



**Little Italy Association of San Diego – Finance Committee
Thursday, April 29, 2021 at Noon**

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/89011936040>
or call 1-669-900-6833 / Meeting ID: 890 1193 6040 / Password: 3898**

- 1. Introductions – Bryan Thompson, 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.
- 2. Next Meeting: _____**
- 3. Non-Agenda: Public Comment & Announcements**
- 4. Review March 25, 2021 Finance Minutes** *Action Item*
- 5. YTD Financials** *Action Item*
- 6. Authorization to Pay-Off Vehicles (\$14,000+) with FY21 Surplus Funds** *Action Item*
- 7. Little Italy Mercato**
 - a. Mercato Block Expansion & Income Update
 - b. Create FY22 Agreement Amendment Task Force *Action Item*
- 8. Green Lot Fence Repair, Bollards & Small Claim – Update & Direction** *Action Item*
- 9. LIA Get-or-Give Policy Amendment & Hardship Task Force** *Action Item*
- 10. New City America**
 - a. Create NCA Admin Review Task Force for Annual Review *Action Item*
 - b. Send FY22 Goals to Steve (Org) & Jeri
- 11. San Diego Tourism Authority Pdf Venue Ad (\$3,000)** *Action Item*
- 12. County Community Enhancement Grant – Endorsement to Submit** *Action Item*
- 13. FY22 Little Italy Parking District Budget – Submitted & Updates**
- 14. Civico 1845's Increase in June for use of Piazza Basilone**
- 15. Little Italy Merchandise – Update**
- 16. Old Business – Add or Remove Items** *Action Item*
- 17. Adjournment** *Action Item*

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. Little Italy Public Art Task Force
- b. Negotiations & Acquisitions Task Force

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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- c. Public Nuisance Legal Services
- d. City Attorney: GL Insurance & Air BnB
- e. COVID Funding Support: EIDL, PPP & State Grant
- f. Amici Park Redesign & DIF
- g. Heritage Row
- h. Smart Media Kiosks
- i. Bollard Program
- j. Outdoor Dining Task Force
- k. Civil Sidewalks Task Force
- l. Davi Tours

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
Thursday, March 25, 2021 at 12:00pm
Zoom Virtual Meeting: <https://us02web.zoom.us/j/83998907838>
or call 1-669-900-6833 / Meeting ID: 839 9890 7838 / Password: 3898

Committee Members: Frank Stiriti, Danny Mocerri, Lou Palestini, Bryan Thompson, Joe Cordileone, Jeri Keiller, Catt White, Sandi Cottrell, Luke Vinci, Rich Gustafson

Excused: Tom Zolezzi, Olivia Connolly

Guests: Thomas DeFranco, Davis Newton

Staff: Marco Li Mandri, Chris Gomez, Rosie DeLuca, Dianne Serna De Leon

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions-Bryan Thompson Chair	The meeting was called to order at 12:00 p.m. Chris Gomez went over the Zoom Meeting Etiquette.	No action taken
2. Next Meeting	The next Finance Committee Meeting will be on Thursday, April 29, 2021 at 12:00 p.m. via Zoom.	The date and time of the meeting were approved by consensus.
3. Review of February 23, 2021 Finance Minutes.	The minutes from February 23, 2021 were reviewed.	Jeri Keiller moved to accept the Finance Committee minutes. Catt White seconded the motion. Unanimously approved.
4. YTD Financials	4. Jeri Keiller reported on the YTD Financial Report.	4. Sandi Cottrell moved to accept the YTD Financials. Catt

		White seconded the motion. Unanimously approved. Jeri Keiller abstains.
5. FY 20 Audit	5. Jeri Keiller reported that the FY20 audit has been completed.	5. Danny Mocerì moved to accept the FY20 Audit. Lou Palestini seconded the motion. Unanimously approved.
6. Little Italy Public Art Task Force (\$50,000) a. Piazza della Famiglia Story Monument- \$8,000 b. Little Italy Planter Metal Plates c. CIAO in Faux Pine on Green Lot Fence on State Street- \$500 d. India Street Flag Replacement	6.a. Chris reported that the PDF Monument has been approved and is in production. 6.b. Chris Gomez reported that it will cost \$2,250 for Art and \$2,088 for the Metal Plates to be made and placed on planters throughout Little Italy. ArtWalk is currently accepting artwork to be displayed on the metal plates. The deadline to submit the artwork is April 18, 2021. 6.c. Chris Gomez reported it would cost \$500 to purchase faux pine to create CIAO spelled out on the Green Lot fence. 6.d. Chris Gomez reported that it will cost \$1,800 to replace the flags on India Street. We will also be adding flags to Kettner Blvd. Moving forward we will budget for the flags annually.	6. Bryan Thompson moved to approve the Public Art Projects. Jeri seconded the motion. Unanimously approved.
7. Little Italy Merchandise	7. Chris Gomez reported that Marco Li Mandri met with Marco Polo Cortes and the designs on the merchandise were not as discussed. He is also not using his booth effectively. At this point, we would like to move forward to try to resolve or terminate his contract within 60 days.	7. Danny Mocerì moved to authorize a resolution or termination of this contract within 60 days. Sandi Cottrell seconded the motion. Unanimously

		approved.
8. Small City Media CA, LLC Kiosk Agreement	8. Chris Gomez is finalizing the contract with Mike Zarconi for the Kiosk Agreement from Small City Media CA, LLC to place Kiosk screens throughout LI. The location of the kiosks will be discussed prior to placement. Smart City Media will be responsible for permitting the kiosks and covering any damage within 72 hours. There will be no liability to the Association. We would like to move forward with this agreement.	8. Danny Mocerri moved to approve the Agreement with Small City Media. Frank Stiriti seconded the motion. Unanimously approved.
9. Green Lot Repair, Bollards & Small Claim	9. Chris Gomez has been advised by Mike Zarconi to pay the \$6,000 for the Green Lot fence repairs, then follow up with small claims for reimbursement. Chris Gomez reported that it will cost \$1,800 to install 7 Bollards in front of the Green Lot fence. We are moving into the final stages of this project.	9. Danny Mocerri moved to approve the green lot repairs. Joe Cordileone seconded the motion. Unanimously approved. Lou Palestini moved to approve the Bollards installment. Frank Stiriti seconded the motion. Unanimously approved.
10. Little Italy Venues	10. Chris Gomez reported that Curt Brooker amended his contract until after the Pandemic to reflect 35% commission. Once we are able to pay the retainer, July 1, 2021, the commission will go back to 20%.	10. Jeri Keiller moved to accept LI Venues amended contract. Bryan Thompson seconded the motion. Sandi Cottrell abstains. Unanimously approved.
11. New City America FY22 Goals	11. Marco Li Mandri recommended that goals be submitted to Bryan Thompson to finalize in Finance in April and bring to Org in May.	11. No action taken
12. Trashcan Lids	12. Chris Gomez stated that we need to purchase lids for the trashcans which will cost \$4,800 for 28 units. We have the funds in our budget so	12. No action taken

