



Little Italy Association of San Diego – Finance Committee
 Thursday, August 27, 2020 at 9:00am
 Zoom Virtual Meeting: <https://us02web.zoom.us/j/82618216068>
 or call 1-669-900-6833 / Meeting ID: 826 1821 6068

CLOSED SESSION TO DISCUSS CONTRACTUAL ISSUE ON ITEM 11

1. **Introductions – Bryan Thompson, Chair**
 - 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. **Next Meeting:** _____
3. **Review July 28, 2020 Finance Minutes** *Action Item*
4. **YTD Financials**
5. **Capitol Outdoor Contract Review by Zarconi** *Action Item*
6. **LIA Employee Handbook Review & Update by Zarconi** *Action Item*
7. **Batta | Fulkerson Hand Sanitizer Stations** *Action Item*
8. **Receipt of 1st Quarter MAD Advance – Update on Purchase of Items Previously Approved**
9. **Ask about Old Business Items**

COMMITTEE MEMBERS TO GO INTO CLOSED SESSION TO DISCUSS CONTENT OF THE NEW CITY AMERICA, INC ADMINISTRATIVE CONTRACT WITH LIA ATTORNEY MIKE ZARCONI. STAFF AND THE PUBLIC TO BE EXCUSED FROM THE MEETING AT THIS POINT.

10. **NCA Contract Discussion & Recommendation**
 - a. Discussion at Finance with Recommendation to Board *Action Item*
 - b. Closed Session at Board to Consider Finance’s Recommendations – Sep. 1, 2020
11. **Reopen Committee from Closed Session and Report the Findings on Any Decision to the Public**
12. **Adjournment**

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 ▪ Website: www.littleitalysd.com
 Facebook / Twitter / Instagram / LinkedIn: LittleItalySD ▪ #LittleItalySD

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.

- a. County Stimulus Grant
- b. SBA PPP
- c. SBA EIDL
- d. Outdoor Dining Task Force
- e. Civil Sidewalks Task Force
- f. Amici Park RFP
- g. Davi Tours
- h. BID: AirBnB Funds

TEMPORARY 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.*



Little Italy Association of San Diego – Finance Committee
Tuesday, July 28, 2020 at 9:00 am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/6192333898>
or call 1-669-900-6833 / Meeting ID: 619 233 3898

CLOSED SESSION TO DISCUSS CONTRACTUAL ISSUE ITEM 11

Voting Members: Lou Palestini, Danny Mocerri, Catt White, Steve Galasso, Luke Vinci, Jeri Keiller, Bryan Thompson, Joe Cordileone, Tom Zolezzi

Staff: Marco Li Mandri, Chris Gomez, Mike Zarconi, Rosie DeLuca, Dianne T. Serna De León

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	1. The meeting was called to order at 09:00 a.m. by the President, Steve Galasso. Chris Gomez went over the Zoom Meeting Etiquette. Marco Li Mandri introduced Bryan Thompson as the Chair.	1. No action taken
2. Next Meeting	2. The Next Finance Committee Meeting will be on Thursday, August 27 th , 2020 at 9:00 a.m. at Our Lady of the Rosary meeting Hall.	2. The date and time of the meeting were approved by consensus
3. Review of June 30, 2020 Board Minutes	3. The minutes from June 30, 2020 were reviewed.	3. Luke Vinci moved to accept the Finance Committee minutes. Tom Zolezzi seconded. Unanimously approved.
4. Grants & SBA Funds a. County Small Business Stimulus Grant	4.a. Update given	4. a. No action taken

<p>b. SBA EIDL Staff Recommendations for use of \$50,000 after receipt of the first installment of FY21 assessment funds.</p> <p>i) Payment back to Little Italy-Danny Mocerì</p>	<p>4b. Chris and Jeri an update on the priorities of the Committee for use of the EIDL funds not exceeding \$50,000. These funds will be expended once the first MAD installment for FY 21 have been received. Those items included paying off the new pressure washer (buy out of the lease for \$17,500), funding a reserve study for amenities throughout the district for \$7,000; purchasing a new dumping trailer for \$6,000; purchasing a small wood chipper for landscaping (\$3,000); purchasing a new 250 gallon water dog trailer for \$3,000; GIS amenities software for \$15,000. Discussion followed</p> <p>Jeri Keiller stated that we might have enough income at the end of the year to pay back savings. Jeri Keiller and Rosie DeLuca made a commitment to review the cashflow every month and report to the Finance Committee at each meeting.</p>	<p>4b. Jeri Keiller moved to approve the schedule of payments with the EIDL funds and Bryan Thompson seconded. Joe Cordileone abstained. Unanimously approved.</p>
<p>5. New Finance Committee Roster</p> <p>a. 12 Members</p> <p>b. Bylaws Amendment</p>	<p>5. a. Marco reported that 12 Members submitted their names for the New Finance Committee Roster. The voting members of the Finance Committee cannot constitute a majority of the total members of the Board.</p> <p>5. b. There will be a Bylaw Amendment to clarify the function of the Finance Committee that Marco will submit to Bryan Thompson to review and then to the Finance Committee on August 27, 2020.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p>
<p>6. Al Fresco Update</p> <p>a. Restaurants Contribution for LI Events Oversight \$50/Day per Restaurant</p>	<p>6 a. Chris reported that the LI Events Team has been managing the daily oversight of the Al Fresco Event. All of our businesses have signed an agreement that says they will underwrite it \$50 a day for every day we do an Al Fresco Event. This will be about \$1,000 a day, which is the cost of having a staff member there for 11 hours. This expense is borne by the benefitting restaurants at the rate of \$50.00 per day</p>	<p>6.a. No action taken</p>

