



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, June 2, 2020 at 8:30am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/89343404249>
or call 1-669-900-6833 / Meeting ID: 893 4340 4249

AGENDA

1) Zoom Meeting Instructions & Introductions –Steve Galasso, President

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

2) Review of March 3, 2020 Minutes

Action Item

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

4) Committee Reports

a. Org Committee / Steve Galasso

- i. YTD Financial Report – Jeri Keiller & Lou Palestini
- ii. CalTrans Nursery – Update
- iii. Amici Park & DIF
- iv. Financial Effects of COVID
 - a. SBA Economic Injury Disaster Loan (EIDL) - \$10K Received
 - b. SBA Paycheck Protection Program (PPP) - \$252K Received
 - c. Other Pending Grants (County & City)
- v. Next Meeting: Friday, June 26, 2020, 10:00am via Zoom

Action Item

b. DISI Committee / Perry Meyer

- i. Olive Creative Strategies
- ii. Hospitality Task Force (Joint Restaurant, Retail & Hotel Council)
- iii. [Ciao Bella](#) Campaign Approval
- iv. [Al Fresco](#) Concept Approval (Including New Parklet Concept)
- v. [Ciao Bella! Shirts](#) – Fundraiser for Businesses
- vi. Little Italy Farmers' Markets (Impact of COVID) – Catt White
- vii. Postponed Events
 1. Mission Fed ArtWalk (11/7 & 8)
 2. New Taste Event (Late Summer/Fall)
 3. Marine Band San Diego Summer Concert (Possible Postponement)
 4. GranFondo San Diego (No New Date)
 5. Little Italy Summer Film Festival (No New Date)
- viii. Piazzas, Amici Park & Little Italy Dog Park Open for [Passive Use](#)
- ix. Next Meeting: TBA via Zoom

Action Item

Action Item

c. Parking & Mobility Committee / Luke Vinci

- i. Little Italy Valet
- ii. Bollards Program Status
- iii. Creative Crosswalks

d. Sidewalk Operations / Rich Gustafson

- i. Proposal for 5% Increase Based Upon Anticipated COVID Impact to Assessments, Workers Comp Increase, Unemployment Increase, Rent Increase, Reduced Mercato and Event Revenues **Action Item**
 - 1. Letter to Property Owners, If Increase is Implemented
- ii. Next Meeting: TBA

e. Finance Committee / Frank Stiriti

- i. NCA 2021 Contract Review – Zarconi & Jeri (Final Review), Submitted in June to Finance Committee for Discussion & Recommendation
- ii. 5% Increase in MAD Funding (See Sidewalk Operations)
Differed Rent for Convivio for April & May – To be paid by end of 2020 (\$800.00) **Action Item**
- iii. Next meeting: TBD

f. Project Review Committee / Marco Li Mandri

- i. Cedar Park Changes
- ii. New Development at W. Grape & Pacific Highway
- iii. Meeting: TBA

5) Next Meeting: Tuesday, July 7, 2020 (Location TBA)

- a. CLOSED SESSION MEETING TO DISCUSS AND CONSIDER NEW CITY AMERICA MANAGEMENT AGREEMENT

6) AdjournmentTEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

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

THE BROWN ACT:

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



**Board of Directors Meeting
Little Italy Association
Tuesday, March 3, 2020 - 8:30 a.m.
Our Lady of the Rosary-Lower Floor
1654 State Street San Diego, CA 92101**

Present: Vito Altieri, Jenn von Stauffenberg, Domenic Brunetto, Charlie, Coradino, Joe Cordileone, Sandi Cottrell, Dino Cresci, Melanie Dellas, Steve Galasso, Jonathan Herbert, Pasquale Ioele, Christie Kong, Jocelyn Marcus, Perry Meyer, Danny Mocerri, Lou Palestini, Jack Pecoraro, Bryan Thompson, Luke Vinci, Catt White, Kari Topzand for Juan Nunez, Jocelyn Marcus,

Excused Absence: Jim DeSpenza, Fr. Joseph Tabigue, Lee Scrivner, Frank Stiriti, Diana Strauss Casey, Tom Zolezzi

Guests: Susan Keating, Andrea Tarr, Gary Mansour, Parisa Bukhawa, Michelle Van Rooyen, Brijet Meyers, Joe Scaglione, John Falcone, Jacob Rocha, Erin Rudolph, Angela Pennella, Curt Brooks, Zina Busalacchi, Jack D'Acquisto, Joe LoGiudice

Staff: Marco Li Mandri, Joey LiMandri, Jeri Keiller, Chris Gomez, Dianne T. Serna De León

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. Self-introductions of everyone present were made. Steve then turned the meeting over to Marco LiMandri, the Chief Executive Administrator, non-voting	No action taken
2. Review of March 3, 2020 Board Minutes	Minutes of March 3, 2020 were reviewed.	Perry Meyer moved to accept the Board Minutes. Luke Vinci seconded the motion.

