Little Italy Association of San Diego – Finance Committee
Thursday, July 1, 2021 at 10:00am
In-Person: Little Italy Association's Conference Room (2210 Columbia Street)
Zoom Virtual Meeting: https://us02web.zoom.us/j/86168492655
or call 1-669-900-6833 / Meeting ID: 861 6849 2655 / Password: 3898

CLOSED SESSION TO DISCUSS NCA FY21 PERFORMANCE REVIEW ON ITEM 13

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 May 24, 2021 Finance Minutes** *Action Item*
5. **YTD Financials** *Action Item*
6. **San Diego Markets FY22 Amended Agreement** *Action Item*
7. **FY22 Proposed Budgets** *Action Item*
8. **Little Italy Board Get-or-Give Policy** *Action Item*
9. **Bocce Clubs Use of Amici Restrooms Agreement & Fee** *Action Item*
10. **County of SD Community Enhancement Grant - $35,000** Update
11. **Little Italy Merchandise 60-Day Notice** Update
12. **Old Business – Add or Remove Items** *Action Item*

COMMITTEE MEMBERS TO GO INTO CLOSED SESSION TO DISCUSS NCA FY21 PERFORMANCE REVIEW AND COMPENSATION. THE PUBLIC TO BE EXCUSED FROM THE MEETING AT THIS POINT AND WELCOMED BACK FOR UPDATE DISCUSSION.

13. **Review of FY21 NCA Performance & Compensation Discussion** *Action Item*
14. **Return to Open Session and summarize discussion on FY21 NCA Performance Review & Compensation**
15. **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. Davi Tours
b. Negotiations & Acquisitions Task Force

c. Amici Park Redesign & DIF
d. Board Get-or-Give
e. City Attorney: GL Insurance

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
Monday, May 24, 2021 at 10:00 a.m.
Zoom Virtual Meeting: https://us02web.zoom.uss/j/82305101400
or call 1-669-900-6833 / Meeting ID: 823 0510 1400 / Password: 3898

Committee Steve Galasso, Frank Stiriti, Danny Moceri, Lou Palestini, Bryan Thompson, Joe Cordileone, Jeri Keiller, Catt White, Sandi Cottrell, Luke Vinci, Rich Gustafson, Davis Newton

Absent Tom Zolezzi

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

MINUTES

Item	*Discussion*	*Action Taken?*
1. Introductions-Bryan Thompson, Chair	The meeting was called to order at 10:00 a.m. Chris Gomez went over the Zoom Meeting Etiquette.	No action taken
2. Next Meeting	The next Finance Committee Meeting will be on Thursday, July 1, 2021 at 10:00 a.m. via Zoom.	The date and time of the meeting were approved by consensus.
3. Non-Agenda: Public Comments & Announcements	Nothing to report	No action taken
4. Review of April 29, 2021 Finance Minutes.	4. The minutes from April 29, 2021 were reviewed.	Frank Stiriti moved to accept the Finance Committee minutes. Sandi Cottrell seconded the motion. Unanimously approved.

5. YTD Financials	5. Jeri Keiller reported on the YTD Financial Report.	4. Bryan Thompson moved to accept the YTD Financials. Steve Galasso seconded the motion. Unanimously approved.
6. FY21 MAD Surplus Projects a. Electric Cart Pay-Off- $5,771 b. Green Lot Repair & Bollards-$7,800 c. Trashcan Lid Replacement-$4,800	6. Chris Gomez gave an update on the MAD surplus projects. 6.a. The pay-off for the electric golf cart will cost $5,771 6.b. The pay-off for the Green Lot fence repair and the Bollard installation will cost $7,800 6.c. The cost to replace 25 trashcan lids throughout Little Italy is $4,800	5. No action taken
7. New City America FY22 Goals & Review Task Force Meeting	7. Chris Gomez reported that Steve Galasso will conduct an Org Performance Review on June 11, 2021.	7. No action taken
8. Old Business	8. Chris Gomez reported that there are no issues with LIA's BID. Marco Li Mandri gave an update on Cory Briggs' Lawsuit. We are considering paying $4,875 to get out of the lawsuit, however this decision hasn't been finalized. Marco Li Mandri reported that Chad Daniels is currently incarcerated and there is another aggressive homeless man named Emilio in the neighborhood. If anyone encounters him, please call SDPD and also let the LIA office know so we can begin to build a case against him as well.	8. No action taken
9. Adjournment	9. Meeting Adjourned	9. No action taken