<p>b. Use of Parking Meter Revenue for Crowd Rails</p> <p>c. Incidental Charges for Moving Planter-Forklift & Labor</p>	<p>for street closure dates.</p> <p>We are in the process of reevaluating the number of days as well as the time of the day, so the costs can go down. The savings will be used to offset the expenses for the masks and sanitizer we are purchasing for the event.</p> <p>6.b. Chris Gomez reported that we used Parking Meter Revenue to purchase the Crowd Control Rails. We spent \$15,000 for the Rails and an additional \$15,000 for Covers. We are providing businesses with half of the Rail Covers and they will be able to purchase the other half from us; it will be a complete cost recovery. We will be spending an additional \$2,000 to purchase more Rails for the other Businesses that just came on-line and will need parklets.</p> <p>6.c. Marco stated that there were Incidental charges for Forklift rentals and Labor in order to have the Planters moved.</p>	<p>6.b. No action taken</p> <p>6.c. No action taken</p>
<p>7. Renting of Piazza Basilone to Civico 1845 & Piazza della Famiglia Table Sets to Adjacent Businesses</p> <p>8. Creation of Outdoor Dining Task Force</p>	<p>7. Marco combined Action Items 7 and 8. We are currently renting Piazza Basilone seven days per week to Civico. It was \$1,500 in June; it will be \$2,000 in July and when they can do some indoor seating, it will go up to \$3,000 a month. There is also discussion of renting out some of the tables to the businesses in the Piazza della Famiglia because of the reduced indoor seating.</p> <p>Marco is requesting to create an Outdoor Dining Task Force to set the rates for renting out the Piazza's and then report back to the Finance Committee. Members of this Task Force are Luke Vinci, Bryan Thompson, Pasquale Ioele, Catt Fields White, Danny Mocerri and Michelle Van Rooyen.</p>	<p>7. No action taken</p> <p>8. The Committee approved the creation of the Outdoor Dining Task Force by consensus</p>
<p>9. Amici Park RFP (Luke Vinci, Chair) To the City by Labor Day</p>	<p>9. Chris Gomez reported that the RFP will be done by August 7, 2020 and then the Engineer will make a recommendation</p>	<p>9. No action taken</p>

	based on their qualifications for the bidding process redesign and construction of Amici Park. Marco added that our goal is to send that to the city by Labor Day.	
10. Civil Sidewalks Task Force a. Seeking Grant for Banker's Hill & Little Italy in FY21	10. Marco reported that two people from PATH came out to LI and tried to direct the homeless. We are trying to get a grant that will be split between LI and Banker's Hill that would allow us to have 3 days of coverage to assist with the homeless.c	10. No action taken
11. NCA Contract Discussion & Recommendation a. Distribution of Finance Committee- Today b. Distribution of Board of Directors- August 4, 2020 c. Discussion at Finance with Recommendations to Board- Aug. 2020 d. Closed Session at Board to Consider Finance's Recommendations- Sept 1, 2020	11. Finance committee met in closed session to discuss NCA contract to review contract language.	11. No action taken
12. Reopen Committee from Closed Session and Report the findings on Any Decision to the Public	12. Reopened meeting with no attendees waiting.	12. No action taken
13. Adjournment		