		Unanimously approved.
3. Non-Agenda / Public Comment, Introductions and Announcements a. Dominic Brunetto	<p>3.a. Dominic Brunetto reported that Discovery Park in Chula Vista is having issues with the Christopher Columbus statue. Discussion followed on where the statue might land if removed. Marco LiMandri suggested that a Task Force be created to further discuss the movement and new placement of the statue. Dominic stated that he will support the transfer of the statue to a location that has yet to be determined. Charlie Coradino, Joe Cordileone, Danny Mocerj, Steve Galasso and Lou Palestini volunteered to be a part of the new task force.</p>	<p>3.a. Dominic Brunetto moved to create a task force to discuss the possible relocation of the Christopher Columbus Statue. Steve Galasso seconded the motion. Unanimously approved.</p>
4. Committee Reports Org Committee: Steve Galasso; a. YTD Financial Report b. Appointment of Jeri Keiller as a Property Owner Seat to the Board of Directors c. Amici Park Update	<p>4.a. Lou Palestini reported on the YTD financial report.</p> <p>Jeri Keiller added that there were no comments from the auditor.</p> <p>4.b. The Org Committee has recommended the appointment of Jeri Keiller to the Board. Jeri shared that she has been a resident of Little Italy for 16 years and she is currently the President of the Little Italy Residents Association (L.I.R.A.) Jeri is also a part-time employee of the Little Italy Association and has served on both the Finance & DISI committees.</p> <p>4.c. Marco reported that we are waiting for the Mayor's office to approve the possible use of developer impact fees to begin work on Amici Park. Marco added that a rough estimate for the project would be about \$2 million. The Amici Park plans are included in the Board of Directors packet.</p>	<p>4.a. Sandi Cottrell moved to accept the year to date financials. Bryan Thompson seconded the motion. Unanimously approved.</p> <p>4.b. Luke Vinci moved to appoint Jeri Keiller to the Board of Directors. Charlie Coradino seconded the motion. Unanimously approved.</p> <p>4.c. No action taken</p>

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<p>d. Caltrans Nursery Update</p>	<p>4.d. Chris Gomez reported that LIA received the permit from CalTrans for the Green Lot. We will break ground on March 11, 2020. Project costs will run at approximately \$45,000. We will recover \$36,000 now that we will no longer have to pay a monthly fee for the old Landscape lot.</p>	<p>4.d. No action taken</p>
<p>e. Next Meeting:</p>	<p>4.e. The Next Meeting will take place on Friday, March 13, 2020 at 9:00 a.m. at the LIA office.</p>	<p>4.e. No action taken</p>
<p>4. Committee Reports <i>DISI Committee:</i> <i>Perry Meyer</i></p> <p>a. Olive Strategies (PR & Social Media)</p> <p>b. Little Italy Venues: Curt Booker</p> <p>c. Mercato: Catt White</p> <p>d. Christmas Tree Lighting and Christmas Village, I & E Report: Chris Gomez</p> <p>e. Mission Federal ArtWalk: Sandi Cottrell</p> <p>f. USO San Diego: The American Experience: Joe Scaglione</p>	<p>4.a. Parisa Bukhowa from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p> <p>4.b. Erin Rudolph from Fuse updated the Board on the upcoming Little Italy events. Due to COVID-19, Sony is taking precautions and has postponed their event until the summer.</p> <p>4.c. Catt White reported on current Mercato & Wednesday Market activities.</p> <p>4.d. Chris Gomez reported that the financials for the Little Italy Tree Lighting & Christmas Village are included on page 26 of the Board Packet and noted that we are still awaiting sponsorship payments.</p> <p>4.e. Sandi Cottrell updated the Board on this year's ArtWalk event, that is set to take place on April 25-26, 2020.</p> <p>4.f. Joe Scaglione thanked everyone for their time and efforts to ensure that the Wounded Warriors Luncheon was a success. Joe personally handed out USO medallions as a special thank you to Board Members for their contributions.</p>	<p>4.a. No action taken.</p> <p>4.b. No action taken.</p> <p>4.c. No action taken</p> <p>4.d No action taken</p> <p>4.e. No action taken</p> <p>4.f. No action taken</p>