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

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

	BID	MAD	Maintenance Non-Assessment	Total Total Parking District	Programs & Operations	TOTAL
Income						
PPP Income - First round	0	0	0	0	252,029	252,029
PROGRAM INCOME	0	0	11,775	0	592,375	604,150
BID INCOME	128,994	0	0	0	0	128,994
MAINTENANCE DISTRICT INCOME	0	1,041,676	0	0	0	1,041,676
MAINTENANCE NON-ASSESS INCOMI	0	0	80,847	0	275	81,122
PARKING DISTRICT INCOME	0	0	0	773,699	0	773,699
PARKING DISTRICT REVENUES	0	0	0	84,005	0	84,005
Total Income	128,994	1,041,676	92,622	857,704	844,679	2,965,675
Expense						
MISC MAINT EXPENSE	0	0	846	0	0	846
OFFICE OPERATIONS	30,576	199,729	1,065	0	6,980	238,350
LANDSCAPE OPERATIONS	0	59,560	1,095	0	0	60,655
ASSESS DIST OPERATIONAL EXP	0	146,237	6,752	0	4,595	157,584
PERSONNEL EXPENSE	0	521,757	7,720	7,333	260,344	797,154
ACCOUNTANT EXPENSE ENTRIES	0	0	21,622	0	10,677	32,299
PROGRAM EXPENSE	0	0	971	0	271,119	272,090
Maintenance Personnel	0	95	0	0	0	95
Maintenance Non-Personnel	0	5,890	0	0	9,090	14,980
NCA Management	38,668	79,831	0	0	95,797	214,296
Office Operational	0	10,829	0	0	16,910	27,739
Consulting Services	30,750	0	0	0	0	30,750
SBEP EXPENSES	16,332	0	0	0	0	16,332
MERCATO EXPENSE	0	0	0	0	202,674	202,674
PARKING DISTRICT EXPENSE	0	0	0	822,712	6,783	829,495
Total Expense	116,326	1,023,928	40,071	830,045	884,969	2,895,339
Net Income	**12,668**	**17,748**	**52,551**	**27,659**	**-40,290**	**70,336**
YEAR END ESTIMATE	**0**	**0**	**55,000**	**6,000**	**-33,000**	**28,000**

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

	May 31, 21	May 31, 20
ASSETS		
Current Assets		
Checking/Savings		
BID Acct / Torrey Pines	28,145.42	15,443.73
Programs Acct / Torrey Pines	256,471.14	119,430.73
Mercato / Torrey Pines	48,770.25	22,332.76
Parking District / Torrey Pines	304,631.95	4,861.70
MAD Acct / Torrey Pines	328,368.53	187,803.42
Payroll Acct / Torrey Pines	70,453.99	173,366.53
Savings Acct / Torrey Pines	172,833.16	167,738.41
Total Checking/Savings	1,209,674.44	690,977.28
Accounts Receivable		
Accts Rec - MAD	741.95	540.00
Accts Rec - Parking District	62,841.69	145,050.27
Accts Rec - Programs	3,187.00	990.00
Total Accounts Receivable	66,770.64	146,580.27
Other Current Assets		
Inventory LIA merchandise	0.00	1,020.00
Endowment Fund	11,202.00	11,202.00
Undeposited Funds	3,988.00	0.00
Total Other Current Assets	15,190.00	12,222.00
Total Current Assets	1,291,635.08	849,779.55
Fixed Assets		
Machinery and Equipment	127,331.00	0.00
Improvements-Building/Nursery	56,777.00	0.00
Auto/Transport Equipment	106,215.00	0.00
Program Equipment	0.00	51,279.96
Improvements	0.00	29,077.36
Equipment - MAD	0.00	18,499.82
Website design	10,400.00	10,400.00
Vehicles - MAD	0.00	113,215.15
Accumulated depreciation	-182,917.63	-131,873.93
Total Fixed Assets	117,805.37	90,598.36
TOTAL ASSETS	**1,409,440.45**	**940,377.91**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable - BID	0.00	3,024.23
Accounts Payable - Programs	3,695.95	892.32
Accounts Payable - Mercato	0.00	363.00
Accounts Payable - Parking Dist	0.00	2,000.00
Accounts Payable - MAD	20,567.76	21,257.29
Total Accounts Payable	24,263.71	27,536.84
Other Current Liabilities		
Bollard Advance	219,360.28	0.00
Unspent Art Appreciation grant	37,503.06	0.00
Accrued Interest Liability	1,016.00	0.00
First PPP Loan	0.00	252,029.00
Second PPP Loan	274,105.00	0.00
MAD Advance	94,697.79	87,738.25
Payroll Liabilities	-73.91	0.00
Garnishments	160.16	0.00
Total Other Current Liabilities	626,768.38	339,767.25
Total Current Liabilities	651,032.09	367,304.09

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

	May 31, 21	May 31, 20
Long Term Liabilities		
EIDL LOAN	148,475.73	0.00
Loan Payable #3 F-150 V8	5,105.79	14,527.09
Loan Payable #4 F-150 V6	5,068.28	14,421.23
Total Long Term Liabilities	158,649.80	28,948.32
Total Liabilities	809,681.89	396,252.41
Equity		
Net unrestricted assets	529,425.86	498,844.19
Net Income	70,332.70	45,281.31
Total Equity	599,758.56	544,125.50
TOTAL LIABILITIES & EQUITY	**1,409,440.45**	**940,377.91**