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

Little Italy Association of San Diego
Balance Sheet
As of July 31, 2020

			Jul 31, 20	Jul 31, 19
ASSETS				
Current Assets				
Checking/Savings				
		BID Acct / Torrey Pines	4,946	8
		Programs Acct / Torrey Pines	223,390	94,303
		Mercato / Torrey Pines	13,681	56,480
		Parking District / Torrey Pines	70,862	83,726
		MAD Acct / Torrey Pines	86,771	3,245
		Payroll Acct / Torrey Pines	22,441	62,756
		Savings Acct / Torrey Pines	167,766	183,494
		Total Checking/Savings	589,858	484,012
Accounts Receivable				
		Accts Rec - BID	1,200	600
		Accts Rec - MAD	284,633	282,145
		Accts Rec - Parking District	-1,000	37,308
		Accts Rec - Programs	2,500	10,250
		Total Accounts Receivable	287,333	330,303
Other Current Assets				
		Inventory LIA merchandise	1,020	1,020
		Endowment Fund	11,202	11,202
		Total Other Current Assets	12,222	12,222
		Total Current Assets	889,413	826,537
Fixed Assets				
		Program Equipment	51,280	51,280
		Improvements	29,077	29,077
		Equipment - MAD	18,500	18,500
		Website design	10,400	10,400
		Vehicles - MAD	113,215	113,215
		Accumulated depreciation	-131,874	-131,874
		Total Fixed Assets	90,598	90,598
		TOTAL ASSETS	980,011	901,135
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
		Accounts Payable - BID	34	7,276
		Accounts Payable - Programs	19,949	11,702
		Accounts Payable - Parking Dist	22,883	3,675
		Accounts Payable - MAD	19,662	11,376
		Total Accounts Payable	62,528	35,529

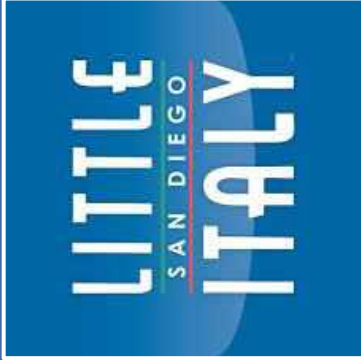
Little Italy Association of San Diego
Balance Sheet
 As of July 31, 2020

						Jul 31, 20	Jul 31, 19
					Other Current Liabilities		
					LWLS Grant		41,667
					MAD carry forward income	10,855	0
					MAD Advance	189,396	182,662
					Total Payroll Liabilities	1,573	
					Total Other Current Liabilities	201,823	224,329
					Total Current Liabilities	264,350	259,858
					Long Term Liabilities		
					EIDL LOAN	149,900	0
					Loan Payable #3 F-150 V8	14,527	14,527
					Loan Payable #4 F-150 V6	14,421	14,421
					Total Long Term Liabilities	178,848	28,948
					Total Liabilities	443,199	288,806
					Equity		
					Net unrestricted assets	587,053	498,797
					Net Income	-50,240	113,533
					Total Equity	536,813	612,330
					TOTAL LIABILITIES & EQUITY	980,012	901,135