<p>g. San Diego Padres Italian Heritage Night: Chris Gomez</p> <p>h. Hotel Council: Greg Dijinis (Found Hotel)</p> <p>i. Restaurant Council: Pasquale Ioele & Joey Busalacchi a. Next Meeting:</p> <p>j. Next Meeting</p> <p>k. First Responders Task Force</p>	<p>4.g. Chris Gomez announced that the San Diego Padres Italian Heritage Night will take place on August 7, 2020 at 7:10 p.m. Game Tickets will range from \$22-\$100 dollars. Tickets will include a Padres Baseball hat that was designed by Chris Gomez. A portion of ticket sales will go to LIA, Convivio and the Italian Cultural Center.</p> <p>4.h. Chris Gomes reported that Greg Dijinis is the New Hotel Council Chair. The date of the next quarterly meeting is to be determined.</p> <p>4.i. Pasquale Ioele announced that the next meeting will take place soon, so there isn't anything new to report.</p> <p>The Next Meeting will take place on Tuesday, March 17, 2020 at 9:00 a.m. at the Piazza della Famiglia.</p> <p>4.j. The Next DISI Meeting will take place on Friday, March 6th at 9:00 a.m. at the LIA Office.</p> <p>4.k. Marco reported that he would like Melanie Dellas to lead the First Responders Task force. We need to raise around \$10k for the event. Chris reported the solicitation for this event has already begun, it should take place at the end August. Melanie agreed</p>	<p>4.g. No action taken</p> <p>4.h. No action taken</p> <p>4.i. No action taken</p> <p>4.j. No action taken</p> <p>4.k. No action taken</p>
<p>4. Parking & Mobility committee: Luke Vinci a. Bollards Program</p>	<p>4.a. Chris Gomez reported that we are in the final steps of the Bollards Program. Marco is working with the Mayor's office to fund the remaining portion of the project with Downtown Parking Meter funds. The Mayor's office has agreed to pay the remaining costs, approximately \$630,000. The Bollards should be installed on W. Date Street by August.</p>	<p>4.a. No action taken</p>

<p>b. Porous Pave Tree Grates</p>	<p>4.b. Chris Gomez Reported that Porous Pave is being installed in the tree wells of Little Italy to replace old tree grates. Porous Pave material is safer for pedestrians, and trees. We were able to get approval to pay for this out of the Parking District.</p>	<p>4.b. No action taken</p>
<p>c. Continental Sidewalks</p>	<p>4.c. Chris Gomez reported that Little Italy is second in line to have Creative Sidewalks paint new crosswalks in Little Italy on India & Cedar, as well as Date & Fir Streets. There will be white bars painted on the street with red and green in between to create an image of the Italian Flag. There will also be a crosswalk painted in front of the LIA office to connect us diagonally to Amici Pet Hospital. We hope this will slow down the flow of traffic to keep pedestrians safe. The project is going to cost approximately \$30,000 and will be funded out of this year's Parking District Revenues.</p>	<p>4.c. No action taken</p>
<p>d. Enhanced Pedestrian Lights (Strand Lights) a. India Street Complete b. W. Date Street Ordered</p>	<p>4.d. Chris Gomez reported that the Enhanced Pedestrian Lighting down India is complete.</p> <p>The lighting for W. Date Street has been ordered. This lighting will connect India Street to Amici Park. Next fiscal year we will complete lighting on Kettner Blvd.</p>	<p>4.d. No action taken</p>
<p>e. FY21 Budget Submitted</p>	<p>4.e. Chris Gomez reported that the FY21 Budget was submitted yesterday. We are asking for \$750,000 in Parking Meter Revenues, those funds will come directly from the City. We are projecting that we will raise \$450,000 in Valet funds. We have seen an increase in parked cars, as we are now accepting credit card payments.</p>	<p>4.e. No action taken</p>