Little Italy Association of San Diego
BID Profit & Loss Budget Performance
July 2020 through May 2021

	Jul '20 - May 21	Budget	Jul '20 - May 21	YTD Budget	Annual Budget
Income					
BID INCOME					
BID Dues	0.00	5,500.00	0.00	5,500.00	6,000.00
BID Disbursements	110,620.47	110,000.00	110,620.47	110,000.00	120,000.00
SBEP Mgmt Grant	18,374.00	18,374.00	18,374.00	18,374.00	18,374.00
Total BID INCOME	128,994.47	133,874.00	128,994.47	133,874.00	144,374.00
Total Income	128,994.47	133,874.00	128,994.47	133,874.00	144,374.00
Gross Profit	128,994.47	133,874.00	128,994.47	133,874.00	144,374.00
Expense					
OFFICE OPERATIONS					
Accounting	4,000.00	3,666.67	4,000.00	3,666.67	4,000.00
Computer Service	4,203.00	4,125.00	4,203.00	4,125.00	4,500.00
Dues & subscriptions	1,790.00	458.33	1,790.00	458.33	500.00
Insurance	4,130.23	2,750.00	4,130.23	2,750.00	3,000.00
Office supplies	6,804.42	8,250.00	6,804.42	8,250.00	9,000.00
Printing	0.00	458.33	0.00	458.33	500.00
Phone & Internet	2,381.28	2,291.67	2,381.28	2,291.67	2,500.00
Postage	1,680.94	916.67	1,680.94	916.67	1,000.00
Rent	5,586.26	5,500.00	5,586.26	5,500.00	6,000.00
Web Maintenance	0.00	1,833.33	0.00	1,833.33	2,000.00
Total OFFICE OPERATIONS	30,576.13	30,250.00	30,576.13	30,250.00	33,000.00
NCA Management					
Staff Administration	38,667.68	55,000.00	38,667.68	55,000.00	60,000.00
Total NCA Management	38,667.68	55,000.00	38,667.68	55,000.00	60,000.00
Consulting Services					
PR	30,750.00	30,250.00	30,750.00	30,250.00	33,000.00
Total Consulting Services	30,750.00	30,250.00	30,750.00	30,250.00	33,000.00
SBEP EXPENSES					
Staff Administration (SBEP)	16,332.32	16,332.40	16,332.32	16,332.40	18,374.00
Total SBEP EXPENSES	16,332.32	16,332.40	16,332.32	16,332.40	18,374.00
Total Expense	116,326.13	131,832.40	116,326.13	131,832.40	144,374.00
Net Income	**12,668.34**	**2,041.60**	**12,668.34**	**2,041.60**	**0.00**