	<p>we will move forward with this purchase.</p> <p>Chris Gomez reported that the FY22 Parking District budget has been presented. There is \$750K in Parking Meter Revenues and a projected \$117K in Parking Programs. We are reducing valet to 4 days a week instead of 7 days a week, with 3 location operating.</p> <p>We will be increasing our General Liability Insurance. We have a feasibility study for the West Grape Street conversion. We are installing Enhanced lighting on Kettner Blvd and lighting under the I-5 Bridge overpass. We will also be installing porous pave and continental crosswalk.</p>	
13. Old Business	13. Nothing to report	13. No action taken
14. Adjournment	14. Meeting Adjourned.	

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

Little Italy Association of San Diego
Balance Sheet
As of March 31, 2021

	Mar 31, 21
ASSETS	
Current Assets	
Checking/Savings	
BID Acct / Torrey Pines	28,546.57
Programs Acct / Torrey Pines	164,770.77
Mercato / Torrey Pines	34,679.62
Parking District / Torrey Pines	307,980.27
MAD Acct / Torrey Pines	470,967.06
Payroll Acct / Torrey Pines	161,577.75
Savings Acct / Torrey Pines	38,070.70
Total Checking/Savings	1,206,592.74
Accounts Receivable	
Accts Rec - MAD	1,180.00
Accts Rec - Parking District	194,696.52
Accts Rec - Programs	6,586.14
Total Accounts Receivable	202,462.66
Other Current Assets	
Endowment Fund	11,202.00
Undeposited Funds	286.00
Total Other Current Assets	11,488.00
Total Current Assets	1,420,543.40
Fixed Assets	
Machinery and Equipment	127,331.00
Improvements-Building/Nursery	56,777.00
Auto/Transport Equipment	106,215.00
Website design	10,400.00
Accumulated depreciation	-177,044.95
Total Fixed Assets	123,678.05
TOTAL ASSETS	1,544,221.45
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable - BID	33.50
Accounts Payable - Programs	3,640.09
Accounts Payable - Mercato	322.00
Accounts Payable - Parking Dist	1,488.73
Accounts Payable - MAD	3,386.93
Total Accounts Payable	8,871.25
Other Current Liabilities	
Bollard Advance	226,776.96
Unspent Art Appreciation grant	42,609.42
Accrued Interest Liability	1,016.00
Second PPP Loan	274,105.00
MAD Advance	284,093.35
Garnishments	101.07
Total Other Current Liabilities	828,701.80
Total Current Liabilities	837,573.05
Long Term Liabilities	
EIDL LOAN	148,475.73
Loan Payable #3 F-150 V8	5,960.33
Loan Payable #4 F-150 V6	5,916.62
Total Long Term Liabilities	160,352.68
Total Liabilities	997,925.73
Equity	
Net unrestricted assets	529,425.86
Net Income	16,869.86
Total Equity	546,295.72
TOTAL LIABILITIES & EQUITY	1,544,221.45

Little Italy Association of San Diego
Profit & Loss
 July 2020 through March 2021

		BID	MAD	Maintenance Non-Assessment	Total Total Parking District	Programs & Operations	TOTAL
	Income						
	PPP Income - First round	0.00	0.00	0.00	0.00	252,029.00	252,029.00
	PPP Loan	0.00	0.00	0.00	0.00	0.00	0.00
	PROGRAM INCOME	0.00	0.00	8,775.00	0.00	434,533.34	443,308.34
	BID INCOME	108,365.47	0.00	0.00	0.00	0.00	108,365.47
	MAINTENANCE DISTRICT INCOME	0.00	852,280.05	0.00	0.00	0.00	852,280.05
	MAINTENANCE NON-ASSESS INCOME	0.00	0.00	61,921.82	0.00	275.00	62,196.82
	PARKING DISTRICT INCOME	0.00	0.00	0.00	702,440.13	0.00	702,440.13
	PARKING DISTRICT REVENUES	0.00	0.00	0.00	70,810.80	0.00	70,810.80
	Total Income	108,365.47	852,280.05	70,696.82	773,250.93	686,837.34	2,491,430.61
	Gross Profit	108,365.47	852,280.05	70,696.82	773,250.93	686,837.34	2,491,430.61
	Expense						
	MISC MAINT EXPENSE	0.00	0.00	731.39	0.00	0.00	731.39
	OFFICE OPERATIONS	25,913.14	152,389.81	1,011.67	0.00	5,718.68	185,033.30
	LANDSCAPE OPERATIONS	0.00	56,192.45	1,061.12	0.00	0.00	57,253.57
	ASSESS DIST OPERATIONAL EXP	0.00	108,239.25	7,666.16	0.00	4,289.97	120,195.38
	PERSONNEL EXPENSE	0.00	479,057.33	8,369.41	7,333.31	175,901.94	670,661.99
	ACCOUNTANT EXPENSE ENTRIES	0.00	0.00	17,691.01	0.00	8,736.01	26,427.02
	PROGRAM EXPENSE	0.00	0.00	971.30	0.00	257,318.24	258,289.54
	Maintenance Personnel	0.00	95.00	0.00	0.00	0.00	95.00
	Maintenance Non-Personnel	0.00	100.00	0.00	0.00	9,090.00	9,190.00
	NCA Management	32,750.76	47,898.72	0.00	0.00	95,797.44	176,446.92
	Office Operational	0.00	4,871.47	0.00	0.00	10,817.49	15,688.96
	Consulting Services	25,250.00	0.00	0.00	0.00	0.00	25,250.00
	SBEP EXPENSES	12,249.24	0.00	0.00	0.00	0.00	12,249.24
	MERCATO EXPENSE	0.00	0.00	0.00	0.00	157,842.59	157,842.59
	PARKING DISTRICT EXPENSE	0.00	0.00	0.00	752,422.84	6,783.01	759,205.85
	Total Expense	96,163.14	848,844.03	37,502.06	759,756.15	732,295.37	2,474,560.75
	Net Income	12,202.33	3,436.02	33,194.76	13,494.78	-45,458.03	16,869.86

