



Little Italy Association of San Diego – DISI Committee

Friday, February 4, 2022 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>

or call 1-669-900-6833 / Meeting ID: 830 0333 3549 / Password: 3898

1. **Zoom Meeting Protocol & Introductions / Perry Meyer, Chair**
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.
- 3 2. **Continuing Virtual Meetings Pursuant to AB 361** *Action Item*
Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.
3. **Non-Agenda: Public Comment & Announcements**
- 4-6 4. **Approval of January 7, 2022 Minutes** *Action Item*
5. **Confirmed Events**

a.	Little Italy Mercato & Wednesday Market	Every Sat. & Wed.
b.	San Diego Stickball Tournament	Sat.-Mon., 2/19-21
c.	RemedyRX Red Cross Blood Drive	Sat., 4/16
d.	Mission Federal ArtWalk	Sat. & Sun., 4/30 & 5/1
e.	Little Italy State of the Neighborhood	Spring 2022
f.	Little Italy Casino Night Task Force	Spring 2022
- 7-10 6. **New Events, Promotions, Fundraising & Councils**

a.	Olive Creative Strategies	
	i. Coverage Recap	
11-16	b. San Diego Police & Fire Fees for Special Events Increase	<i>Action Item</i>
17-19	c. First Responder's "It's Sauce, Not Gravy" Marinara Cook-Off	<i>Action Item</i>
	d. Small FESTA!-style Event	<i>Action Item</i>
	e. Italian Heritage Concert Series (Every Sunday in October)	<i>Action Item</i>
7. **Streetscape Improvements & Venues**

a.	Little Italy Venues	
b.	San Diego Hospitality Associates Tours	
7. **Chief Executive Administrator Report**

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866

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8. Other

9. Old Business

It is the practice of the LIA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.

- 1) Public Art Task Force
- 2) Donor Opportunities Guide
- 3) Piazzas & Quasi-Public/Public Spaces
- 4) Little Italy Restaurant, Retail & Hotel Councils

10. Adjournment

Action Item

- 11. Next Meeting: First Friday of the Month at 9:00am via Zoom**
Zoom Link: <https://us02web.zoom.us/j/83003333549>
or call 1-669-900-6833 / Meeting ID: 830 0333 3549
Password: 3898

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 on 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 via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Little Italy Association of San Diego – DISI Committee

Friday, January 7, 2022, at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>

Or call 1-669-900-6833/ Meeting ID: 830 0333 3549/Password: 3898

Present Steve Galasso, Annette Casemero, Jeri Keiller, Perry Meyer, Kathi Meyer, Joe Cordileone, Melanie Dellas, Lindsey Pierce, Davis Newton, Lou Palestini, Danny Mocerri, Curt Brooker, Jacelyn Marcus

Staff Christopher Gomez, Dianne Serna De Leon, Larisa Medina, Alicia Douglas

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions / Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris stated that the Board and Committee need to ratify a vote during each meeting that states that we will continue to meet via Zoom until The Board and Committee are comfortable with resuming in-person meetings.	2. Danny Mocerri moved to accept the vote to continue meeting via Zoom. Lou Palestini seconded the motion. Unanimously approved
3. Non-Agenda: Public Comment & Announcements	3. No public comments.	3. No action taken
4. Approval of November 5, 2021, minutes.	The minutes from November 5, 2021, were reviewed.	4. Joe Cordileone moved to accept the Minutes. Kathi Meyer seconded the motion. Unanimously approved.
5. Confirmed Events a. Little Italy Mercato	5.a. Alicia Douglas gave an update on	5.a. No action taken