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

	May 21	Budget	Jul '20 - May 21	YTD Budget	Annual Budget
Income					
MAINTENANCE DISTRICT INCOME					
MAD Assessments	94,697.78	94,886.42	1,041,675.61	1,043,750.62	1,138,637.04
MAD Gas Tax	0.00	314.08	0.00	3,454.88	3,768.96
MAD General Benefit Income	0.00	3,628.92	0.00	39,918.12	43,547.04
MAD City Administration	0.00	-291.67	0.00	-3,208.37	-3,500.04
MAD Spec Dist Lighting	0.00	-2,916.67	0.00	-32,083.37	-35,000.04
MAD Contingency Reserve	0.00	-1,423.25	0.00	-15,655.75	-17,079.00
2020 Special Dist Lighting Adj	0.00	500.00	0.00	5,500.00	6,000.00
Total MAINTENANCE DISTRICT INCOME	94,697.78	94,697.83	1,041,675.61	1,041,676.13	1,136,373.96
Total Income	94,697.78	94,697.83	1,041,675.61	1,041,676.13	1,136,373.96
Gross Profit	94,697.78	94,697.83	1,041,675.61	1,041,676.13	1,136,373.96
Expense					
OFFICE OPERATIONS					
Accounting	0.00	0.00	4,800.00	5,000.00	5,000.00
Computer Service	0.00	208.33	3,828.00	2,291.63	2,499.96
Insurance	10,004.88	11,333.00	91,551.28	76,832.00	88,165.00
Office supplies	990.10	833.33	9,859.22	9,166.63	9,999.96
Payroll Service	264.46	333.33	3,545.74	3,666.63	3,999.96
Rent					
Storage	1,088.00	700.00	9,206.00	7,700.00	8,400.00
Rent - Other	3,690.97	3,833.33	42,064.59	42,166.63	45,999.96
Total Rent	4,778.97	4,533.33	51,270.59	49,866.63	54,399.96
Repairs & Maintenance	3,300.06	9,193.25	31,421.50	61,125.75	70,319.00
Utilities	888.19	250.00	3,452.30	2,750.00	3,000.00
Total OFFICE OPERATIONS	20,226.66	26,684.57	199,728.63	210,699.27	237,383.84
LANDSCAPE OPERATIONS					
Nursery & Landscape Supplies	1,168.30	2,500.00	25,365.42	23,500.00	26,000.00
Tree Supplies & Services	185.13	1,500.00	19,448.61	16,500.00	18,000.00
Outside Landscaping Service	0.00	494.00	988.00	1,976.00	2,470.00
Tools & Equipment	0.00	250.00	3,793.55	2,750.00	3,000.00
Dumpster	49.00	500.00	4,300.20	5,500.00	6,000.00
Uniforms	731.89	291.67	3,352.65	3,208.37	3,500.04
Equipment Rental	130.33	83.33	2,311.45	916.63	999.96
Total LANDSCAPE OPERATIONS	2,264.65	5,619.00	59,559.88	54,351.00	59,970.00
ASSESS DIST OPERATIONAL EXP					
MAD / BID OPERATIONS					
Dumpster	2,540.50	1,800.00	22,406.87	17,116.65	18,916.65
Tools & Equipment	354.66	0.00	3,083.64	250.00	250.00
Auto expenses	3,188.51	500.00	14,177.38	5,500.00	6,000.00
Gas & electricity	559.85	1,000.00	9,551.28	8,083.35	9,083.35
Gasoline	1,788.24	1,833.33	21,056.39	20,166.67	22,000.00
Equipment Rentals	0.00	83.33	578.01	916.67	1,000.00
Cell Phones / Radios	387.74	500.00	6,074.36	5,500.00	6,000.00
Electrical Work/Street Lights	0.00	166.67	583.67	1,833.37	2,000.04
Water	1,952.32	1,200.00	27,585.96	10,633.31	11,833.31
Uniforms	0.00	583.33	2,910.16	6,416.67	7,000.00
Cleaning & Janitorial Supplies	3,398.19	4,011.67	32,503.30	34,713.33	38,725.00
Total MAD / BID OPERATIONS	14,170.01	11,678.33	140,511.02	111,130.02	122,808.35
PRESSURE-WASHING OPERATIONS					
Tools & Equipment	0.00	83.33	403.94	916.67	1,000.00
Pressure Washer / Water Trailer	1,762.56	500.00	5,322.26	5,500.00	6,000.00
Total PRESSURE-WASHING OPERAT...	1,762.56	583.33	5,726.20	6,416.67	7,000.00
Total ASSESS DIST OPERATIONAL EXP	15,932.57	12,261.66	146,237.22	117,546.69	129,808.35
PERSONNEL EXPENSE					
EE MEDICAL CONTRIBUTION	0.00	-2,229.30	0.00	-20,063.70	-22,293.00
Office Administrator					
Health/Dental Insurance	935.75	1,501.00	10,170.60	7,304.85	8,805.85

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

	May 21	Budget	Jul '20 - May 21	YTD Budget	Annual Budget
Payroll Taxes	156.51	67.55	791.11	878.10	945.65
WC Insurance	23.92	24.14	164.20	855.46	879.60
Salary Expense	1,973.10	0.00	14,772.16	11,035.10	11,880.10
Total Office Administrator	3,089.28	1,592.69	25,898.07	20,073.51	22,511.20
Landscape Crew					
Salary Expense	6,435.31	0.00	124,822.17	114,177.00	123,608.40
Health/Dental Insurance	1,487.14	1,964.92	19,776.22	21,614.08	23,579.00
WC Insurance	706.56	1,146.09	12,167.67	12,607.03	13,753.12
Payroll Taxes	518.13	0.00	10,186.60	8,574.55	9,289.10
Total Landscape Crew	9,147.14	3,111.01	166,952.66	156,972.66	170,229.62
Maintenance Crew					
Salary Expense	11,066.17	0.00	213,400.54	191,481.55	207,162.90
Payroll Taxes	919.48	0.00	17,360.48	15,198.55	16,465.10
WC Insurance	1,476.65	2,031.75	23,625.33	22,349.25	24,381.00
Health/Dental Insurance	4,866.87	3,483.00	36,946.42	38,313.00	41,796.00
Total Maintenance Crew	18,329.17	5,514.75	291,332.77	267,342.35	289,805.00
Pressure-Washing Crew					
Salary Expense	2,684.76	0.00	33,298.21	31,356.60	33,809.24
Payroll Taxes	196.66	0.00	2,483.35	2,438.20	2,641.38
WC Insurance	226.38	326.00	2,966.16	3,586.00	3,912.00
Health/Dental Benefits	692.46	558.83	7,252.46	6,147.17	6,706.00
Total Pressure-Washing Crew	3,800.26	884.83	46,000.18	43,527.97	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	34,365.85	8,873.98	521,757.42	459,426.53	498,895.18
PROGRAM EXPENSE					
Program Operations	0.00	1,386.00	0.00	5,544.00	6,930.00
Salary Expense					
Payroll Taxes	0.00	1,080.20	0.00	4,320.80	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	4,320.80	6,151.00
Total PROGRAM EXPENSE	0.00	2,466.20	0.00	9,864.80	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					
Repairs & Maintenance	5,890.00		5,890.00	0.00	0.00
Total Maintenance Non-Personnel	5,890.00		5,890.00	0.00	0.00
NCA Management					
Staff Administration	15,966.24	19,200.00	79,831.20	96,000.00	115,200.00
Total NCA Management	15,966.24	19,200.00	79,831.20	96,000.00	115,200.00
Office Operational					
Employee Screening Services	138.97	100.00	651.93	737.00	837.00
Legal	5,740.00	0.00	10,177.50	4,674.96	4,674.96
Total Office Operational	5,878.97	100.00	10,829.43	5,411.96	5,511.96
MERCATO EXPENSE					
Mercato Insurance	0.00	3,000.00	0.00	12,000.00	15,000.00
Total MERCATO EXPENSE	0.00	3,000.00	0.00	12,000.00	15,000.00
Budget adjustment	0.00	0.00	0.00	22,359.00	22,359.00
Total Expense	100,524.94	78,205.41	1,023,928.78	987,659.25	1,097,209.33
Net Income	**-5,827.16**	**16,492.42**	**17,746.83**	**54,016.88**	**39,164.63**