<p>4. Committee Reports <i>Sidewalk Operations:</i> <i>Rich Gustafson;</i></p> <p>a. Window Vandalism to several Little Italy Businesses</p> <p>b. Getting Quotes on License Plate Reader Cameras on Private Property</p> <p>c. Next Meeting:</p>	<p>4.a. Marco reported that several businesses in Little Italy have been vandalized – windows have been shot out and some businesses have been hit more than once. The SDPD is aware of the vandalism.</p> <p>4.b. Marco reported that we are actively looking for quotes to install License Plate Reader Cameras on India Street to help minimize crime in Little Italy. Chris Gomez added that we are trying to get this funded as an enhanced security measure from the Parking District.</p> <p>4.c. We will review the FY 21 MAD Budget at the next SOBO Committee meeting.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>4. Committee Reports <i>Legacy Committee:</i> <i>Charlie Coradino;</i></p> <p>a. Tutti Italiano Club Concept</p> <p>b. Piazza della Famiglia Family Tiles Installed</p>	<p>4.a. Charlie Coradino reported that The Tutti Italiano Club Concept has a new member on their committee. This new member is from Northern Trust, and is also a little Italy Resident. The Tutti Italiano Club will continue to sell tiles, the date of their next meeting is to be determined.</p> <p>4.b. Chris Gomez reported that 23 donor one thousand-dollar tiles were recently installed at the Piazza della Famiglia.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>4. Committee Reports <i>Finance Committee:</i> <i>Frank Stiriti</i></p> <p>a. NCA Contract Review: Timeline</p>	<p>4.a. Marco reported the NCA contract is being reviewed by Mike Zarconi and Jeri Keiller. The contract will be submitted to the Board in the coming months after it has been approved by the Finance Committee.</p>	<p>4.a. No action taken</p>

<p>b. Anthony Davi Tours & MPC Merchandise Agreements Update</p> <p>c. Next Meeting</p>	<p>4.b. Marco reported that we are waiting for updated agreements on both Davi Tours and MPC Merchandise.</p> <p>4.c. The next meeting date is TBD</p>	<p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>4. Committee Advisory Board; Jack Pecoraro</p> <p>a. Civil Sidewalks Update</p>	<p>4.a. Marco reported that it will cost \$50,000 to bring People Assisting the Homeless (PATH) on board to assist with the homeless issue in Little Italy.</p>	<p>4.a. No action taken</p>
<p>4. Committee Reports</p> <p><i>Project Review Committee: Marco LiMandri;</i></p> <p>a. No Report</p>	<p>4.a. Marco reported that the minutes are pending for the Asaro Project and India and Beech.</p>	<p>4.a. No action taken</p>
<p>5. Community Reports</p> <p>a. SDPD, City Attorney's Office, Councilman Ward's Office, Mayor Faulconer's Office, Supervisor Fletcher's Office, Assemblyman Gloria's Office, Senator Atkin's Office, DCPC, LIRA Put Lady of the Rosary, Washington School & Convivio</p>	<p>5.a. Jeri Keiller reminded everyone that DCPC is having its election at Café Italia on March 9th from 11am-1pm.</p> <p>Kari Topzand wanted to remind everyone about the upcoming Washington Elementary School VanGo Event.</p> <p>Lou Palestini gave a brief update on Convivio. He said they are preparing to restore the Heritage Commission again.</p>	<p>5.a. No action taken.</p>
<p>6. Next Meeting</p> <p>a. Closed Session</p>	<p>6.a. Next meeting General Board meeting will take place on Tuesday, April 7, 2020 at 8:30 a.m. at OLR Meeting Hall.</p>	<p>6.a. No action taken.</p>
<p>7. Adjournment</p>		<p>Danny Mocerri moved to adjourn the March Board meeting. Catt White seconded the motion. Unanimously approved.</p>

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



**Little Italy Association of San Diego
Organization Committee Meeting
Friday, May 8, 2020 / 10:00 am - LIA Office & Virtual**

PRESENT Steve Galasso, Lou Palestini, Jeri Keiler, Danny Mocerri, Luke Vinci, Jack Pecoraro, Catt White, Jocelyn Marcus, Jen von Staffenburg, Michelle Vanrooye,