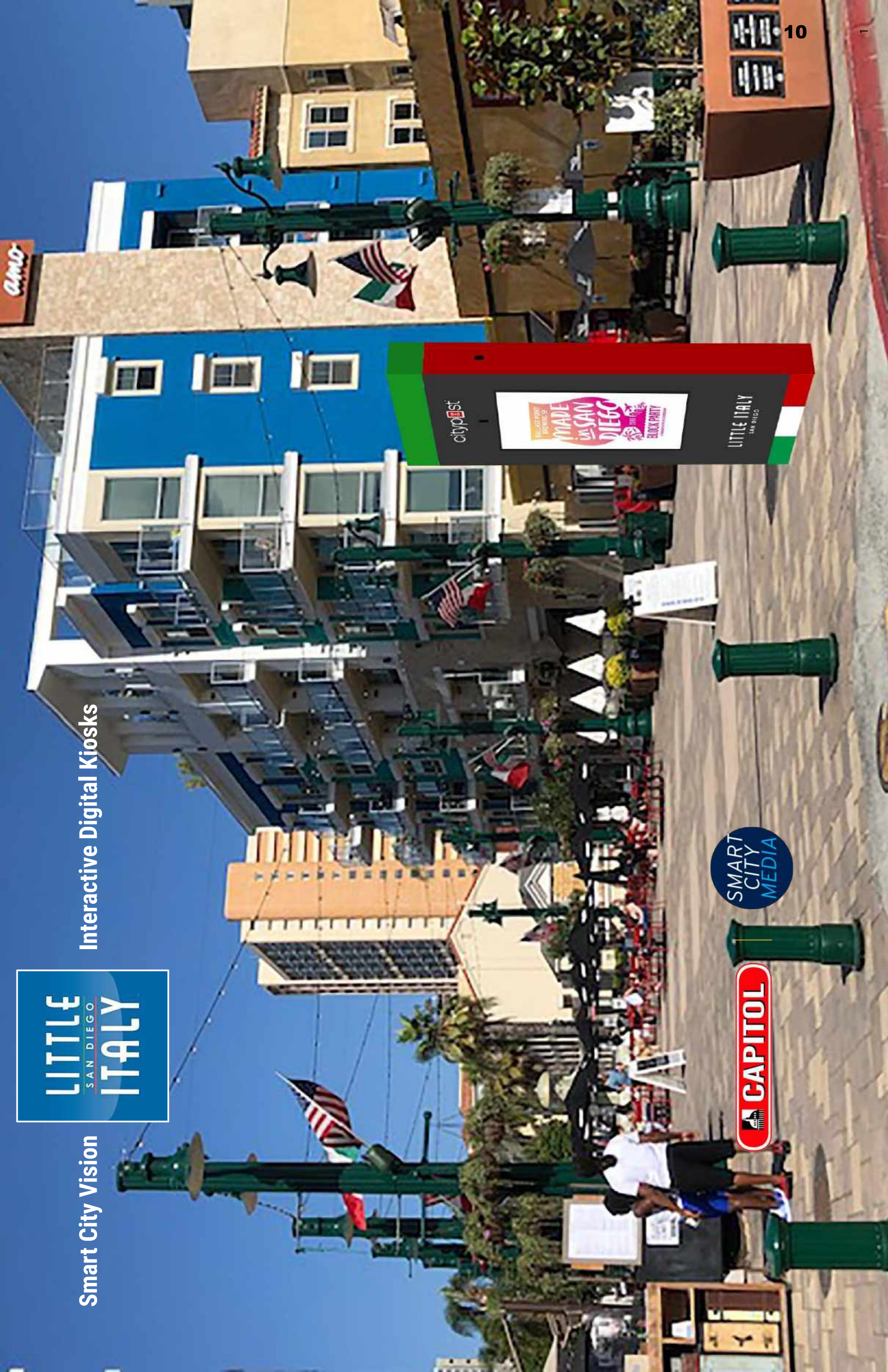
Little Italy Association of San Diego
Profit & Loss
July 2020