Little Italy Association of San Diego
Maintenance Non-Assessment Profit & Loss Budget Performanc
May 2021

	May 21	Budget	Jul '20 - May ...	YTD Budget	Annual Budget
Income					
PROGRAM INCOME					
Sponsors	3,000.00	0.00	11,775.00	5,850.00	5,850.00
Total PROGRAM INCOME	3,000.00	0.00	11,775.00	5,850.00	5,850.00
MAINTENANCE NON-ASSESS INCOME					
Mercato Services	3,333.00	3,333.33	26,665.32	26,666.67	30,000.00
Other Income / Special Events	0.00	0.00	510.00	510.00	510.00
Supplemental Services	2,406.94	5,000.00	53,671.95	55,000.00	60,000.00
Total MAINTENANCE NON-ASSESS INCOME	5,739.94	8,333.33	80,847.27	82,176.67	90,510.00
Total Income	8,739.94	8,333.33	92,622.27	88,026.67	96,360.00
Gross Profit	8,739.94	8,333.33	92,622.27	88,026.67	96,360.00
Expense					
MISC MAINT EXPENSE					
Misc Maintenance Expense	0.00	0.00	10.00	0.00	0.00
New Pressure Washer	0.00	0.00	731.39	731.00	731.00
MISC MAINT EXPENSE - Other	0.00		104.96	0.00	0.00
Total MISC MAINT EXPENSE	0.00	0.00	846.35	731.00	731.00
OFFICE OPERATIONS					
Bank Fees	0.00	12.50	0.00	137.50	150.00
Office Expenses Tenant Portion	88.38		1,051.83		
Office supplies	0.00		120.82	0.00	0.00
Printing	0.00	10.42	-107.90	114.58	125.00
Postage	0.00	141.67	0.00	1,558.33	1,700.00
Total OFFICE OPERATIONS	88.38	164.59	1,064.75	1,810.41	1,975.00
LANDSCAPE OPERATIONS					
Nursery & Landscape Supplies	0.00	0.00	954.65	903.00	903.00
Tree Supplies & Services	0.00		140.15		
Total LANDSCAPE OPERATIONS	0.00	0.00	1,094.80	903.00	903.00
ASSESS DIST OPERATIONAL EXP					
MAD / BID OPERATIONS					
Misc	0.00	41.67	0.00	558.37	600.04
Mileage Reimbursement	0.00	41.67	0.00	458.37	500.04
Meals & Entertainment	0.00	125.00	875.89	1,375.00	1,500.00
Interest Expense	0.00		3,307.90	0.00	0.00
Liability Claims	0.00	250.00	0.00	2,750.00	3,000.00
Auto expenses	0.00	1,165.95	2,568.54	7,698.85	8,864.80
Total MAD / BID OPERATIONS	0.00	1,624.29	6,752.33	12,840.59	14,464.88
Total ASSESS DIST OPERATIONAL EXP	0.00	1,624.29	6,752.33	12,840.59	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	0.00	-400.00	-854.87	-3,941.00	-4,341.00
Total PERSONNEL EXPENSE	0.00	-400.00	7,720.13	4,634.00	4,234.00
ACCOUNTANT EXPENSE ENTRIES					
Depreciation	1,965.67	1,965.00	21,622.35	21,619.00	23,584.00
Total ACCOUNTANT EXPENSE ENTRIES	1,965.67	1,965.00	21,622.35	21,619.00	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	2,054.05	3,353.88	40,072.01	43,538.00	46,891.88
Net Income	**6,685.89**	**4,979.45**	**52,550.26**	**44,488.67**	**49,468.12**