STAFF Marco Li Mandri, Chris Gomez

MINUTES

ITEM	DISCUSSION	ACTION TAKEN
Minutes from April 17	Luke made a motion to approve minutes, Seconded by Danny	Unanimously approved
Next Meeting	Schedule for Friday 10:00 am May 29 th to be held with Finance meeting Steve made motion. Luke seconded.	Unanimously approved
Public Comment	No comments	Non-Taken
COVID19 Financial Impacts Update	Virus is having a major impact on the fiscal viability of the Association. Lou brought up budget shortfalls in the City in the coming fiscal year . Marco commented that we have been doing everything ourselves for so many years we are not impacted as far as it could be. We have to coordinate our internal revenue streams to pull through.	Non-Taken
Finances	SBA Economic Injury Disaster Loan (EIDL) 10k received with potentially more. SBA Paycheck Protection Program (PPP) 252k received. How funds will be used will be discussed via Finance Committee meeting with a strategic plan. Funds will be used primarily for payroll as the guidelines put forward.	Non-Taken
Budget	FY20 End of Year Projections. Budget is being created to have ready for the finance meeting. FY21 Budget Planning	Non-Taken
Bollards	\$660k was approved for installation of bollards to be in-place by labor day. The funds will be granted to the Association from the City based upon the Downtown Parking Fund	Non-Taken
Insurance	City has agreed to consider being the carrier for general liability and special events for the Association.	Non-Taken
Homeless	Marco is working on goal to obtain 100k to be given from PATH to be given to Little Italy and Bankers Hill	Non-Taken
AMICI Park	Discussion is continuing obtain DIFs to build AMICI Park	Non-Taken
Events		
Mission Federal Credit Art Walk	Looking at November 7 & 8 as a replacement date for Art Walk. Luke brought up that OLR needs to know asap for planning of the OLR Spaghetti Dinner.	Non-Taken

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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Email: mail@littleitalysd.com ■ Website: www.littleitalysd.com
Facebook / Twitter / Instagram / Pinterest: LittleItalySD ■ #LittleItalySD

Mercato	April was a difficult month with less than 20 vendors. Still metering entry and exit. First week of May the Mercato will expand to 3 blocks. Petition going to expand back to 8 – 10 blocks. Total net income \$61.00. May projection is trending to have \$15,000 net.	Non-Taken
Taste of Little Italy	Concept is changing to a multi-day event. With a limit of 200 tickets sold daily. Ticket prices is \$75.00 per person. \$50.00 to association. \$10 to offset food costs to businesses and \$15 earmarked for handling COVID19 issues restaurants are dealing with. General consent is that it's a good idea that we can build on in future years. Budget will be presented at next hospitality meeting.	Non-Taken
Amazon's PupFest	They have selected dates to come back to Little Italy Dog Park hoping to lock in at the end of August. Chris has checked with city issues and permitting process with organized events.	Non-Taken
Little Italy Summer Film Festival	Looking to put it on hold. Chris did talk to Rich at Cinema Little Italy about fund split and they were not receptive. We want to have the cultural event but we cannot underwrite the event.	Non-Taken
Marine Band San Diego Summer Concert	We have not heard from the Marines. Waiting on special events and public gathering guidelines for operating the event.	Non-Taken
Christmas Tree Lighting	Planning for worst case scenario with budget and decorations.	Non-Taken
CIAO BELLA Re-Opening Campaign		
Chairs in Piazza	Question about opening Piazza in conjunction with food hall. Looking to open up on Monday morning as a soft opening with a mandated monitor to bus tables and guide on social distancing. This is based upon County rules for take out.	Non-Taken
Little Italy Dog Park Improvements	Under construction right now to add new pavers and planters to finish up plans. Small donations are coming in to fund projects. And Chris has a contact of someone who is looking to underwrite the opening of the dog park with mandated staff member.	Non-Taken
Piazza Basilone Improvements & Fountain Issues	When dog park is done. Piazza Basilone will build the support mechanism behind the steps. We are currently investigating the fountain leaking as its going dry.	Non-Taken
June Board Meeting	June meeting for 8:30 am 2 nd via zoom motion made by Steve and Luke 2 nd	Unanimously approved.
Old Business	Nothing to report	Non-Taken
Adjourn	Motion made by Luke, Danny 2 nd	Unanimously Approved