Little Italy Association of San Diego
BID Profit & Loss Budget Performance
March 2021

	Mar 21	Budget	Jul '20 - Mar 21	YTD Budget	Annual Budget
Income					
BID INCOME					
BID Dues	0.00	500.00	0.00	4,500.00	6,000.00
BID Disbursements	7,952.45	10,000.00	89,991.47	90,000.00	120,000.00
SBEP Mgmt Grant	0.00	0.00	18,374.00	18,374.00	18,374.00
Total BID INCOME	7,952.45	10,500.00	108,365.47	112,874.00	144,374.00
Total Income	7,952.45	10,500.00	108,365.47	112,874.00	144,374.00
Gross Profit	7,952.45	10,500.00	108,365.47	112,874.00	144,374.00
Expense					
OFFICE OPERATIONS					
Accounting	0.00	333.33	2,000.00	3,000.01	4,000.00
Computer Service	0.00	375.00	4,203.00	3,375.00	4,500.00
Dues & subscriptions	0.00	41.67	1,515.00	374.99	500.00
Insurance	0.00	250.00	4,130.23	2,250.00	3,000.00
Office supplies	649.13	750.00	5,851.11	6,750.00	9,000.00
Printing	0.00	41.67	0.00	374.99	500.00
Phone & Internet	221.74	208.33	1,946.60	1,875.01	2,500.00
Postage	0.00	83.33	1,680.94	750.01	1,000.00
Rent	500.00	500.00	4,586.26	4,500.00	6,000.00
Web Maintenance	0.00	166.67	0.00	1,499.99	2,000.00
Total OFFICE OPERATIONS	1,370.87	2,750.00	25,913.14	24,750.00	33,000.00
NCA Management					
Staff Administration	2,958.46	5,000.00	32,750.76	45,000.00	60,000.00
Total NCA Management	2,958.46	5,000.00	32,750.76	45,000.00	60,000.00
Consulting Services					
PR	2,750.00	2,750.00	25,250.00	24,750.00	33,000.00
Total Consulting Services	2,750.00	2,750.00	25,250.00	24,750.00	33,000.00
SBEP EXPENSES					
Staff Administration (SBEP)	2,041.54	2,041.55	12,249.24	12,249.30	18,374.00
Total SBEP EXPENSES	2,041.54	2,041.55	12,249.24	12,249.30	18,374.00
Total Expense	9,120.87	12,541.55	96,163.14	106,749.30	144,374.00
Net Income	-1,168.42	-2,041.55	12,202.33	6,124.70	0.00

Little Italy Association of San Diego
MAD Profit & Loss Budget Performance
March 2021

	<u>Mar 21</u>	<u>Budget</u>	<u>Jul '20 - Mar 21</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Income					
MAINTENANCE DISTRICT INCOME					
MAD Assessments	94,697.79	94,886.42	852,280.05	853,977.78	1,138,637.04
MAD Gas Tax	0.00	314.08	0.00	2,826.72	3,768.96
MAD General Benefit Income	0.00	3,628.92	0.00	32,660.28	43,547.04
MAD City Administration	0.00	-291.67	0.00	-2,625.03	-3,500.04
MAD Spec Dist Lighting	0.00	-2,916.67	0.00	-26,250.03	-35,000.04
MAD Contingency Reserve	0.00	-1,423.25	0.00	-12,809.25	-17,079.00
2020 Special Dist Lighting Adj	0.00	500.00	0.00	4,500.00	6,000.00
Total MAINTENANCE DISTRICT INCOME	94,697.79	94,697.83	852,280.05	852,280.47	1,136,373.96
Total Income	94,697.79	94,697.83	852,280.05	852,280.47	1,136,373.96
Gross Profit	94,697.79	94,697.83	852,280.05	852,280.47	1,136,373.96
Expense					
OFFICE OPERATIONS					
Accounting	0.00	0.00	2,250.00	5,000.00	5,000.00
Computer Service	957.00	208.33	3,828.00	1,874.97	2,499.96
Insurance	9,968.74	11,333.00	71,441.50	54,166.00	88,165.00
Office supplies	748.39	833.33	8,014.81	7,499.97	9,999.96
Payroll Service	575.75	333.33	2,986.18	2,999.97	3,999.96
Rent					
Storage	1,078.00	700.00	7,030.00	6,300.00	8,400.00
Rent - Other	3,690.97	3,833.33	34,220.09	34,499.97	45,999.96
Total Rent	4,768.97	4,533.33	41,250.09	40,799.97	54,399.96
Repairs & Maintenance	1,235.21	9,193.25	21,069.23	42,739.25	70,319.00
Utilities	650.00	250.00	1,550.00	2,250.00	3,000.00
Total OFFICE OPERATIONS	18,904.06	26,684.57	152,389.81	157,330.13	237,383.84
LANDSCAPE OPERATIONS					
Nursery & Landscape Supplies	919.03	2,500.00	23,473.06	18,500.00	26,000.00
Tree Supplies & Services	2,510.86	1,500.00	18,766.07	13,500.00	18,000.00
Outside Landscaping Service	0.00	494.00	988.00	988.00	2,470.00
Tools & Equipment	0.00	250.00	3,793.55	2,250.00	3,000.00
Dumpster	0.00	500.00	4,208.20	4,500.00	6,000.00
Uniforms	0.00	291.67	2,620.76	2,625.03	3,500.04
Equipment Rental	130.33	83.33	1,920.46	749.97	999.96
Nursery Facility	0.00		422.35	0.00	0.00
Total LANDSCAPE OPERATIONS	3,560.22	5,619.00	56,192.45	43,113.00	59,970.00
ASSESS DIST OPERATIONAL EXP					
MAD / BID OPERATIONS					
Dumpster	2,592.10	1,800.00	17,409.80	13,516.65	18,916.65
Tools & Equipment	0.00	0.00	2,728.98	250.00	250.00
Auto expenses	827.39	500.00	10,221.12	4,500.00	6,000.00
Gas & electricity	792.38	1,000.00	8,533.07	6,083.35	9,083.35
Gasoline	1,690.23	1,833.33	17,384.80	16,500.01	22,000.00
Equipment Rentals	0.00	83.33	0.00	750.01	1,000.00
Cell Phones / Radios	563.27	500.00	5,306.09	4,500.00	6,000.00
Electrical Work/Street Lights	0.00	166.67	583.67	1,500.03	2,000.04
Water	1,296.45	1,200.00	12,967.97	8,233.31	11,833.31
Uniforms	0.00	583.33	2,910.16	5,250.01	7,000.00
Cleaning & Janitorial Supplies	3,173.46	4,011.67	26,480.08	26,689.99	38,725.00
Total MAD / BID OPERATIONS	10,935.28	11,678.33	104,525.74	87,773.36	122,808.35
PRESSURE-WASHING OPERATIONS					
Tools & Equipment	0.00	83.33	292.37	750.01	1,000.00
Pressure Washer / Water Trailer	435.59	500.00	3,421.14	4,500.00	6,000.00
Total PRESSURE-WASHING OPERATIONS	435.59	583.33	3,713.51	5,250.01	7,000.00
Total ASSESS DIST OPERATIONAL EXP	11,370.87	12,261.66	108,239.25	93,023.37	129,808.35
PERSONNEL EXPENSE					
EE MEDICAL CONTRIBUTION	0.00	-2,229.30	0.00	-15,605.10	-22,293.00
Office Administrator					