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

	May 21	Budget	Jul '20 - May ...	YTD Budget	Annual Budget
Income					
PARKING DISTRICT INCOME					
Parking District Reimbursement	31,476.45	73,375.00	729,058.78	676,625.00	750,000.00
City Bollard funds	4,645.84	620,006.12	44,639.72	660,000.00	660,000.00
Total PARKING DISTRICT INCOME	36,122.29	693,381.12	773,698.50	1,336,625.00	1,410,000.00
PARKING DISTRICT REVENUES					
Valet Program Revenues	6,087.91	12,500.00	84,005.20	132,561.00	145,061.00
Total PARKING DISTRICT REVENUES	6,087.91	12,500.00	84,005.20	132,561.00	145,061.00
Total Income	42,210.20	705,881.12	857,703.70	1,469,186.00	1,555,061.00
Gross Profit	42,210.20	705,881.12	857,703.70	1,469,186.00	1,555,061.00
Expense					
PARKING DISTRICT EXPENSE					
In House Valet Program					
Valet Employee Payroll	3,991.62	24,000.00	79,424.55	196,000.00	220,000.00
Valet Employee Payroll Taxes	462.80	0.00	7,680.82	0.00	0.00
Equipment & Uniforms	306.22	0.00	4,511.08	5,000.00	5,000.00
Permits	-819.00	333.33	-1,318.00	2,666.67	3,000.00
Program Management	5,747.50	5,747.50	63,222.50	63,222.50	68,970.00
Total In House Valet Program	9,689.14	30,080.83	153,520.95	266,889.17	296,970.00
Lot Rental/Insurance					
Workers' Comp	287.56	3,900.00	6,772.83	31,100.00	35,000.00
Liability Insurance	4,000.00	1,666.66	33,273.25	18,333.34	20,000.00
Parking Lot Rentals	4,982.75	9,166.67	75,754.25	100,833.33	110,000.00
Program Management	2,062.50	2,062.50	22,687.50	22,687.50	24,750.00
Total Lot Rental/Insurance	11,332.81	16,795.83	138,487.83	172,954.17	189,750.00
Marketing and Promotions					
Website Parking Component	0.00	250.00	0.00	2,750.00	3,000.00
Printed Material	0.00	333.33	1,946.63	3,666.66	3,999.99
PR Firm	2,583.00	2,500.00	28,413.00	27,500.00	30,000.00
Program Mgmt	475.00	475.00	5,225.00	5,225.00	5,700.00
Total Marketing and Promotions	3,058.00	3,558.33	35,584.63	39,141.66	42,699.99
New Initiatives& Special Proj					
Enhanced Pedestrian Lighting	0.00	0.00	267,500.00	133,750.00	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		-861.92	0.00	0.00
Removable Bollard System	1,125.00	603,750.76	14,160.48	616,036.24	616,036.24
Bollard Program Management	2,770.84	2,770.84	30,479.24	30,479.24	33,250.00
Program Management	4,462.50	4,462.50	49,087.50	49,087.50	53,550.00
Total New Initiatives& Special Proj	8,358.34	610,984.10	471,615.26	831,352.98	972,336.24
LIA Management					
Rent	1,000.00	1,000.00	11,615.64	11,000.00	12,000.00
Utilities	0.00	300.00	3,128.90	3,300.00	3,600.00
Vehicle Subsidy & Maintenance	0.00	500.00	0.00	5,500.00	6,000.00
Storage	341.00	312.50	3,534.00	3,437.50	3,750.00
Program Mgmt	475.00	475.00	5,225.00	5,225.00	5,700.00
Total LIA Management	1,816.00	2,587.50	23,503.54	28,462.50	31,050.00
Total PARKING DISTRICT EXPENSE	34,254.29	664,006.59	822,712.21	1,338,800.48	1,532,806.23
Total Expense	34,254.29	664,006.59	830,045.52	1,338,800.48	1,532,806.23
Net Income	**7,955.91**	**41,874.53**	**27,658.18**	**130,385.52**	**22,254.77**