Minutes taken by Luke Vinci, Secretary

Accrual Basis

**Little Italy Association of San Diego
Profit & Loss
July 2019 through April 2020**

	BID	MAD	Maintenance Non-Assessment	Parking Programs	Parking Meter Revenues	Programs & Operations	TOTAL
Income							
SBA EIDL	0.00	0.00	0.00	0.00	0.00	10,000.00	10,000.00
PROGRAM INCOME	0.00	0.00	0.00	0.00	0.00	366,063.32	366,063.32
BID INCOME	128,310.51	0.00	0.00	0.00	0.00	0.00	128,310.51
MAINTENANCE DISTRICT INCOME	0.00	888,160.58	0.00	0.00	0.00	0.00	888,160.58
MAINTENANCE NON-ASSESS INCOME	0.00	0.00	108,386.05	0.00	0.00	0.00	108,386.05
MERCATO INCOME	0.00	0.00	0.00	0.00	0.00	661,565.00	661,565.00
PARKING DISTRICT INCOME	0.00	0.00	0.00	544.00	592,315.16	0.00	592,859.16
PARKING DISTRICT REVENUES	0.00	0.00	0.00	240,258.00	0.00	0.00	240,258.00
Total Income	128,310.51	888,160.58	108,386.05	240,802.00	592,315.16	1,037,628.32	2,995,602.62
Expense							
MISC MAINT EXPENSE	0.00	0.00	12,449.55	0.00	0.00	129.89	12,579.44
OFFICE OPERATIONS	36,744.55	106,645.39	-995.48	0.00	0.00	13,529.08	155,923.54
LANDSCAPE OPERATIONS	0.00	65,029.53	200.00	0.00	0.00	37,194.74	102,424.27
ASSESS DIST OPERATIONAL EXP	0.00	108,052.26	16,554.10	0.00	0.00	2,105.18	126,711.54
PERSONNEL EXPENSE	0.00	626,000.00	39,219.73	0.00	0.00	50,817.19	716,036.92
PROGRAM EXPENSE	3,845.00	4,710.69	0.00	-9.55	0.00	383,281.86	391,828.00
Maintenance Personnel	0.00	0.00	0.00	0.00	0.00	2,529.73	2,529.73
NCA Management	35,709.22	0.00	0.00	0.00	0.00	154,245.80	189,955.02
Office Operational	0.00	1,566.50	0.00	0.00	0.00	7,899.15	9,465.65
Consulting Services	22,000.00	0.00	0.00	0.00	0.00	0.00	22,000.00
Contingency	3,275.00	0.00	0.00	0.00	0.00	0.00	3,275.00
SBEP EXPENSES	14,290.78	0.00	0.00	0.00	0.00	0.00	14,290.78
MERCATO EXPENSE	0.00	134.19	0.00	0.00	0.00	375,838.99	375,973.18
PARKING DISTRICT EXPENSE	0.00	0.00	0.00	202,954.89	629,427.49	0.00	832,382.38
Total Expense	115,864.55	912,138.56	67,427.90	202,945.34	629,427.49	1,027,571.61	2,955,375.45
Net Income	12,445.96	-23,977.98	40,958.15	37,856.66	-37,112.33	10,056.71	40,227.17

Little Italy Association of San Diego
Balance Sheet
 As of April 30, 2020

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	<u>Apr 30, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
BID Acct / Torrey Pines	13,736.10
Programs Acct / Torrey Pines	55,601.32
Mercato / Torrey Pines	9,798.64
Parking District / Torrey Pines	38,066.14
MAD Acct / Torrey Pines	267,617.20
Payroll Acct / Torrey Pines	19,792.41
Savings Acct / Torrey Pines	167,724.20
Total Checking/Savings	<u>572,336.01</u>
Accounts Receivable	
Accts Rec - MAD	955.65
Accts Rec - Parking District	78,499.25
Accts Rec - Programs	5,990.80
Total Accounts Receivable	<u>85,445.70</u>
Other Current Assets	
Inventory LIA merchandise	1,020.00
Endowment Fund	11,202.00
Total Other Current Assets	<u>12,222.00</u>
Total Current Assets	<u>670,003.71</u>
Fixed Assets	
Program Equipment	51,279.96
Improvements	29,077.36
Equipment - MAD	18,499.82
Website design	10,400.00
Vehicles - MAD	113,215.15
Accumulated depreciation	-131,873.93
Total Fixed Assets	<u>90,598.36</u>
TOTAL ASSETS	<u><u>760,602.07</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable - BID	544.94
Accounts Payable - Programs	10.00
Accounts Payable - Parking Dist	3,186.37
Accounts Payable - MAD	13,411.83
Total Accounts Payable	<u>17,153.14</u>
Other Current Liabilities	
MAD Advance	175,476.52
Total Other Current Liabilities	<u>175,476.52</u>
Total Current Liabilities	<u>192,629.66</u>
Long Term Liabilities	
Loan Payable #3 F-150 V8	14,527.09
Loan Payable #4 F-150 V6	14,421.23
Total Long Term Liabilities	<u>28,948.32</u>
Total Liabilities	<u>221,577.98</u>
Equity	
Net unrestricted assets	498,796.92
Net Income	40,227.17
Total Equity	<u>539,024.09</u>
TOTAL LIABILITIES & EQUITY	<u><u>760,602.07</u></u>