<p>& Wednesday Market</p> <p>b. Small Business Saturday</p> <p>c. Little Italy Tree Lighting & Christmas Village</p> <p>d. Remedy Rx Red Cross Blood Drive</p> <p>e. Little Italy State of the Neighborhood</p> <p>f. Little Italy Casino Night Task Force</p>	<p>the Little Italy Mercato.</p> <p>5.b. Larisa Medina gave an update on Small Business Saturday. The gift guide went well on social media. A recommendation for next year would be to promote in-store as well.</p> <p>5.c. Chris gave an update on the LI Tree Lighting and Christmas Village. Total event expenses were \$39,908, which leaves the Association with a \$4,000 deficit. Chris will circle back with Catt White regarding the \$5,000 spent for electrical for the Christmas Village. The expense sheet is on page 6 of the packet.</p> <p>Melanie Dellas, Danny Mocerri and Perry Meyer voiced their opinions regarding the outcome of the Little Italy Tree Lighting event.</p> <p>Chris and LIA Staff provided their recommendations for the Tree Lighting event at the November DISI meeting for staff and committee members to discuss before implementation.</p> <p>Kathi Meyer reported that the Piazza della Famiglia audio was not working on the west side. Chris informed the committee that he was made aware that the homeless destroyed the electrical box.</p> <p>5.d. Chris stated that Remedy Rx will be hosting a Blood Drive in April.</p> <p>5.e. Chris stated that the Little Italy State of the Neighborhood, will take place in spring of 2022.</p> <p>5.f. Chris stated that the Little Italy Casino Night will take place in Spring of 2022.</p>	<p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p> <p>5.f. No action taken</p>
<p>6. New Events, Promotions, Fundraising & Councils</p>		

<p>a. Olive Creative Strategies</p> <p>i. Coverage recap</p>	<p>6.a. Larisa Medina gave an update on Olive Creative Strategies.</p> <p>6.i. Larissa gave a coverage recap.</p>	<p>6.a. No action taken</p> <p>6.i. No action taken</p>
<p>7. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues</p> <p>b. Public Art Task Force</p> <p>i. Bronze Cleaning Quarterly Maintenance</p>	<p>7.a. Curt Brooker gave an update on Little Italy Venues.</p> <p>7.b. Chris reported that quarterly bronze cleaning will cost \$1,400. Staff and committee recommends a 6-month evaluation rather than quarterly maintenance.</p>	<p>7.a. No action taken</p> <p>7.b. No action taken</p>
<p>8. Chief Executive Administrator Report</p>	<p>8. Nothing to report</p>	<p>8. No action taken</p>
<p>9. Other</p>	<p>9. Nothing to Report</p>	<p>9. No action taken</p>
<p>10. Old Business</p>	<p>10. Nothing to Report</p>	<p>10.. No action taken</p>
<p>11. Adjournment</p>	<p>11. Meeting Adjourned.</p>	<p>11. Danny Moved to adjourn the meeting Annette Casemero second the motion. Unanimously approved.</p>
<p>12. Next Meeting</p>	<p>12. The Next Meeting will be the first Friday of the month at 9:00 a.m., via Zoom.</p>	<p>12. No action taken</p>

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



LIA DISI Meeting PR Agenda Friday, February 4, 2022

PITCHING

Recap

- San Diego Rescue Mission Announcement
- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Long Leads)
- Female-owned Business Roundup (Long Leads)

Current/Upcoming Focus

- RemedyRX Blood Drive (Long Leads)
- Valentine's Day in Little Italy (Short Leads)
- Marine Band Summer Concert (Long Leads)
- Taste of Little Italy (Long Leads)
- Female-owned Business Roundup (Short Leads)

BLOGS

Current

- San Diego Rescue Mission Partnership

Upcoming

- Valentine's Day in Little Italy

WRITING

Recap

- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Long Leads)
- Female-owned Business Roundup (Long Leads)
- January Blog #1 | SD Rescue Mission Partnership
- San Diego Downtown News Jan | SD Rescue Mission Partnership
- San Diego Downtown News Feb | Celebrating Love in Little Italy
- Web Page Update #1 | Our Lady of the Rosary
- Web Page Updates #2 | Little Italy Dog Park

Upcoming

- RemedyRX Blood Drive (Long Leads)
- Marine Band Summer Concert (Long Leads)

- February Blog #1 | Valentine's Day in Little Italy
- San Diego Downtown News March | Celebrating the Women of Little Italy
- Web Page Update #1 | Washington Elementary
- Web Page Updates #2 | Waterfront Park