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

	Al Fresco		Dog Park		Amici Park Grounds		Total Amici Park		Amici Park Redevelopment		Art Appreciation Projects	
	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget
Income												
PPP Income - First round	0		0		0		0		0		0	
PROGRAM INCOME	51,518	1	11,250	8,250	5,600	2,444	16,850	10,694	0		12,497	
Total Income	51,518	1	11,250	8,250	5,600	2,444	16,850	10,694	0		12,497	
Expense												
OFFICE OPERATIONS	0		0		570	400	570	400	0		0	
ASSESS DIST OPERATIONAL EXP	56		0		2,911	856	2,911	856	0		0	
PERSONNEL EXPENSE	0		0	0	0	0	0	0	0		0	
ACCOUNTANT EXPENSE ENTRIES	0		0		0		0		0		0	
PROGRAM EXPENSE	48,849	1	2,460	4,600	7,337	8,556	9,796	13,156	5,946	5,954	12,497	
Maintenance Non-Personnel	0		0		0		0		0		0	
NCA Management	0		0		0		0		0		0	
Office Operational	0		0		0		0		0		0	
MERCATO EXPENSE	0		0		0		0		0		0	
PARKING DISTRICT EXPENSE	0		0		0		0		0		0	
Budget adjustment	0	-2,123	0		0		0		0		0	
Total Expense	48,905	-2,122	2,460	4,600	10,817	9,811	13,277	14,411	5,946	5,954	12,497	
Net Income	**2,613**	**2,123**	**8,790**	**3,650**	**-5,217**	**-7,367**	**3,573**	**-3,717**	**-5,946**	**-5,954**	**0**	
REVISED BUDGET		**2,100**		**4,000**		**-8,000**		**-4,000**		**-5,946**		**0**
UPDATED ESTIMATE 5/12/21		√		5,500		-6,500		-1,000		√		√

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

	Banner		Christmas Programs		County Grants		Fall / Spring Displays		General & Administration		Total Mercato	
	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget
Income												
PPP Income - First round	0		0		0		0		0		0	
PROGRAM INCOME	0	1	16,108	38,000	25,000	25,000	5,240	2,000	375	1,500	372,087	365,669
Total Income	0	1	16,108	38,000	25,000	25,000	5,240	2,000	375	1,500	372,087	365,669
Expense												
OFFICE OPERATIONS	0		0		0		0		5,744	8,003	0	
ASSESS DIST OPERATIONAL EXP	0		0		0		0		1,628	1,670	0	
PERSONNEL EXPENSE	0		0		0		0		4,910	8,513	0	
ACCOUNTANT EXPENSE ENTRIES	0		3,500	0	0		0		7,177	7,174	0	
PROGRAM EXPENSE	313	1	18,873	38,000	23,780	25,000	3,764	2,000	29,447	37,721	34,203	23,378
Maintenance Non-Personnel	0		0		0		0		0		0	
NCA Management	0		0		0		0		95,797	96,000	0	
Office Operational	0		0		0		0		16,910	11,611	0	
MERCATO EXPENSE	0		0		0		0		0		150,717	163,383
PARKING DISTRICT EXPENSE	0		0		0		0		0		0	
Budget adjustment	0		0	6,265	0	-960	0		0	0	0	0
Total Expense	313	1	22,373	44,265	23,780	24,040	3,764	2,000	161,615	170,692	184,920	186,761
Net Income	**-313**	**0**	**-6,265**	**-6,265**	**1,220**	**960**	**1,476**	**0**	**-161,240**	**-169,192**	**187,167**	**178,908**
REVISED BUDGET		**0**		**-6,265**		**1,200**		**0**		**-178,869**		**200,400**
UPDATED ESTIMATE 5/12/21		√		√		√		1,476		√		√

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

	Merchandise		Military Events		Piazza Basilone		Total Piazza della Famiglia		PPP 1 Activity	
	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget
Income										
PPP Income - First round	0		0		0		0		252,029	252,029
PROGRAM INCOME	3,586	18,333	750	1	1,000		57,575	26,354	0	
Total Income	3,586	18,333	750	1	1,000		57,575	26,354	252,029	252,029
Expense										
OFFICE OPERATIONS	0		0		0		0	0	655	
ASSESS DIST OPERATIONAL EXP	0		0		0		0		0	
PERSONNEL EXPENSE	0		0		0	0	0	0	66,289	
ACCOUNTANT EXPENSE ENTRIES	0		0		0		0		0	
PROGRAM EXPENSE	892	9,167	850	1	11,064	3,850	23,079	34,788	36,509	0
Maintenance Non-Personnel	0		0		0		9,090		0	
NCA Management	0		0		0		0		0	
Office Operational	0		0		0		0		0	
MERCATO EXPENSE	0		0		0		0		19,033	
PARKING DISTRICT EXPENSE	0		0		0		0		6,783	
Budget adjustment	0	10,000	0		0	5,640	0	13,000	0	129,268
Total Expense	892	19,167	850	1	11,064	9,490	32,169	47,788	129,268	129,268
Net Income	**2,694**	**-833**	**-100**	**0**	**-10,064**	**-9,490**	**25,406**	**-21,433**	**122,761**	**122,761**
REVISED BUDGET		**0**		**0**		**-9,900**		**-22,000**		**122,761**
UPDATED ESTIMATE 5/12/21		2,700		√		0		28,000		√