Proposal for Redesigned Taste of Little Italy

As Little Italy works to re-open, we look to find new ways to enjoy the neighborhood and highlight the restaurants that are the backbone of the community. The redesigned Taste of Little Italy will follow new safety guidelines provided by the city and bring San Diegans together to enjoy a custom meal from their favorite Little Italy venues, support restaurants that have weathered through this hard time and participate in a fun event while staying safe and healthy. Instead of a one-night event, the new Taste will be extended over a weeklong period. Five restaurants will be highlighted each night to create an elevated five course meal. Chefs from each restaurant will collaborate together to make sure each course complements each other.



Logistically, we want to keep crowd sizes small and avoid mass gathering on the sidewalks. The new Taste will sell a maximum of 200 tickets per night. Ticketholders will be given a time window to check in at the Piazza della Famiglia. Upon arrival, each guest will receive a Little Italy tote bag so they can collect their meal from the five restaurants. In order to guarantee the best quality and safest preparation, participants will walk or drive to the participating restaurants to pick up their meals. Once all items have been obtained, guests will have a five-course meal for two that can be taken home or enjoyed at their convenience.

Details:

Title: Little Italy Taste Cinque or Sette Notti

Dates: August, September, or October

5 or 7 day event

Timing: 4:00pm – 7:00pm

Location: Piazza della Famiglia

Restaurants:

4 or 5 restaurants per night

Pricing:

\$75 per ticket; based on a meal for two participants

Maximum of 200 tickets sold per night

Ticket cost breakdown

1. \$75 per ticket
2. \$10 per ticket to restaurant to offset food cost (\$400 per restaurant per night)
3. \$15 per ticket to restaurant to support restaurant crisis fund (\$600 per restaurant per night)
 - Total give back to each participating restaurant is \$1000
4. \$50 to Little Italy Association for organization and support LIA efforts



May 20, 2020

The Honorable Kevin Faulconer
 Mayor
 City of San Diego
 202 C Street, 11th Floor
 San Diego, CA 92101

Curbside San Diego: A Pilot Program for Creative and Flexible Use of Public Right-of-Way, Helping Businesses During Downtown's Economic Recovery

Dear Mayor Faulconer,

Based on Governor Newsom's recent announcement to allow some counties and municipalities to transition to Phase II and Phase III reopening, it is imperative the City of San Diego implement measures that best allow for these businesses to resume operations, once permissible under State and County public health and safety guidelines. Your administration and the City Council have been leaders in innovative initiatives, such as the Development Services Department's online permitting system, increasing mobility and bike lanes throughout the city, a commitment to climate action goals, and streamlining permitting processes for affordable housing. The COVID-19 pandemic demands similar bold action for streamlining regulations related to our small businesses, restaurants and retail establishments.

To achieve this goal, we have identified specific recommendations for the creative and flexible use of the public right-of-way (PROW) and private spaces that allow for sustainable business activity and a more walkable urban core. With more than 35,000 residents in Downtown, this program would first target and provide neighborhoods with enhanced dining and active public space, while maintaining appropriate physical distancing. It is imperative for the recovery of our restaurants and retail that the Curbside San Diego pilot program be implemented thoughtfully and swiftly with streamlined permitting and as little permitting costs associated with the process as possible. Our commercial zones are suffering, and these zones provide thousands of jobs, important services, and social and entertainment outlets for our residents and visitors. We would respectfully request that pilot areas be identified by June in order to test these concepts. We stand ready to assist with implementation.

What is Curbside San Diego?

