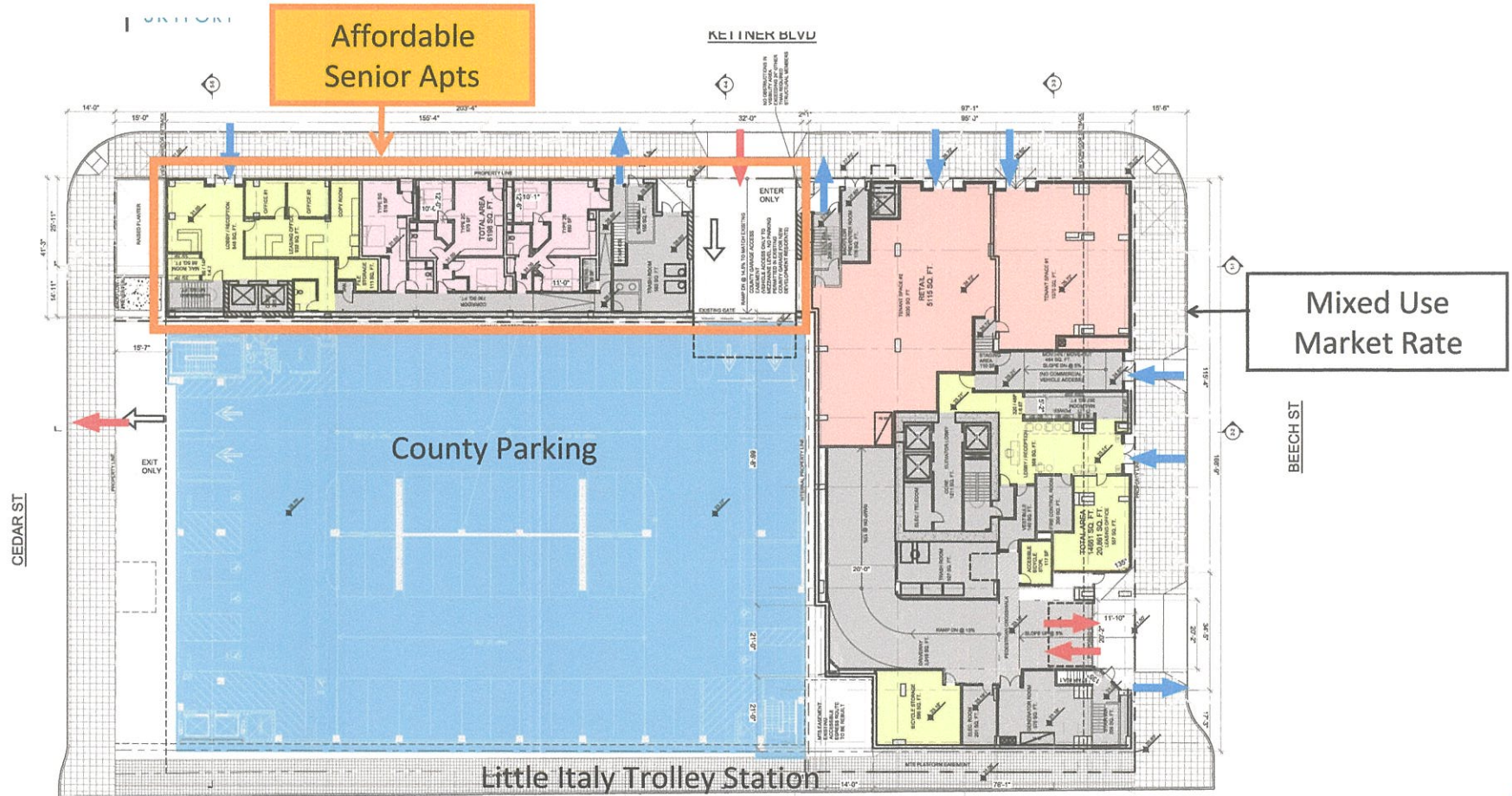




# Site Location











## Project Details

- Eight (8) story building
- Sixty-four (64) affordable senior studio, one and two bedroom units
- Amenities include community room, laundry, and outdoor open space with garden
- LEED Silver







## Agreement Terms

- City Loan \$4.48M, 55-years, 3% simple interest
- Payments from annual residual receipts
- Includes City disbursement of up to \$750,000 during predevelopment
- 55-year affordability covenants – Average 49% AMI
- LMIHAF expenditures limited to units below 60% AMI



## Project Budget

Costs	4%	9%
Direct Costs	\$25,466,908	\$25,466,908
Indirect Costs	\$12,061,440	\$8,917,881
Financing Costs	<u>\$3,165,622</u>	<u>\$2,756,268</u>
Subtotal	\$40,693,970	\$37,141,057
Acquisition Costs	<u>\$10,100</u>	<u>\$3,850,000</u>
Total Costs	\$40,704,070	\$40,991,000