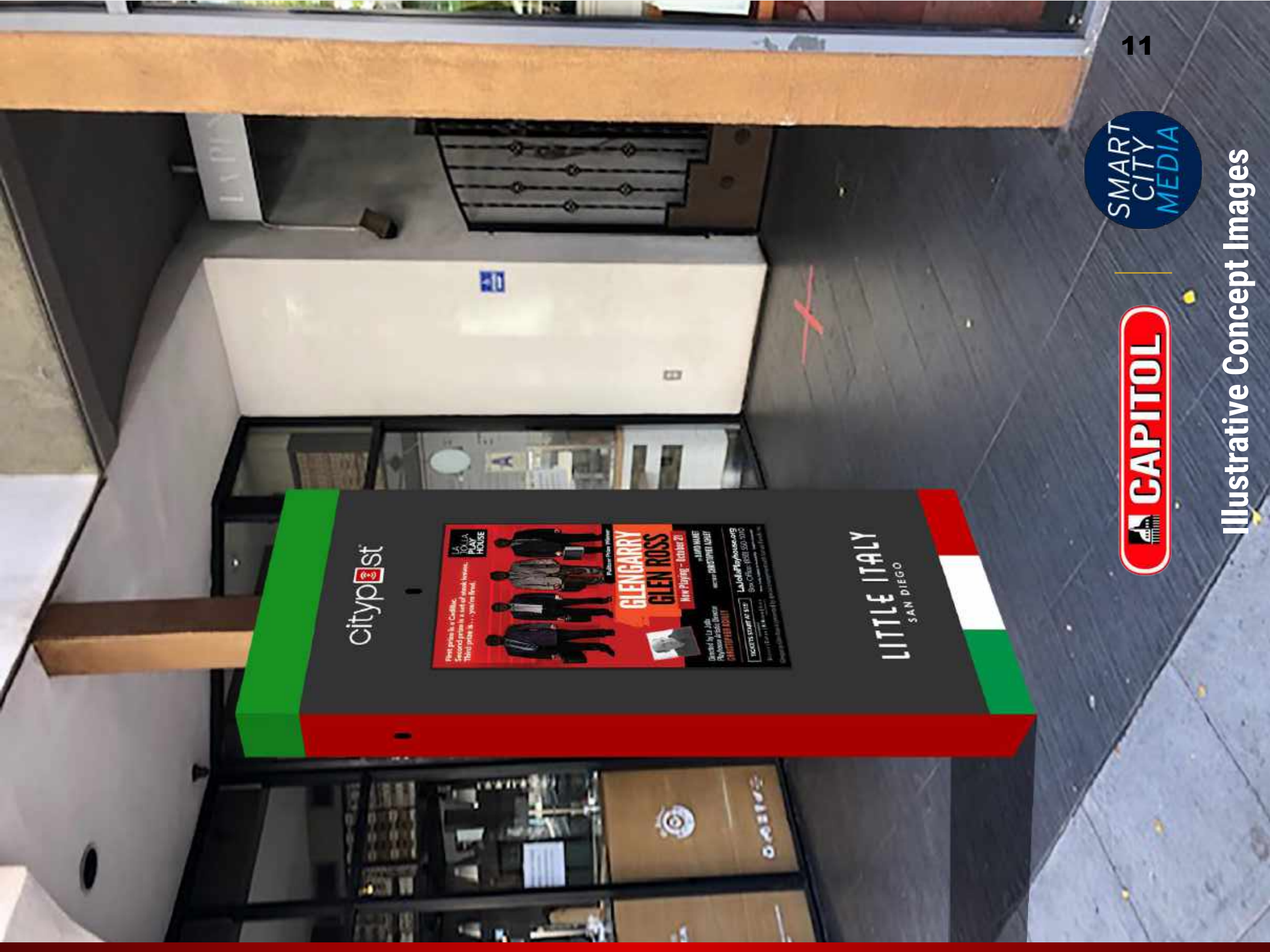
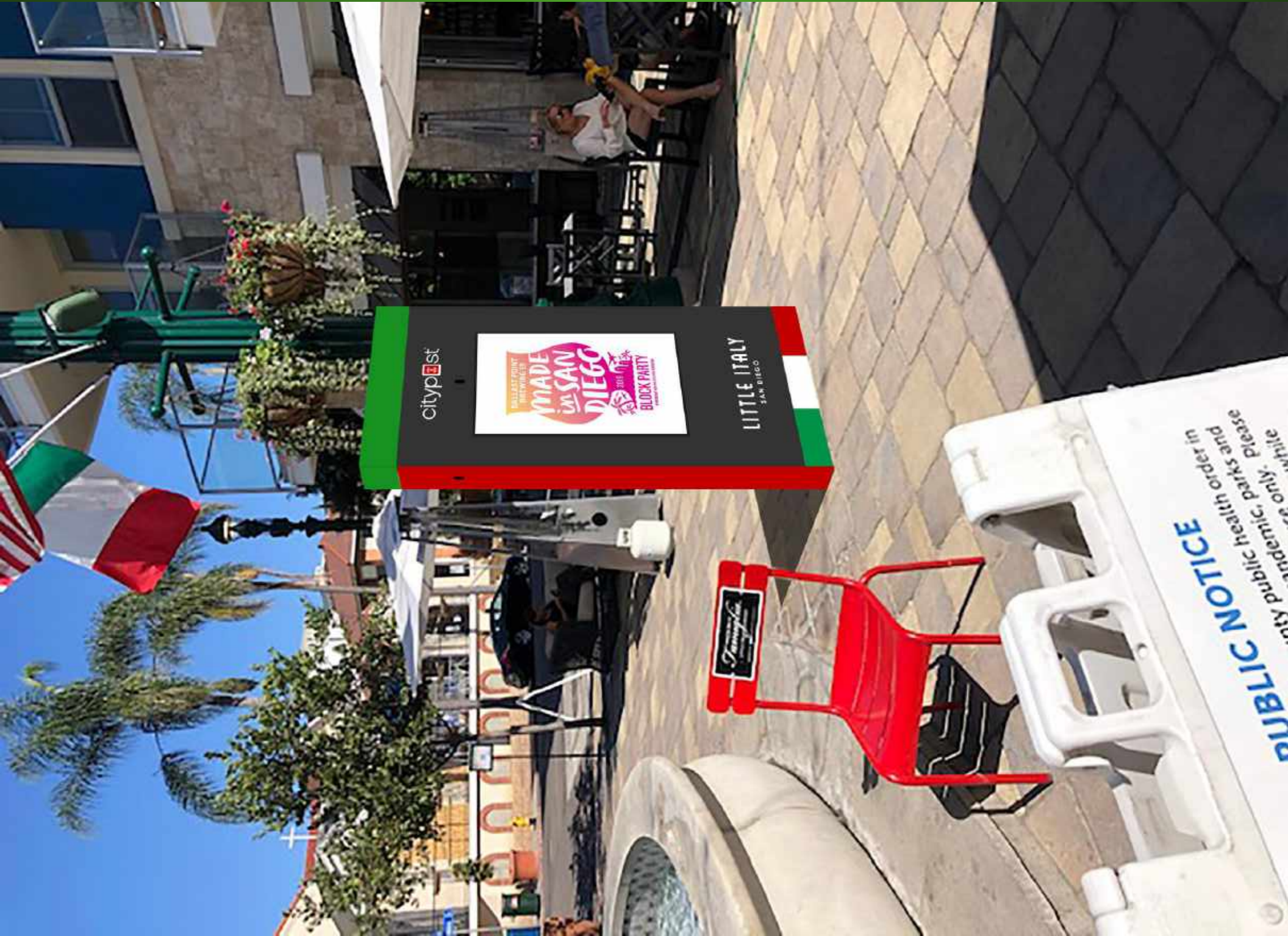
	BID	MAD	Maintenance Non-Assessment	Parking Programs	Parking Meter Revenues	Programs & Operations	TOTAL
Income							
PPP Loan	0	0	0	0	0	129,247	129,247
PROGRAM INCOME	0	0	1,500	0	0	55,336	56,836
MAINTENANCE DISTRICT INCOME	0	94,698	0	0	0	0	94,698
MAINTENANCE NON-ASSESS INCOME	0	0	8,473	0	0	0	8,473
PARKING DISTRICT REVENUES	0	0	0	10,014	0	0	10,014
Total Income	0	94,698	9,973	10,014	0	184,583	299,268
Expense							
MISC MAINT EXPENSE	0	0	731	0	0	0	731
OFFICE OPERATIONS	3,230	22,806	0	0	0	1,805	27,841
LANDSCAPE OPERATIONS	0	4,379	0	0	0	0	4,379
ASSESS DIST OPERATIONAL EXP	0	13,590	1,572	0	0	6,487	21,650
PERSONNEL EXPENSE	0	16,447	0	0	0	66,289	82,736
PROGRAM EXPENSE	0	0	971	0	0	79,613	80,584
NCA Management	5,000	0	0	0	0	14,300	19,300
Office Operational	0	0	0	0	0	100	100
Consulting Services	2,750	0	0	0	0	0	2,750
MERCATO EXPENSE	0	0	0	0	0	19,033	19,033
PARKING DISTRICT EXPENSE	0	0	0	36,312	47,309	6,783	90,404
Total Expense	10,980	57,222	3,275	36,312	47,309	194,409	349,507
Net Income	-10,980	37,476	6,697	-26,298	-47,309	-9,826	-50,240