Little Italy Association of San Diego
MAD Profit & Loss Budget Performance
March 2021

	Mar 21	Budget	Jul '20 - Mar 21	YTD Budget	Annual Budget
Health/Dental Insurance	370.50	1,501.00	8,864.35	4,302.85	8,805.85
Payroll Taxes	0.00	0.00	634.60	810.55	945.65
WC Insurance	26.27	24.14	114.98	807.18	879.60
Salary Expense	0.00	0.00	12,799.06	11,035.10	11,880.10
Total Office Administrator	396.77	1,525.14	22,412.99	16,955.68	22,511.20
Landscape Crew					
Salary Expense	0.00	0.00	118,386.86	114,177.00	123,608.40
Health/Dental Insurance	1,298.95	1,964.92	16,990.13	17,684.24	23,579.00
WC Insurance	1,038.91	1,146.09	10,492.78	10,314.85	13,753.12
Payroll Taxes	0.00	0.00	9,668.47	8,574.55	9,289.10
Total Landscape Crew	2,337.86	3,111.01	155,538.24	150,750.64	170,229.62
Maintenance Crew					
Salary Expense	0.00	0.00	202,334.37	191,481.55	207,162.90
Payroll Taxes	0.00	0.00	16,441.00	15,198.55	16,465.10
WC Insurance	1,803.33	2,031.75	21,064.53	18,285.75	24,381.00
Health/Dental Insurance	3,722.25	3,483.00	28,393.30	31,347.00	41,796.00
Total Maintenance Crew	5,525.58	5,514.75	268,233.20	256,312.85	289,805.00
Pressure-Washing Crew					
Salary Expense	0.00	0.00	30,613.45	31,356.60	33,809.24
Payroll Taxes	0.00	0.00	2,286.69	2,438.20	2,641.38
WC Insurance	279.46	326.00	2,477.72	2,934.00	3,912.00
Health/Dental Benefits	638.70	558.83	5,921.30	5,029.51	6,706.00
Total Pressure-Washing Crew	918.16	884.83	41,299.16	41,758.31	47,068.62
P/R Credit- Families First Act	0.00	0.00	-8,426.26	-8,426.26	-8,426.26
Total PERSONNEL EXPENSE	9,178.37	8,806.43	479,057.33	441,746.12	498,895.18
PROGRAM EXPENSE					
Program Operations	0.00	1,386.00	0.00	2,772.00	6,930.00
Salary Expense					
Payroll Taxes	0.00	1,080.20	0.00	2,160.40	5,401.00
Salary Expense - Other	0.00	0.00	0.00	0.00	750.00
Total Salary Expense	0.00	1,080.20	0.00	2,160.40	6,151.00
Total PROGRAM EXPENSE	0.00	2,466.20	0.00	4,932.40	13,081.00
Maintenance Personnel					
Health/Dental benefits	0.00	0.00	95.00	0.00	0.00
Total Maintenance Personnel	0.00	0.00	95.00	0.00	0.00
Maintenance Non-Personnel					
General insurance	100.00		100.00		
Total Maintenance Non-Personnel	100.00		100.00	0.00	0.00
NCA Management					
Staff Administration	15,966.24	19,200.00	47,898.72	57,600.00	115,200.00
Total NCA Management	15,966.24	19,200.00	47,898.72	57,600.00	115,200.00
Office Operational					
Employee Screening Services	49.00	100.00	433.97	537.00	837.00
Legal	77.50	0.00	4,437.50	4,674.96	4,674.96
Total Office Operational	126.50	100.00	4,871.47	5,211.96	5,511.96
MERCATO EXPENSE					
Mercato Insurance	0.00	3,000.00	0.00	6,000.00	15,000.00
Total MERCATO EXPENSE	0.00	3,000.00	0.00	6,000.00	15,000.00
Budget adjustment	0.00	22,359.00	0.00	22,359.00	22,359.00
Total Expense	59,206.26	100,496.86	848,844.03	831,315.98	1,097,209.33
Net Income	35,491.53	-5,799.03	3,436.02	20,964.49	39,164.63