Financing Sources	4%	9%
Conventional Loan	\$900,000	\$600,000
LIHTC Investor Equity	\$18,070,000	\$22,998,000
County IHTF & SNHP	\$1,886,000	\$1,886,000
Other - TBD	\$5,081,000	\$0
AHP	\$630,000	\$630,000
Holland Partner Land Contribution	\$0	\$3,840,000
BRIDGE Sponsor Loan	\$6,557,000	\$6,557,000
GP Equity	\$2,837,000	\$0
Deferred Developer Fee	\$263,000	\$0
City of SD	<u>\$4,480,000</u>	<u>\$4,480,000</u>
TOTAL	\$40,704,000	\$40,991,000



## Project Schedule

- May-Sept 2021 4% Tax Credit Application
- July 2021 9% Tax Credit Application
- Construction start 2022
- Completion in 24 months





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Economic Development Department

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City Council  
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## He Stayed Afloat Selling \$3 Tacos. Now He Faces \$2,000 in Fines.

People who lost jobs in the pandemic began to peddle food and wares to survive, but New York City is starting to crack down on unlicensed vendors.

By Annie Correal

Aug. 17, 2021

Like thousands of New Yorkers, Lucio González lost his job in the pandemic. As an undocumented immigrant, he did not qualify for unemployment benefits or stimulus checks, so he began selling beef barbacoa tacos on Fordham Road in the Bronx.

His work was unsanctioned: The city places strict limits on street vending. But the authorities had eased up on enforcement while the city was shut down, and Mr. González, 54, has eked out a living, one \$3 taco at a time. Vendors in similar straits now line busy strips all over the city, filling its parks, plazas and boardwalks, weaving through traffic with coolers, and selling whatever they can — bottled water and mangoes, air-conditioners and knockoff sneakers.

The hustle has been a lifeline for thousands, many of them immigrants, but it has also drawn complaints. In recent weeks, as New York tries to embark on its recovery, city inspectors have been out in force, accompanied by police officers, handing out hefty fines and telling people to pack up their wares.

The crackdown on vendors coincides with an aggressive campaign to clean up the homeless encampments that proliferated during the pandemic, as the city tries to promote business and lure back tourists.

Mr. González was hit this summer with more than \$2,000 in fines for violations including operating without a food-vending permit and being stationed too close to a storefront. “They’re not letting us work anymore,” he said in Spanish.



Lucio González started serving up homemade tacos on Fordham Road in the Bronx after he lost a restaurant job in the pandemic. Mr. González immigrated from Guerrero, Mexico. Kirsten Luce for The New York Times

A spokeswoman for the city’s Department of Consumer and Worker Protection, which took over inspecting duties from the police this year, said the enforcement effort was a response to a surge in complaints. The spokeswoman, Abigail Lootens, said the city had focused on “problematic” areas, including Fordham Road in the Bronx and Main Street in Flushing, Queens.

The complaints, she said, have come from business owners, Business Improvement Districts, elected officials and others, who point to street congestion, noise and the unfair competition the vendors pose to brick-and-mortar businesses and to licensed vendors.

The new vendors say they understand the city has an obligation to maintain order, but they have nowhere else to turn. José Luis Martínez said he lost his job as a dessert chef at a restaurant near Columbia University in Manhattan at the outset of the pandemic, and it had been impossible to find another job, because of his immigration status. He had continued selling shaved ice on Fordham Road even after a sweep there in July — which he managed to evade — because of his four children, he said.

32

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Yuan Wenbin was among the vendors fined and made to pack up their stalls in a sweep on Flushing's Main Street in late July. Mr. Yuan, 49, had been selling hats in Flushing, one of the city's largest Chinatowns, to support his wife and 9-year-old child after the factory where he worked closed because of the pandemic.



City inspectors and police officers ordered unlicensed street vendors to leave a strip of Main Street in Flushing, Queens, on July 23. Many received fines. Desiree Rios for The New York Times

“It’s a rough situation,” Mr. Yuan said as he crammed hats into boxes late last month. “There’s no way to make a living.”

It remains unclear whether ramped-up enforcement will work. A week after the authorities had cleared Main Street — where dozens of vendors had been hawking hats and scarves, kitchen supplies and tools, toys and painted vases — the strip was all but empty. The few vendors who remained wore their licenses displayed prominently on lanyards around their necks.

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Andrés Velezela, 16, spent the summer working at his father's stall in Corona Plaza in Queens. City inspectors cleared out unlicensed vendors there in early August. Kirsten Luce for The New York Times

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"If they push us out," he said, "I guess we'll have to find another spot."

Anjali Tsui contributed reporting.