Smart City Vision



Interactive Digital Kiosks





SMART CITY MEDIA

CAPITOL

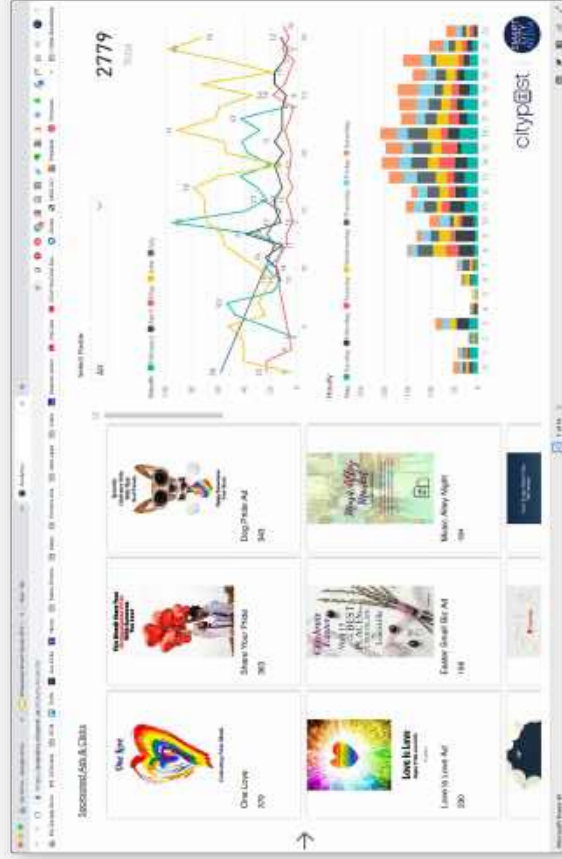
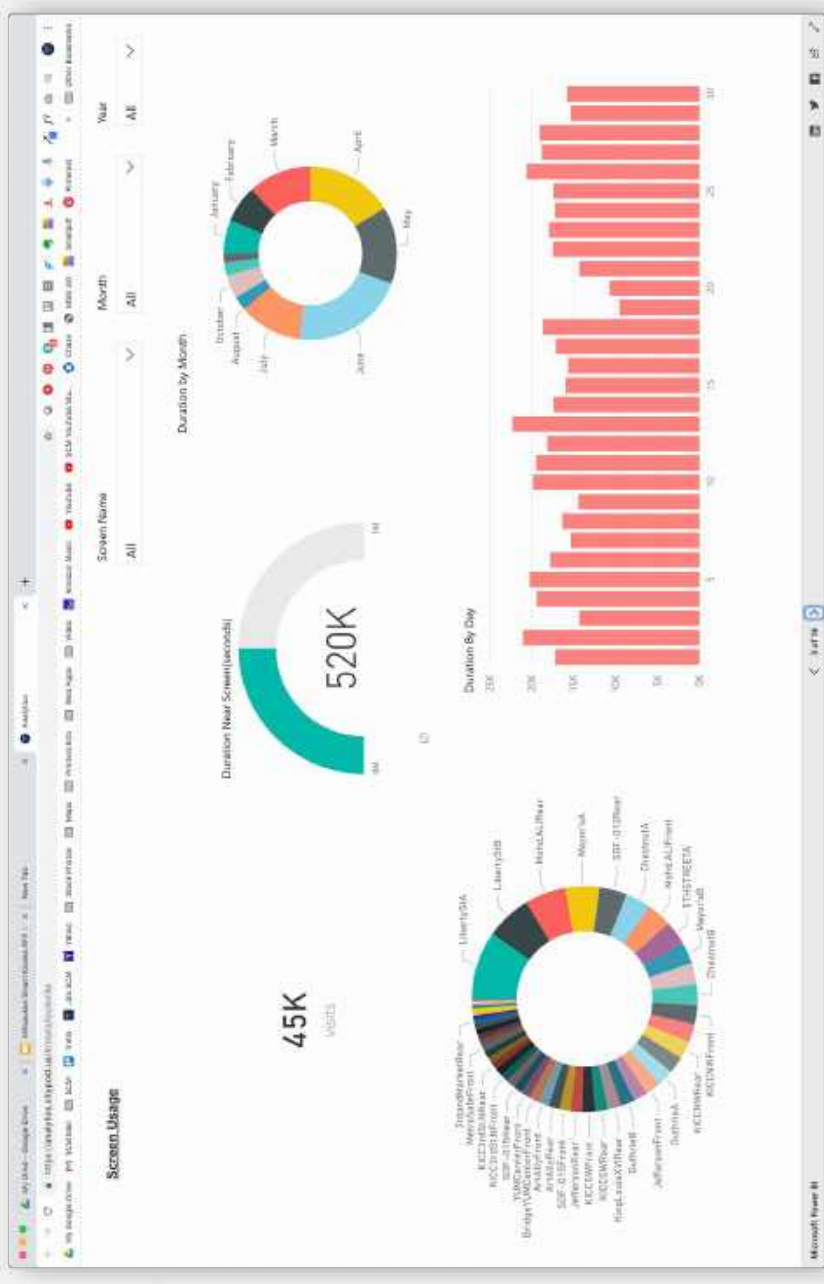
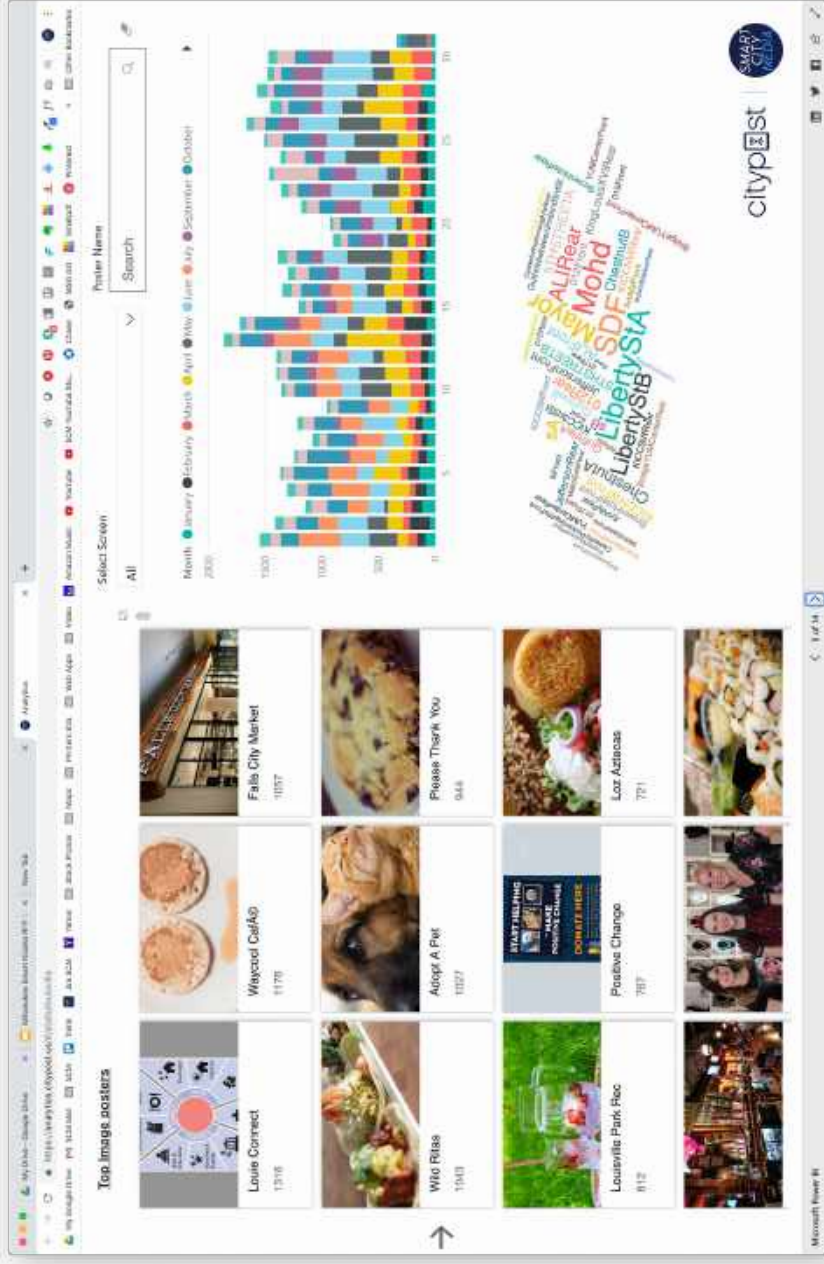