Valentine's Day in Little Italy (Short Leads)

SECURED OPPORTUNITY

- **KSDY-TV**
 - Secured Valentine's Day themed segment targeting South Bay/Baja California audience for a staycation in Little Italy. Segment will include interviews with two local businesses and a hotel highlighting their offerings for Valentine's Day weekend

Valentine's Day in Little Italy (Drive Markets Only)

SECURED INTEREST

- **Freelance (Time Out LA)**
 - Keeping Little Italy in mind for potential Valentine's Day weekend getaway roundups

Little Italy Association + San Diego Rescue Mission Partnership

SECURED COVERAGE

- **1/7 secured online coverage in San Diego Uptown News**
 - Chris Gomez' monthly feature focused on the association's partnership with the San Diego Rescue Mission
- **1/7 secured print coverage in San Diego Uptown News**
 - Chris Gomez' monthly feature focused on the association's partnership with the San Diego Rescue Mission
- **1/7 secured online coverage in San Diego Downtown News**
 - Chris Gomez' monthly feature focused on the association's partnership with the San Diego Rescue Mission
- **1/7 secured print coverage in San Diego Downtown News**
 - Chris Gomez' monthly feature focused on the association's partnership with the San Diego Rescue Mission

Other

SECURED COVERAGE

- **1/28 secured online coverage in The Star News**
 - Article includes interview with Marco Li Mandri regarding New City America's new contract with Third Avenue Village in Chula Vista, how successful Little Italy has become.
- **1/28 secured print coverage in The Star News**
 - Article includes interview with Marco Li Mandri regarding New City America's new contract with Third Avenue Village in Chula Vista, how successful Little Italy has become.

Organic

COVERAGE

- **1/28 online coverage in San Diego Union-Tribune**
 - Article mentions how one of the firms is pitching the "city within a city" idea modeled after Little Italy
- **1/28 print coverage in San Diego Union-Tribune**

- Article mentions how one of the firms is pitching the “city within a city” idea modeled after Little Italy
- **1/27 online coverage in San Diego Union-Tribune**
 - Article mentions how Hillcrest is working on a homeless outreach program, similar to the program that has been implemented in Little Italy
- **1/27 print coverage in San Diego Union-Tribune**
 - Article mentions how Hillcrest is working on a homeless outreach program, similar to the program that has been implemented in Little Italy
- **1/27 online coverage in KPBS**
 - Article mentions how Little Italy is one of the areas in San Diego to install counters in new protected bike lanes
- **1/25 broadcast coverage in NBC 7**
 - Segment highlights the San Diego Tourism Authority’s new campaigns to push for more tourism in San Diego, including Little Italy
- **1/22 print coverage in San Diego Union-Tribune**
 - Article highlights the collaboration series between architects and designers in San Diego and Tijuana for 2024, and how one of the top architects included designed the Merrimac building in Little Italy

Social Media Statistics: January 1-27

- **Instagram**
 - Followers: **85,728 (+962)**
 - Impressions: **123K**
 - Engagements: **4.5K**
 - Engagement rate: **3.87%**
- **Facebook**
 - Fans: **90,953 (+157)**
 - Impressions: **828K**
 - Engagements: **2K**
 - Engagement rate: **6.63%**
- **Twitter**
 - Followers: **8,651 (+14)**
 - Impressions: **9.2K**
 - Engagements: **304**
 - Engagement rate: **3.31%**

Highlights

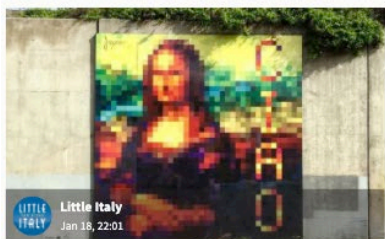
- Earned a record number of views & engagement on 1/22 Instagram Reel
 - 37.8K views & over 2K engagements
- Garnered over **960K** impressions across all platforms
- Earned over **6.8K** engagements across all platforms
- Garnered **1,133** new followers across all platforms