## California will spend a record amount on homelessness. Here's where it's going

A homeless encampment encroaches on the sidewalk at Wilshire Boulevard and Alvarado Street in MacArthur Park in Los Angeles.  
(Luis Sinco / Los Angeles Times)

BY [ARI PLACHTA](#)

JULY 16, 2021 5 AM PT

California will spend a record \$4.8 billion over two years to alleviate homelessness after legislators Thursday unanimously passed key details of a new state budget. The package, once signed into law by Gov. Gavin Newsom, will mark the state's largest financial commitment to date in assisting people without adequate and safe housing.

In a deal reached last month, Newsom and lawmakers agreed to expand last year's program to convert former hotels into permanent housing with federal coronavirus relief dollars and provide an additional \$2 billion over two years to local governments.

Appropriation and oversight details were released this week as part of a lengthy process to divvy up a [\\$262.6-billion state budget](#) boosted by a record cash surplus and federal pandemic relief.

"Big-city mayors have been longing for a day like this," said Sacramento Mayor Darrell Steinberg, who has served as an advisor to Newsom on homelessness issues. "We are enormously grateful to the governor and to the Legislature for making homelessness a priority by consistently providing direct allocation to cities and counties."

### ADVERTISING

Beyond helping those who are homeless, the new state budget includes \$10 billion in spending on housing, including \$1.75 billion for affordable housing construction and millions in rental assistance, foreclosure prevention, mortgage assistance and first-time homeowner help.

An estimated 160,000 Californians are homeless, according to official but inexact counts, a population that has grown by more than 39% over the last five years and disproportionately includes low-income Black and Latino people.

As the number of individuals without housing and living in deep poverty has risen in recent years — not just in California’s urban centers but also in small and rural communities — state assistance steadily increased and amounted to \$1.5 billion total over the last three years.

Here’s how the new money will be spent.

## **\$2.2 billion to local governments**

Also known as the Homeless Housing, Assistance and Prevention program, cities, counties and local public-private homeless services groups will receive \$1 billion over the next 12 months and another \$1 billion in the fiscal year that begins the following July.

The money can be used for any combination of homeless programs, such as rental subsidies, permanent housing and shelters.

Cities with at least 300,000 residents will receive a total of \$336 million in each of the two years; public-private efforts, known as [“continuum of care,”](#) will get \$240 million; and California counties will receive \$224 million of the total funding. For the first time, Native American tribes can also receive up to \$20 million.

Most allocations will be based on the size of a community’s homeless population, calculated during 2019 point-in-time counts — a survey [sometimes criticized for being inexact](#) but the last one taken before the onset of the COVID-19 pandemic.

No city can receive more than 45% of the money, a cap that will reduce Los Angeles’ share by \$13 million but meant to preserve money for smaller cities with less established infrastructure to serve homeless people. Of the state’s 13 largest cities, the largest allocations will go to Los Angeles (\$143.6 million), San Jose (\$29.2 million) and San Diego (\$27.3 million).

New oversight measures will come with the money.

Agencies must apply by Sept. 15 to receive a 20% allocation of the funds. But to collect the rest, cities and counties must submit action plans to the state Homeless Coordinating and Financing Council by June 30, 2022. That plan should detail the size and scale of a community's homeless population, demographic data about who is being served and expected outcomes over a three-year period.

Local officials will be required to demonstrate whether they have met their outcome goals by June 2025. Those communities that do will be eligible for a share of \$100 million in bonus funds.

## **Project Homekey: \$2.75 billion**

The budget authorizes \$1.45 billion in the current fiscal year and \$1.3 billion in 2022-23 in federal American Rescue Plan dollars to the second phase of Project Homekey, a program launched by Newsom amid the pandemic that offered cities and counties \$750 million in federal coronavirus relief funds to purchase hotels, motels and other vacant buildings and to convert them into interim and permanent housing.

The new money will be used for the acquisition of single-family homes, residential care facilities or manufactured housing, as well as the leasing of properties and the conversion of units to residential space. To date, the program has created nearly 6,000 new units at 120 sites across California, and state officials say the costs have been roughly half the per-unit development cost of new construction.

Tim Lawless, a branch chief at the state Department of Housing and Community Development, said costs per unit will probably rise due to increased expenses for labor, lumber and land.

“We’re finalizing the target number, which of course will be quite a bit higher than [the first year] given we’re talking about three times the funding,” he said.

The spending plan includes \$150 million this year for Project Roomkey, the program launched in March 2020 to temporarily shield homeless people from COVID-19 by moving them into vacant hotel rooms. The program was largely phased out after it fell short of ambitious goals.

The budget also establishes a program to provide \$40 million in one-time grants to address family homelessness, prioritizing jurisdictions that demonstrate collaboration across funding streams. And it will provide \$50 million for locals to address concerns over homeless encampments, with extra help to transition individuals into housing.

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

Term: 2020-2021

Board Member: \_\_\_\_\_

Month: \_\_\_\_\_

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

Staff Review: \_\_\_\_\_

Date: \_\_\_\_\_