Little Italy Association of San Diego

Maintenance Non-Assessment Profit & Loss Budget Performance 12

March 2021

	Mar 21	Budget	Jul '20 - Mar 21	YTD Budget	Annual Budget
Income					
PROGRAM INCOME					
Sponsors	2,925.00	0.00	8,775.00	5,850.00	5,850.00
Total PROGRAM INCOME	2,925.00	0.00	8,775.00	5,850.00	5,850.00
MAINTENANCE NON-ASSESS INCOME					
Mercato Services	3,333.00	3,333.33	19,999.32	20,000.01	30,000.00
Other Income / Special Events	0.00	0.00	510.00	510.00	510.00
Supplemental Services	3,455.00	5,000.00	41,412.50	45,000.00	60,000.00
Total MAINTENANCE NON-ASSESS INCOME	6,788.00	8,333.33	61,921.82	65,510.01	90,510.00
Total Income	9,713.00	8,333.33	70,696.82	71,360.01	96,360.00
Gross Profit	9,713.00	8,333.33	70,696.82	71,360.01	96,360.00
Expense					
MISC MAINT EXPENSE					
New Pressure Washer	0.00	0.00	731.39	731.00	731.00
Total MISC MAINT EXPENSE	0.00	0.00	731.39	731.00	731.00
OFFICE OPERATIONS					
Bank Fees	0.00	12.50	0.00	112.50	150.00
Office Expenses Tenant Portion	278.59		988.75		
Office supplies	12.92		12.92	0.00	0.00
Printing	0.00	10.42	0.00	93.74	125.00
Postage	0.00	141.67	0.00	1,274.99	1,700.00
Rent					
Storage	10.00		10.00		
Total Rent	10.00		10.00		
Total OFFICE OPERATIONS	301.51	164.59	1,011.67	1,481.23	1,975.00
LANDSCAPE OPERATIONS					
Nursery & Landscape Supplies	51.63	0.00	954.65	903.00	903.00
Tree Supplies & Services	0.00		106.47		
Total LANDSCAPE OPERATIONS	51.63	0.00	1,061.12	903.00	903.00
ASSESS DIST OPERATIONAL EXP					
MAD / BID OPERATIONS					
Misc	0.00	41.67	20.94	375.03	500.04
Mileage Reimbursement	0.00	41.67	0.00	375.03	500.04
Meals & Entertainment	0.00	125.00	875.89	1,125.00	1,500.00
Late Fees	7.20	8.33	41.45	75.01	100.00
Interest Expense	0.00		3,307.90	0.00	0.00
Liability Claims	0.00	250.00	0.00	2,250.00	3,000.00
Auto expenses	58.18	1,165.95	3,419.98	5,366.95	8,864.80
Total MAD / BID OPERATIONS	65.38	1,632.62	7,666.16	9,567.02	14,464.88
Total ASSESS DIST OPERATIONAL EXP	65.38	1,632.62	7,666.16	9,567.02	14,464.88
PERSONNEL EXPENSE					
Maintenance Crew					
Staff Bonuses	0.00		8,575.00	8,575.00	8,575.00
Total Maintenance Crew	0.00		8,575.00	8,575.00	8,575.00
P/R Credit- Families First Act	2,136.25	-400.00	-205.59	-3,141.00	-4,341.00
Total PERSONNEL EXPENSE	2,136.25	-400.00	8,369.41	5,434.00	4,234.00
ACCOUNTANT EXPENSE ENTRIES					
Depreciation	1,965.67	1,965.00	17,691.01	17,689.00	23,584.00
Total ACCOUNTANT EXPENSE ENTRIES	1,965.67	1,965.00	17,691.01	17,689.00	23,584.00
PROGRAM EXPENSE					
Program Supplies	0.00		971.30	1,000.00	1,000.00
Total PROGRAM EXPENSE	0.00	0.00	971.30	1,000.00	1,000.00
Total Expense	4,520.44	3,362.21	37,502.06	36,805.25	46,891.88
Net Income	5,192.56	4,971.12	33,194.76	34,554.76	49,468.12

Little Italy Association of San Diego
PARKING DISTRICT Profit & Loss Budget Performance
March 2021

	<u>Mar 21</u>	<u>Budget</u>	<u>Jul '20 - Mar 21</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
Income					
PARKING DISTRICT INCOME					
Parking District Reimbursement	164,587.66	73,375.00	665,217.09	529,875.00	750,000.00
City Bollard funds	4,259.57	2,770.84	37,223.04	35,734.31	660,000.00
Total PARKING DISTRICT INCOME	168,847.23	76,145.84	702,440.13	565,609.31	1,410,000.00
PARKING DISTRICT REVENUES					
Valet Program Revenues	5,008.16	12,500.00	70,810.80	107,561.00	145,061.00
Total PARKING DISTRICT REVENUES	5,008.16	12,500.00	70,810.80	107,561.00	145,061.00
Total Income	173,855.39	88,645.84	773,250.93	673,170.31	1,555,061.00
Gross Profit	173,855.39	88,645.84	773,250.93	673,170.31	1,555,061.00
Expense					
PARKING DISTRICT EXPENSE					
In House Valet Program					
Valet Employee Payroll	3,695.56	24,000.00	70,677.24	148,000.00	220,000.00
Valet Employee Payroll Taxes	425.64	0.00	6,665.49	0.00	0.00
Equipment & Uniforms	122.48	2,000.00	3,898.64	5,000.00	5,000.00
Permits	-349.00	333.33	-349.00	2,000.01	3,000.00
Program Management	5,747.50	5,747.50	51,727.50	51,727.50	68,970.00
Total In House Valet Program	9,642.18	32,080.83	132,619.87	206,727.51	296,970.00
Lot Rental/Insurance					
Workers' Comp	165.73	3,900.00	6,263.72	23,300.00	35,000.00
Liability Insurance	4,000.00	1,666.66	25,273.25	15,000.02	20,000.00
Parking Lot Rentals	4,982.75	9,166.67	65,788.75	82,499.99	110,000.00
Program Management	2,062.50	2,062.50	18,562.50	18,562.50	24,750.00
Total Lot Rental/Insurance	11,210.98	16,795.83	115,888.22	139,362.51	189,750.00
Marketing and Promotions					
Website Parking Component	0.00	250.00	0.00	2,250.00	3,000.00
Printed Material	0.00	333.33	1,946.63	3,000.00	3,999.99
PR Firm	2,583.00	2,500.00	23,247.00	22,500.00	30,000.00
Program Mgmt	475.00	475.00	4,275.00	4,275.00	5,700.00
Total Marketing and Promotions	3,058.00	3,558.33	29,468.63	32,025.00	42,699.99
New Initiatives& Special Proj					
Enhanced Pedestrian Lighting	133,750.00	133,750.00	267,500.00	267,500.00	267,500.00
Ped Transition Safety	0.00	0.00	111,249.96	2,000.00	2,000.00
Ped Barrier Planters, Lighting	0.00	0.00	-861.92	0.00	0.00
Removable Bollard System	1,488.73	0.00	12,285.48	10,796.75	616,036.24
Bollard Program Management	2,770.84	2,770.84	24,937.56	24,937.56	33,250.00
Program Management	4,462.50	4,462.50	40,162.50	40,162.50	53,550.00
Total New Initiatives& Special Proj	142,472.07	140,983.34	455,273.58	345,396.81	972,336.24
LIA Management					
Rent	1,000.00	1,000.00	9,215.64	9,000.00	12,000.00
Utilities	299.00	300.00	2,829.90	2,700.00	3,600.00
Vehicle Subsidy & Maintenance	0.00	500.00	0.00	4,500.00	6,000.00
Storage	341.00	312.50	2,852.00	2,812.50	3,750.00
Program Mgmt	475.00	475.00	4,275.00	4,275.00	5,700.00
Total LIA Management	2,115.00	2,587.50	19,172.54	23,287.50	31,050.00
Total PARKING DISTRICT EXPENSE	168,498.23	196,005.83	752,422.84	746,799.33	1,532,806.23
Total Expense	168,498.23	196,005.83	759,756.15	746,799.33	1,532,806.23
Net Income	<u>5,357.16</u>	<u>-107,359.99</u>	<u>13,494.78</u>	<u>-73,629.02</u>	<u>22,254.77</u>