Upcoming

- Launching @LittleItaly.SD TikTok Channel!
- Continuing to implement new social media strategy focusing on the history, the experience and the fun. Putting a deeper focus on the community in Little Italy
- Continue sharing monthly Italian Word of the Month
- Continue engaging with our online communities

Top Performing Posts:

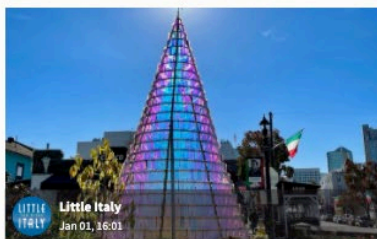
Top posts > Reactions



Little Italy
Jan 18, 22:01

Have you seen our abstract Mona Lisa mural turning onto southbound Interstate 5 from Grape Street? This beautiful 20' x 20' mural is based on chalk art the students of Washington Elementary STEAM Magnet School created for our 2014 FESTA! The Italian art-themed piece was rendered using "bricks" of color in the artwork style, and with the permission from local artist James

270 reactions



Little Italy
Jan 01, 16:01

Buon giorno! 🌟 With a brand new year ahead of us, the possibilities are endless for what the year may have in store. Our New Year's Resolution is to continue giving back to our tight-knit community. We hope you'll join us in continuing to support our local shops and restaurants, working to keep our community safe

138 reactions

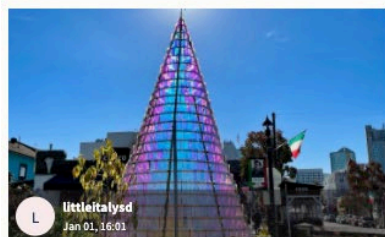


Little Italy
Jan 10, 22:00

The History | Our iconic Little Italy sign remains one of the most-recognized landmarks in San Diego. Lit for the first time in October 2000 at the 7th Annual Little Italy FESTA!, the sign is nautically themed to represent the immigrant community who came before us with portholes at the top of the pillars, blue neon

132 reactions

Top posts > Likes



littleitalySD
Jan 01, 16:01

Buon giorno! 🌟 With a brand new year ahead of us, the possibilities are endless for what the year may have in store. Our New Year's Resolution is to continue giving back to our tight-knit community. We hope you'll join us in continuing to support our local shops and restaurants, working to keep our community safe

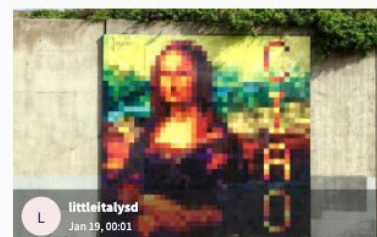
899 likes



littleitalySD
Jan 10, 20:00

The History | Our iconic Little Italy sign remains one of the most-recognized landmarks in San Diego. Lit for the first time in October 2000 at the 7th Annual Little Italy FESTA!, the sign is nautically themed to represent the immigrant community who came before us with portholes at the top of the pillars, blue neon

785 likes



littleitalySD
Jan 19, 00:01

Have you seen our abstract Mine-A-Lisa mural turning onto southbound Interstate 5 from Grape Street? This beautiful 20' x 20' mural is based on chalk art the students of Washington Elementary STEAM Magnet School created for our 2014 FESTA! The Italian art-themed piece was rendered using "bricks" of color in the artwork style, and with the permission from local artist James

687 likes

Top tweets > Engagement rate



@LittleItalySD
Jan 11, 00:00

Our iconic Little Italy sign remains one of the most-recognized landmarks in SD. First lit in 2000 at the 7th Annual FESTA!, the sign is nautically themed to represent the immigrant community who came before us. #LittleItalySD #SanDiego #VisitSanDiego

21 likes



@LittleItalySD
Jan 21, 17:26

There's nothing quite like sitting in the Piazza in the early morning with your fresh cappuccino, watching our neighborhood locals enjoy a card game. 🍷

20 likes



@LittleItalySD
Jan 16, 18:00

Formerly known as the center of the tuna industry, #LittleItalySD has been an ethnic business & residential community since the 1920's! Today we're proud to be a modern neighborhood with Italian American and non-Italian businesses alike, that everyone in the community can enjoy.