Curbside San Diego is a vision for pop-up placemaking and activation programs that alter the public right-of-way to allow dining and physical distancing within designated zones in Downtown San Diego. This innovative program could be a key part of Downtown's economic recovery. The design and configuration of each Curbside San Diego location would be slightly different and responsive to each neighborhood's unique needs. Curbside San Diego would in some cases be actively managed and programmed by the Downtown San Diego Partnership and

in other cases, by respective neighborhood business districts, such as the Little Italy Association's "Al Fresco" dining program. The following is the initial list of sites we would like to prioritize, however additional locations may be requested in the future and current locations may be amended as needed. These sites were specifically chosen as they have overwhelming merchant support, have plans and support infrastructure in place to implement the program, and consider issues related to ADA, public safety, public transit, and commercial loading zones. We are committed to working with you on developing a suitable plan that works for each street identified.

Gaslamp Quarter

- Location - Fifth Avenue between K Street and Broadway.
- Programming - Tables, live music, art, and retail amenities.
- Schedule - Friday evening through Sunday. Full street closure with access lane for public safety.

East Village

- Location - J Street between 6th Avenue and Park Boulevard.
- Programming - Tables, live music, entertainment, bike corrals, and art.
- Schedule - Friday evening through Sunday. Full street closure with access lane for enhanced mobility options and public safety.

Columbia

- Location - Columbia Street between B Street and C Street.
- Programming - Tables, live music, art, etc.
- Schedule - Friday evening through Sunday. One travel lane and one parking lane.

Little Italy

- Location - India Street between Beech Street and Grape Street.
- Programming - Tables, live music, art, etc.
- Schedule - Saturdays. Full street closure with access lane for public safety.

City Center

- Location - B Street between 6th Avenue and 7th Avenue.
- Programming - Tables, bike corrals, live music.
- Schedule - Monday through Friday, one parking lane.

Cortez

- Location - South side of Ash Street between 8th Avenue and 7th Avenue.
- Programming - Seating and designated queuing area.
- Schedule - 7-day closure, parking lane and one vehicular lane. Through traffic lanes will remain open.

San Diego's restaurants and small retail establishments are part of the social fabric of our great city and we believe this creative approach will best allow for their continued operation given the current physical distancing restrictions enacted in response to the pandemic. Additionally, the full and partial closure of streets will enhance downtown's bike and pedestrian experience by providing added space to safely navigate and explore our urban neighborhoods. San Diego's Mediterranean climate further increases the chances that these recommendations can be successfully implemented. We appreciate your steady leadership during this difficult time for our

community and request your swift action in support of the Curbside San Diego pilot project, which will begin to sow the seeds of a sustained economic recovery in San Diego.

Curbside San Diego would also provide a template to support the use of public streets and private spaces for restaurants and retail in other areas of the city. We understand and embrace equity in this process and assisting commercial areas outside of existing Downtown boundaries is essential. We are committed to working with your administration, the County of San Diego, MTS, the San Diego BID alliance, and Alcohol Beverage Control to support this pilot initiative in Downtown and throughout the region.

We look forward to working with you on the Curbside San Diego initiative.

Sincerely,



Betsy Brennan
President & CEO
Downtown San Diego Partnership



Colin Parent
Executive Director
Circulate San Diego



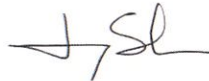
Michael Trimble
Executive Director
Gaslamp Quarter Association



Chris Duggan
Director of Local Government Affairs
California Restaurant Association



Diane Peabody-Straw
Executive Director
East Village Association



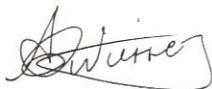
Jerry Sanders
President & CEO
San Diego Regional Chamber of Commerce



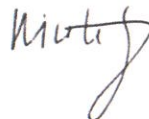
Ann Murphy
Chair
Cortez Hill Active Residents Group



Elvin Lai
President
San Diego Lodging Association



Alex Gutierrez
Director of Special Districts
City Center Business Improvement District

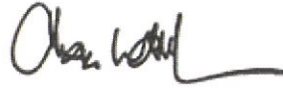


Nicole Capretz
Founder, Executive Director
Climate Action Campaign

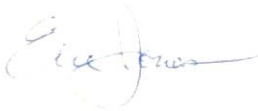
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Andy Hanshaw
Executive Director
San Diego Bicycle Coalition



Marco Li Mandri
Chief Executive Administrator
Little Italy Association



Eric Jones
Chair
Columbia Foundation

cc: City Council President Gomez and Councilmembers
Conrad Wear, Policy and Council Affairs, Office of the Mayor
Elyse Lowe, Director, Development Services Department
Christina Bibler, Director, Economic Development Department
James Nagelvoort, Director, Public Works Department