Little Italy Association of San Diego
Programs and Operations
 July 2020 through March 2021

	Al Fresco		Dog Park (Amici Park)		Grounds (Amici Park)		Total Amici Park		Amici Park Redevelopment	
	Jul '20 - Ma...	Budg...	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budg...
Income										
PPP Income - First round	0		0		0		0		0	
PROGRAM INCOME	<u>51,028</u>	<u>1</u>	<u>6,750</u>	<u>6,750</u>	<u>4,600</u>	<u>2,000</u>	<u>11,350</u>	<u>8,750</u>	<u>0</u>	
Total Income	<u>51,028</u>	<u>1</u>	<u>6,750</u>	<u>6,750</u>	<u>4,600</u>	<u>2,000</u>	<u>11,350</u>	<u>8,750</u>	<u>0</u>	
Gross Profit	<u>51,028</u>	<u>1</u>	<u>6,750</u>	<u>6,750</u>	<u>4,600</u>	<u>2,000</u>	<u>11,350</u>	<u>8,750</u>	<u>0</u>	
Expense										
OFFICE OPERATIONS	0		0		570	400	570	400	0	
ASSESS DIST OPERATIONAL EXP	56		0		2,911	700	2,911	700	0	
PERSONNEL EXPENSE	0		0	0	0	0	0	0	0	
ACCOUNTANT EXPENSE ENTRIES	0		0		0		0		0	
PROGRAM EXPENSE	48,849	1	2,358	3,800	7,606	7,000	9,965	10,800	5,946	5,954
Maintenance Non-Personnel	0		0		0		0		0	
NCA Management	0		0		0		0		0	
Office Operational	0		0		0		0		0	
MERCATO EXPENSE	0		0		0		0		0	
PARKING DISTRICT EXPENSE	0		0		0		0		0	
Budget adjustment	0	-2,123	0		0		0		0	
Total Expense	<u>48,905</u>	<u>-2,122</u>	<u>2,358</u>	<u>3,800</u>	<u>11,087</u>	<u>8,100</u>	<u>13,445</u>	<u>11,900</u>	<u>5,946</u>	<u>5,954</u>
Net Income	<u><u>2,123</u></u>	<u><u>2,123</u></u>	<u><u>4,392</u></u>	<u><u>2,950</u></u>	<u><u>-6,487</u></u>	<u><u>-6,100</u></u>	<u><u>-2,095</u></u>	<u><u>-3,150</u></u>	<u><u>-5,946</u></u>	<u><u>-5,954</u></u>

Little Italy Association of San Diego
Programs and Operations
 July 2020 through March 2021

	Art Appreciation...		Banner		Christmas Programs		County Grants		Fall / Spring Displ...		General & Admini...	
	Jul '20 - Ma...	B	Jul '20 - ...	B	Jul '20 - M...	Budget	Jul '20 - Ma...	Budget	Jul '20 - ...	Bud...	Jul '20 - M...	Budget
Income												
PPP Income - First round	0		0		0		0		0		0	
PROGRAM INCOME	<u>7,391</u>		<u>0</u>	<u>1</u>	<u>16,108</u>	<u>38,000</u>	<u>25,000</u>	<u>25,000</u>	<u>5,240</u>	<u>2,000</u>	<u>342</u>	<u>2,600</u>
Total Income	<u>7,391</u>		<u>0</u>	<u>1</u>	<u>16,108</u>	<u>38,000</u>	<u>25,000</u>	<u>25,000</u>	<u>5,240</u>	<u>2,000</u>	<u>342</u>	<u>2,600</u>
Gross Profit	<u>7,391</u>		<u>0</u>	<u>1</u>	<u>16,108</u>	<u>38,000</u>	<u>25,000</u>	<u>25,000</u>	<u>5,240</u>	<u>2,000</u>	<u>342</u>	<u>2,600</u>
Expense												
OFFICE OPERATIONS	0		0		0		0		0		4,448	8,250
ASSESS DIST OPERATIONAL EXP	0		0		0		0		0		1,323	1,125
PERSONNEL EXPENSE	0		0		0		0		0		4,513	
ACCOUNTANT EXPENSE ENTRIES	0		0		3,500	0	0		0		5,236	5,234
PROGRAM EXPENSE	<u>7,391</u>		<u>313</u>	<u>1</u>	<u>18,873</u>	<u>38,000</u>	<u>23,780</u>	<u>25,000</u>	<u>3,764</u>	<u>2,000</u>	<u>28,260</u>	<u>25,125</u>
Maintenance Non-Personnel	0		0		0		0		0		0	
NCA Management	0		0		0		0		0		95,797	145,640
Office Operational	0		0		0		0		0		10,817	7,833
MERCATO EXPENSE	0		0		0		0		0		0	
PARKING DISTRICT EXPENSE	0		0		0		0		0		0	
Budget adjustment	<u>0</u>		<u>0</u>		<u>0</u>	<u>6,265</u>	<u>0</u>	<u>-480</u>	<u>0</u>		<u>0</u>	<u>-12,050</u>
Total Expense	<u>7,391</u>		<u>313</u>	<u>1</u>	<u>22,373</u>	<u>44,265</u>	<u>23,780</u>	<u>24,520</u>	<u>3,764</u>	<u>2,000</u>	<u>150,396</u>	<u>181,158</u>
Net Income	<u><u>0</u></u>		<u><u>-313</u></u>	<u><u>0</u></u>	<u><u>-6,265</u></u>	<u><u>-6,265</u></u>	<u><u>1,220</u></u>	<u><u>480</u></u>	<u><u>1,476</u></u>	<u><u>0</u></u>	<u><u>-150,054</u></u>	<u><u>-178,558</u></u>

Little Italy Association of San Diego
Programs and Operations
 July 2020 through March 2021