15 likes

Christopher M. Gomez

From: Sandi Cottrell <scottrell@artwalksandiego.org>
Sent: Thursday, January 20, 2022 9:55 AM
To: 'Marco-NCA'; Christopher M. Gomez
Subject: City SDPD Fees--Budget Meeting Yesterday.
Attachments: article event fees.pdf; police increase fees.pdf

Good morning,

The budget meeting of city council yesterday did not go well. They did not acknowledge all the e-comments the special event community sent in, and only a few people spoke, which did include Ben Nicholls and Michael Trimble. Attached is an article that came out in the UT this morning as well as the fee structure that was accepted yesterday by the budget committee.

Special event fees are going to increase tremendously over the next few years unless we can stop this from final approval at the February council meeting. Our all-volunteer San Diego Event Coalition group has done what we can reaching out to councilmembers but it was clear from the "mood" of the budget committee yesterday that they think these fee increases are a great idea and we have spoken to Natasha who feels these fees are acceptable.

Event planners are still trying to revive after two years of few events, and we find the fees proposed to be punitive.

Marco, do you think that there's a chance to put a stop to this after it has passed the budget committee? Chris, how can the BID council (or whatever it is called now) put pressure on them?

Pride indicated their fees will go from \$75K to \$250 in three years. The committee only looks at percentages, we are going to attempt to show in dollars what it means to planners. We are working on a spreadsheet to show what the new formulas will do to event costs.

Any help/pressure you can give would be greatly appreciated, it affects LIA's events. Sandi

Sandi Cottrell

Director
ArtWalk San Diego
O: 619.615.1090
M: 858.337.0522

www.artwalksandiego.org

Connecting Creative Communities

December 30, 2021

Dear Sir or Madam,

The San Diego Police Department would like to notify you that fees charged to special events organizers are currently under review by the Mayor and City Council for compliance with Council Policy 100-05 (User Fee Policy) and to ensure that all reasonable costs incurred while providing these services are recovered.

On Wednesday, January 19, 2022 at 9:00 a.m., the City's Fiscal Year 2023 User Fees report will be presented to the Budget and Government Efficiency Committee. If you would like to view this event, you can do so through the City's live streaming broadcast at the following link: <http://www.sandiego.gov/> and click on the CityTV Web Stream icon. Additional information regarding Budget and Government Efficiency Committee meeting access, agendas, and public comment options are also available at: <https://www.sandiego.gov/council-committees/budget-government-efficiency-committee>.

The current City Council approved rate structure for traffic control and police presence differentiates rates for non-profit organizations and commercial entities. Non-profit organizations are assessed \$23.00 per hour for traffic control services provided by non-sworn/civilian personnel and \$55.00 per hour for police officer services provided by sworn personnel. These rates were established in 2003 and have not changed, except for a \$1.00 per hour increase to the civilian rate in July 2020. Commercial entities are currently charged the full cost recovery of \$31.00 per hour for traffic control and \$100.00 per hour for police officer services; these rates were last adjusted in Fiscal Year 2019.

The Police Department recommends:

1. Commercial Rates

Consistent with previous City Council actions that have established commercial rates to be fully cost recoverable, increase the Commercial Rate for Traffic Control provided by non-sworn personnel to \$55.00 per hour and Police Officer services provided by sworn personnel to \$178.00 per hour.

2. Non-Profit Rates

Establish a percentage discount tied to the Commercial Rate in acknowledgement of the community and economic development contributions made by non-profit

organizations that host special events and other activities. A phased in approach is recommended. The Department is proposing no change to the non-profit rate in Fiscal Year 2023. In Fiscal Year 2024, the department is proposing to provide a 50% discount off the commercial rate for non-profit events and reducing the discount to 33% in Fiscal Year 2025 and future years.