Little Italy San Diego Receives Projected 10-Yr Revenue of \$1.9M

Projected Gross Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total Gross Revenue
25 Screens	\$487,500	\$487,500	\$536,200	\$536,200	\$585,000	\$585,000	\$585,000	\$633,750	\$633,750	\$633,750	\$5,703,650
Screen Occupancy Rate	50%	50%	55%	55%	60%	60%	60%	65%	65%	65%	
Little Italy Revenue Share (33%)	\$160,875	\$160,875	\$176,946	\$176,946	\$193,050	\$193,050	\$193,050	\$209,138	\$209,138	\$209,138	\$1,882,206

UNMATCHED DATA AVAILABILITY

Our real-time data portal is unequalled in data capture, detail and logistics. It is available for each and every one of our deployments and ready to share with local data scientists and communication students across colleges and universities.



Christopher M. Gomez

From: Dianne Serna De Leon
Sent: Wednesday, August 5, 2020 4:44 PM
To: Christopher M. Gomez
Subject: Sanitizer (Little Italy Distillery)

Chris,

Little Italy Distillery will sell LIA a 265 Gallon Tote of Gel Sanitizer for \$3,000 to refill the Sanitizing Stations that Batta Fulkerson will be purchasing.

I researched a few places and I am finding that the prices elsewhere range from about \$4,000-\$7,000.

D I A N N E T . S E R N A D E L E Ó N

O f f i c e A d m i n i s t r a t o r

L i t t l e I t a l y A s s o c i a t i o n o f S a n D i e g o

2210 C o l u m b i a S t r e e t

S a n D i e g o , C A 92101

P h o n e : 619-233-3898

F a x : 619-233-4866

W e b s i t e : LittleItalySD.com

F a c e b o o k : [Little ItalySD](https://www.facebook.com/LittleItalySD)

T w i t t e r : [LittleItalySD](https://twitter.com/LittleItalySD)

I n s t a g r a m : [LittleItalySD](https://www.instagram.com/LittleItalySD)

L i n k e d i n : [LittleItalySD](https://www.linkedin.com/company/LittleItalySD)

LittleItalySD

Batta | Fulkerson Hand Station Fills

I - Beech	4			
I - Cedar	4			
I - Date	4			
I - Fir	4			
I - Grape	4			
I - Hawthori	4			
I - Ivy	4			
PdF	4			
Dog Park	2			
Church	1			
K - Juniper	4			
K - Ivy	4			
K - Hawthc	4			
K - Grape	4	Per Unit (G)	One Fill (Gs)	Based on 256 Gs
	51	0.5	25.5	10.39215686