	Total Mercato		Merchandise		Military Events		Piazza Basilone		Public restrooms (Piazza della Famiglia)	
	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Bu...	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget
Income										
PPP Income - First round	0		0		0		0		0	
PROGRAM INCOME	<u>287,544</u>	<u>286,669</u>	<u>1,765</u>	<u>15,000</u>	<u>650</u>	<u>1</u>	<u>1,000</u>		<u>1,350</u>	<u>2,813</u>
Total Income	<u>287,544</u>	<u>286,669</u>	<u>1,765</u>	<u>15,000</u>	<u>650</u>	<u>1</u>	<u>1,000</u>		<u>1,350</u>	<u>2,813</u>
Gross Profit	<u>287,544</u>	<u>286,669</u>	<u>1,765</u>	<u>15,000</u>	<u>650</u>	<u>1</u>	<u>1,000</u>		<u>1,350</u>	<u>2,813</u>
Expense										
OFFICE OPERATIONS	0		0		0		0		0	
ASSESS DIST OPERATIONAL EXP	0		0		0		0		0	
PERSONNEL EXPENSE	0		0		0		0	0	0	
ACCOUNTANT EXPENSE ENTRIES	0		0		0		0		0	
PROGRAM EXPENSE	28,781	19,398	892	7,500	850	1	10,964	3,150	323	2,813
Maintenance Non-Personnel	0		0		0		0		0	
NCA Management	0		0		0		0		0	
Office Operational	0		0		0		0		0	
MERCATO EXPENSE	<u>124,242</u>	<u>133,795</u>	<u>0</u>		<u>0</u>		<u>0</u>		<u>0</u>	
PARKING DISTRICT EXPENSE	0		0		0		0		0	
Budget adjustment	0	0	0	10,000	0		0	5,640	0	-1,000
Total Expense	<u>153,024</u>	<u>153,193</u>	<u>892</u>	<u>17,500</u>	<u>850</u>	<u>1</u>	<u>10,964</u>	<u>8,790</u>	<u>323</u>	<u>1,813</u>
Net Income	<u><u>134,520</u></u>	<u><u>133,476</u></u>	<u><u>873</u></u>	<u><u>-2,500</u></u>	<u><u>-200</u></u>	<u><u>0</u></u>	<u><u>-9,964</u></u>	<u><u>-8,790</u></u>	<u><u>1,027</u></u>	<u><u>1,000</u></u>

Little Italy Association of San Diego
Programs and Operations
 July 2020 through March 2021

	Piazza della Famiglia - ...		Total Piazza della Fami...		PPP 1 Activity		PPP 2 Activity		TOLI	
	(Piazza della Famiglia)		Jul '20 - Ma...		Jul '20 - Ma...		Jul '20 - Ma...		Jul '20 - Ma...	
	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget
Income										
PPP Income - First round	0		0		252,029	252,029	0		0	
PROGRAM INCOME	<u>1,000</u>	<u>18,750</u>	<u>2,350</u>	<u>21,562</u>	<u>0</u>		<u>0</u>		<u>7,447</u>	<u>12,000</u>
Total Income	<u>1,000</u>	<u>18,750</u>	<u>2,350</u>	<u>21,562</u>	<u>252,029</u>	<u>252,029</u>	<u>0</u>		<u>7,447</u>	<u>12,000</u>
Gross Profit	<u>1,000</u>	<u>18,750</u>	<u>2,350</u>	<u>21,562</u>	<u>252,029</u>	<u>252,029</u>	<u>0</u>		<u>7,447</u>	<u>12,000</u>
Expense										
OFFICE OPERATIONS	0	0	0	0	655		0		0	
ASSESS DIST OPERATIONAL EXP	0		0		0		0		0	
PERSONNEL EXPENSE	0	0	0	0	66,289		105,100		0	
ACCOUNTANT EXPENSE ENTRIES	0		0		0		0		0	
PROGRAM EXPENSE	20,840	25,650	21,162	28,463	36,509	0	9,506		0	1,500
Maintenance Non-Personnel	9,090		9,090		0		0		0	
NCA Management	0		0		0		0		0	
Office Operational	0		0		0		0		0	
MERCATO EXPENSE	0		0		19,033		14,568		0	
PARKING DISTRICT EXPENSE	0		0		6,783		0		0	
Budget adjustment	0	14,000	0	13,000	0	129,268	0	127,132	0	10,000
Total Expense	<u>29,930</u>	<u>39,650</u>	<u>30,252</u>	<u>41,463</u>	<u>129,268</u>	<u>129,268</u>	<u>129,174</u>	<u>127,132</u>	<u>0</u>	<u>11,500</u>
Net Income	<u><u>-28,930</u></u>	<u><u>-20,900</u></u>	<u><u>-27,902</u></u>	<u><u>-19,900</u></u>	<u><u>122,761</u></u>	<u><u>122,761</u></u>	<u><u>-129,174</u></u>	<u><u>-127,132</u></u>	<u><u>7,447</u></u>	<u><u>500</u></u>

Little Italy Association of San Diego
Programs and Operations
July 2020 through March 2021

	Venue Rentals		TOTAL	
	Jul '20 - Ma...	Budget	Jul '20 - Ma...	Budget
Income				
PPP Income - First round	0		252,029	252,029
PROGRAM INCOME	<u>16,000</u>	<u>25,000</u>	<u>433,215</u>	<u>436,584</u>
Total Income	<u>16,000</u>	<u>25,000</u>	<u>685,244</u>	<u>688,613</u>
Gross Profit	16,000	25,000	685,244	688,613
Expense				
OFFICE OPERATIONS	0		5,673	8,650
ASSESS DIST OPERATIONAL EXP	0		4,290	1,825
PERSONNEL EXPENSE	0		175,902	0
ACCOUNTANT EXPENSE ENTRIES	0		8,736	5,234
PROGRAM EXPENSE	1,828	18,000	257,631	184,893
Maintenance Non-Personnel	0		9,090	0
NCA Management	0		95,797	145,640
Office Operational	0		10,817	7,833
MERCATO EXPENSE	0		157,843	133,795
PARKING DISTRICT EXPENSE	0		6,783	0
Budget adjustment	<u>0</u>	<u>4,225</u>	<u>0</u>	<u>290,877</u>
Total Expense	<u>1,828</u>	<u>22,225</u>	<u>732,562</u>	<u>778,747</u>
Net Income	<u><u>14,173</u></u>	<u><u>2,775</u></u>	<u><u>-47,319</u></u>	<u><u>-90,133</u></u>

Schedule of Services and Compensation

Little Italy Markets – Mercato and Wednesday Market

Revised Agreement between LIA and Catt Fields White dba San Diego Markets during COVID-19 protocols, and subsequent rebuilding of the Little Italy Mercato and relaunch of Little Italy Wednesday Market as protocols change

SDM will continue to:

Create and maintain event budgets

Coordinate City, AG and Health permits with LIA staff

Liason with LIA residents and businesses

Develop new sponsorship program, solicit and confirm sponsor activations as allowed