Fee Title	Current Fee	FY 2023 Proposed Fee	Proposed Cost Recovery %	Category
Special Events Civilian - Commercial	\$31	\$55	100%	I
Special Events Civilian - Non-profit	\$23	\$23	42%	II
Special Events Sworn - Commercial	\$100	\$178	100%	I
Special Events Sworn - Non-profit	\$55	\$55	31%	II

Fee Title	Current Fee	FY 2024 Proposed Fee	Proposed Cost Recovery %	Category
Special Events Civilian - Commercial	\$31	\$55	100%	I
Special Events Civilian - Non-profit	\$23	\$28	50%	II
Special Events Sworn - Commercial	\$100	\$178	100%	I
Special Events Sworn - Non-profit	\$55	\$89	50%	II

Fee Title	Current Fee	FY 2025 Proposed Fee	Proposed Cost Recovery %	Category
Special Events Civilian - Commercial	\$31	\$55	100%	I
Special Events Civilian - Non-profit	\$23	\$37	67%	II
Special Events Sworn - Commercial	\$100	\$178	100%	I
Special Events Sworn - Non-profit	\$55	\$119	67%	II

If you have any questions regarding this information, please contact LeAnna Brown at (858) 573-5099.

San Diego Police Department
Traffic Division/Special Events Unit

Nonprofits: proposed s.d. fee hikes threaten many events

Council panel OKs increases to cover police, fire support

BY DAVID GARRICK

Nonprofit organizations across San Diego say special events like farmers markets, street fairs and annual festivals could be jeopardized by a city proposal to sharply raise fees for police and fire support at such events.

City officials say the fee increases are needed to cover the city's costs for supervising such events, which have gone up sharply in recent years as worker salaries have risen more than 30 percent since 2019.

The nonprofits say the timing of the fee increases, which would more than double in many cases, is awful because they are already facing financial challenges from the pandemic and inflation.

City officials stress that the increases will be phased in over three years and nonprofits will see no spikes at all until July 2023. They also noted that they know of no other major city that gives nonprofits discounts compared to for-profit event sponsors.

The City Council's Budget Committee voted 4-0 Wednesday to forward the fee increases to the full council for a final vote sometime next month.

In addition to boosting fees for special events, the city also plans to increase more than 300 other fees that city officials said will reflect rising costs related to pay raises for workers. The fee increases would take effect July 1.

More than 50 separate fees are slated to spike at least 40 percent. City officials say most of those fees haven't been raised in many years. The increases are projected to generate \$8.4 million in annual revenue.

Fee increases proposed by the Police Department appear to be the most controversial, including proposed spikes for strip clubs, individual strippers, massage parlors, bowling alleys, pawn shops, tow companies and tobacco retailers.

"The proposed rate structure is intended to strike a balance between providing necessary public safety services and recovering costs from event organizers in an equitable manner,"

said Kyle Meaux, a Police Department financial analyst.

Nonprofit leaders see it differently.

“Many of the proposed fee increases would be difficult to bear in a normal year, let alone as we enter the third year of this pandemic,” said Luis Montero-Adams of the San Diego LGBT Community Center. “Events are already more expensive to hold than ever before.”

Michael Trimble, executive director of the Gaslamp Quarter Association, said smaller events are likely the most in jeopardy because of their typically leaner budgets.

“This will put many of the small events that happen in the community, not just in the Gaslamp Quarter but all over San Diego, in jeopardy of not being able to operate,” he said.

A nonprofit hosting a special event would see its hourly cost per police officer rise from \$55 to \$89 in July 2023 and then to \$119 in July 2024 and beyond. For-profit sponsors would see a spike from \$100 an hour to \$178 an hour, which would take effect this July.

A nonprofit sponsoring a parade that requires eight officers for six hours would see its cost for police climb from \$2,640 to \$5,712.

“We use special events to promote our neighborhood and we use special events to improve our communities,” said Ben Nicholls, executive director of the Hillcrest Business Association. “Please reject these fee increases that will stifle us and smother us.”

Laurel McFarlane, president of the San Diego Event Coalition, said events generate tax revenue for the city and attract tourists who generate even more revenue.

“These proposed fees for police and fire seem punitive in the wake of what the special event industry and nonprofit community has endured for the last two years,” she said.

The proposed fee increases also generated criticism from other organizations, including the San Diego Pawn Brokers Association and the San Diego Firearms Dealers Association.