Curate markets

Recruit farmers and vendors

Process applications

Establish and manage new collection system

Provide and oversee execution of ongoing marketing plan

Supply EBT services as 3rd party, or coordinate LIA establishing EBT account

Schedule, train and support LIA on-site market staff for on site management

Provide additional consulting as required

Monitor, establish and maintain COVID-19 protocols as required

SDM will oversee LIA staff duties:

Verify required farmer and vendor permits, certs and insurance

Map market layouts weekly, maximizing available space

Scheduling music (may include non-market Piazza scheduling)

Creation of rosters, collection of fees onsite, balance and deposit of fees

Update LI market website information

Produce weekly markets newsletters

Maintain active market social media accounts

Coordinate CDFA collection, quarterly reporting and payment

LIA will:

Employ market staff

Pay above the line expenses from market revenues

Provide general marketing support via contracted PR firm

Compensation funded entirely through market revenues

Fiscal Year 2020-2021 35% SDM / 65% LIA or Terms TBD

February 2021 – June 2021 Flat fee monthly to SDM at 4 blocks: \$8,500; Balance to LIA

To be adjusted if 5 blocks allowed and filled

Fiscal Year 2021-2022 Split of Net 35% SDM/65% LIM or Terms TBD

Little Italy Association of San Diego

Mercato

July 2020 through June 2021

		5 SATURDAYS						
		JULY-FEB BUDGET	JULY-FEB ACTUAL	MAR REV. BUDGET	APRIL REV. BUDGET	MAY REV. BUDGET	JUNE REV. BUDGET	REV. ANNUAL BUDGET
Income								
	Vendor income	285,000.00	255,669.00	31,000.00	34,000.00	45,000.00	40,000.00	405,669.00
Expense								
PROGRAM EXPENSE								
	Discount Expense		13,032.00	1,000.00	1,000.00	1,250.00	1,250.00	17,532.00
	Equipment Rentals	9,600.00	8,247.00	943.00	943.00	1,078.00	943.00	12,154.00
	Permits & Fees		2,415.00	300.00	400.00	400.00	400.00	3,915.00
	Program Supplies		387.37	50.00	50.00	50.00	50.00	587.37
	Salary Expense							
	WC Expense		2,171.48	430.00	430.00	550.00	500.00	4,081.48
	Payroll Taxes							
	Salary Expense - Other							
	Total Salary Expense							
	Total PROGRAM EXPENSE	9,600.00	26,252.85	2,723.00	2,823.00	3,328.00	3,143.00	38,269.85
MERCATO EXPENSE								
	Mercato Security Expense	6,600.00				1,800.00	1,800.00	3,600.00
	Mercato Insurance	15,500.00	6,000.00					6,000.00
	Mercato Supplies	1,200.00	499.25	50.00	50.00	50.00	50.00	699.25
	Mercato Dumpster	400.00		200.00	200.00	200.00	200.00	800.00
	Mercato Staffing							0.00
	Payroll Taxes		3,396.23					3,396.23
	Mercato Staffing - Other	59,000.00	34,855.76					34,855.76
	Total Mercato Staffing							
	Mercato Maintenance Staffing	16,666.65	16,666.65	3,333.33	3,333.33	3,333.33	3,333.33	29,999.97
	Mercato Profit Dist -SD Markets	60,443.00	50,636.07	8,500.00	8,500.00	10,000.00	10,000.00	87,636.07
	Total MERCATO EXPENSE	159,809.65	112,053.96	12,083.33	12,083.33	15,383.33	15,383.33	166,987.28
Total Expense		169,409.65	138,306.81	14,806.33	14,906.33	18,711.33	18,526.33	205,257.13
Net Income		115,590.35	117,362.19	16,193.67	19,093.67	26,288.67	21,473.67	200,411.87



GIVE-OR-GET FUNDRAISING BOARD POLICY

Adopted on February 2, 2016 / Effective on July 1, 2016 / Amended ~~September 10, 2019~~ May 4, 2021

~~Effective September 10, 2019~~ On May 4, 2021, the Little Italy Association Board of Directors ~~revised its~~ amended the Little Italy Association's "Give-or-Get" (GoG) Policy. The ~~expectations~~ for expectation of each Member will be to:

- 1) "Get" monies via donations to the Association for specific projects/programs; and/or
- 2) Volunteer for special events with a max number of hours set forth by this Board; and
or
- 3) "Give" monies that have not been fulfilled by the above methods.

~~Our~~ The Board's goal is to have every Member meet a minimum of \$1,500 in cash and/or in-kind donations. This amount may be reviewed and adjusted at the end of each fiscal year for the next fiscal year to help the Association meet fundraising goals.

The ways that the ~~goals, per Member,~~ GoG obligations can be met are by the following methods:

- 1) Raise \$1,500 cash; and/or
- 2) ~~Donate~~ Contribute \$1,500 in-kind; and/or
- 3) Purchase mandatory tickets for Little Italy events and/or
- 4) Volunteer hours for Little Italy sanctioned events at a max of 10 hours per Member (Value: \$75 per hour worked).

~~A record of donations and volunteered hours~~ Members must self-report contributions they have made or secured and hours volunteered so that staff can validate and add to their GoG Summary. The GoG Summary will be maintained for each Member by staff. Members will be provided a quarterly report for review or upon request. If there ~~is a discrepancy~~ are any discrepancies, it is the responsibility of the Member to provide ~~verifying staff with additional~~ information to staff.

Contributions, larger than the minimum ~~requirement~~ GoG obligation, can be rolled over for a max of one (1) fiscal year.

Amended by the Organization Committee: Steve Galasso, Danny Mocer, Louis Palestini and Luke Vinci

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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 Email: mail@littleitalysd.com ▪ Website: www.littleitalysd.com
 Facebook: Little Italy San Diego ▪ Twitter / Instagram / Pinterest: @LittleItalySD ▪ #LittleItalySD

I, _____, hereby agree to ~~comply~~support the GoG Policy as stated and will fulfill my ~~requirements of the Give-or-Get Policy that was adopted by the Little Italy Board of Directors on July 2, 2019~~obligation.

Signature _____ Date _____

Christopher M. Gomez

From: Curt Booker
Sent: Friday, April 23, 2021 9:25 AM
To: Christopher M. Gomez
Subject: SDTA planner guide

Hey Chris-

Hope you are well. The Tourism Association is asking about if we want to do the ad. They dropped it again to a total of \$3000. Were you able to talk to finance about if you want to do this? The official deadline is today but I'm sure I can get a few more days. Let me know what you think. Thanks,

Curt Brooker
Director

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