Examples of proposed increases include annual fees rising from \$248 to \$338 for massage therapists, \$1,428 to \$1,943 for strippers, \$346 to \$442 for pawn shops, \$1,606 to \$2,039 for firearms dealers, \$165 to \$225 for bowling alleys and \$141 to \$182 for tobacco retailers.

Councilmember Vivian Moreno said she sympathized with those affected, but San Diego must recover its costs.

“I do understand the concerns raised by members of the public today, however our user fees have not been updated in some time, and the cost to the city for these services has to be accounted for on some level,” she said. “I want to be clear here. The city is not making money. We’re covering costs and in some cases, we’re not recovering the costs fully.”

Council President Sean Elo-Rivera blamed city officials from the past.

“This is part of the problem when fees don’t get raised on a more gradual basis,” he said. “We are put in a position where we either approve what feels like huge increases in fees, or

we continue down the path of not recovering costs. This is a classic example of what happens when the can gets kicked down the road.”

david.garrick@sduniontribune.com

First Responders "It's Sauce" Marinara Cook-Off

Sunday, August 25, 2019 // 2:00pm-6:00pm

EXPENSES

Vendor	Description	Amount
New City America, Inc.	Administrative Oversight	
LIA Reserve	Asset Reserve	\$500.00
Olive Creative Strategies	Public Relations & Social Media Support	\$500.00
Doug Gates Photography	2-Hours of Event Photography	\$600.00
T's & Signs	75 Poster, 3,000 Fliers, Street Spanning Banner, Event Signage	\$1,225.00
	80 5' Pole Banners	\$2,025.00
Webstaurant Store	8,000 Eco 1oz App Bowls, 8,000 Eco 12oz Bowls, 9,000 3" Spoons, 8,000 Napkins	\$1,215.93
Office Depot	12 Ballot Boxes, 3,000 Single Raffle Tickets, 1,000 Double Raffle Tickets	\$325.00
World Market	12" Gold Ladle	\$6.50
Michaels	Pallet Style Wood Plaque	\$5.50
Inscriptu	Laser Engraving	\$40.00
[Participants]	\$240 Reimbursement for County Health Permit (Based on 12)	\$2,688.00
		<hr/>
		\$9,130.93



FIRST RESPONDERS CELEBRATION & "IT'S SAUCE" MARINARA COOK-OFF

LOCATION // Piazza della Famiglia
DATE // Sunday, August 30, 2020
TIME // 2:00pm – 6:00pm

The Little Italy Association is proud to honor San Diego Counties First Responders. This year, the Association has a call-out to all San Diego First Responders to put on their aprons and pick up their pots and ladles for the 1st Annual First Responders "It's Sauce" Marinara Cook-Off. San Diego's finest First Responders (Sheriff's Department, Police Department, Fire Department, Life Safety, and Life Guards) will be whipping up their own special sauce for the public to sample and vote on.

Guests will be able to pay to sample the various marinara options by our First Responders and they will also receive tickets that will allow them to vote on their favorite sauces. There will be three (3) *Public Choice Awards* given and the *It's Sauce Not Gravy Gold Ladle Award* will be awarded to the winner selected by some of Little Italy's finest chefs. Funds raised from the event will be split amongst the various departments for them to distribute and support their own department's charities.

The vision is also to install pole banners down India Street and convert all Little Italy strand lights and lighting in the Piazza della Famiglia to blue in their honor.

Please join us on making this annual celebration and cook-off a success.

SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting" sponsorship.
- **Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship for various portions of the event.
- **Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**
Logo on website with hyperlink.

FIRST RESPONDERS

CELEBRATION

LITTLE ITALY presents
**FIRST
RESPONDERS**



It's
Sauce
MARINARA COOK-OFF

First Responders Celebration & "It's Sauce" Marinara Cook-Off

SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting" sponsorship.
- Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship for various portions of the event.
- Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- Bronze Level / \$1,000**
Logo on website with hyperlink.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association
Mail to: 2210 Columbia Street, San Diego, CA 92101
Email to: Chris@LittleItalySD.com

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.