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

	PPP 2 Activity		TOLI		Venue Rentals		TOTAL	
	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget	Jul '20 - May 21	Budget
Income								
PPP Income - First round	0		0		0		252,029	252,029
PROGRAM INCOME	0		7,447	28,000	21,000	41,667	591,033	564,726
Total Income	0		7,447	28,000	21,000	41,667	843,062	816,755
Expense								
OFFICE OPERATIONS	0		0		0		6,969	8,403
ASSESS DIST OPERATIONAL EXP	0		0		0		4,595	2,526
PERSONNEL EXPENSE	189,145		0		0		260,344	8,513
ACCOUNTANT EXPENSE ENTRIES	0		0		0		10,677	7,174
PROGRAM EXPENSE	9,743		0	3,000	1,828	22,000	271,432	225,521
Maintenance Non-Personnel	0		0		0		9,090	0
NCA Management	0		0		0		95,797	96,000
Office Operational	0		0		0		16,910	11,611
MERCATO EXPENSE	32,924		0		0		202,674	163,383
PARKING DISTRICT EXPENSE	0		0		0		6,783	0
Budget adjustment	0	253,252	0	10,000	0	4,225	0	428,567
Total Expense	231,812	253,252	0	13,000	1,828	26,225	885,271	951,697
Net Income	**-231,812**	**-253,252**	**7,447**	**15,000**	**19,173**	**15,442**	**-42,209**	**-134,942**
REVISED BUDGET		**-274,100**		**15,000**		**21,775**		**-137,844**
UPDATED ESTIMATE 5/12/21		-242,100		19,000		23,500		
						CHANGE IN ESTIMATE		104,900
						REV Y/E ESTIMATE		-32,944

AGREEMENT FOR SERVICES BETWEEN SAN DIEGO MARKETS AND THE LITTLE ITALY ASSOCIATION FOR SUPPORT OF THE LITTLE ITALY MERCATO and WEDNESDAY MARKET

November 16, 2018

RECITALS

The Little Italy Association of San Diego ("LIA") is a public benefit, non-profit corporation that manages and oversees the revitalization and beautification of the Little Italy neighborhood of downtown San Diego.

San Diego Markets ("SDM") is a private company, owned by Catt Fields White, who specializes in certified farmers' market support and education.

Every Saturday throughout the year, the LIA holds the Little Italy Mercato, a certified California farmers' market and outdoor market in downtown San Diego for residents and visitors with more than 150 booths of vendors offering farm fresh produce, artisan foods and specialty items. Launched in mid-2018, a smaller version of the market is operated every Wednesday in a portion of the same footprint. The goal of the Little Italy markets ("LI Markets") is to provide marketing opportunities and exposure to Little Italy businesses, a wider variety of purchasing opportunities to Little Italy area residents and their neighbors, and create additional incentive for tourists to visit Little Italy, while producing net revenue for the Little Italy Association of San Diego ("LIA") and SDM, the Mercato's professional consultant.

LIA and SDM have a prior agreement in place authorizing SDM to develop and manage the LI Markets each week. That agreement will be superseded by this successor agreement between the parties.

This Agreement outlines the terms and conditions for the continued development and management of the LI Markets as official events of the LIA with consulting support by San Diego Markets for the benefit of the LIA. The parties agree as follows:

AGREEMENT

SDM enters into this agreement, and will remain throughout the term of the agreement, as an independent contractor and will not through any provision of this agreement become an employee, partner or principal of the LIA. SDM and LIA each remain individually responsible for
providing, at their own expense, unemployment, disability, workers compensation, general liability and such other insurance, permits and licenses for itself and its employees and subcontractors as may be required to fulfill the terms of this agreement. SDM is solely responsible for paying when due all income taxes it incurs as a result of compensation received for services under this agreement.

A. OWNERSHIP

The name, concept, assets, art, displays, underwriter contracts and related collateral material to promote and develop the LI Markets are and shall remain the sole and exclusive property of the LIA.

B. SCOPE OF WORK

Catt Fields White, as Director of SDM, will supply and/or direct ongoing development and support of the Markets, with assistance and support of SDM and LIA staff and volunteers as needed. Development and support includes, but is not limited to, the following categories and duties:

1: **Underwriting**: In an effort to achieve cost recovery and achieve the maximum net income to the parties, SDM and LIA may cooperate to develop sponsorship packages, identify and research prospects, solicit sponsors and underwriters and negotiate with same, collect funds payable to LIA, and maintain sponsor relations. SDM will manage delivery of Mercato-related sponsorship benefits on an ongoing basis. The LIA Organization Committee pre-approves all LIA sponsors and SDM must pre-approve sponsors who will receive benefits directly related to the Mercato, including exhibitor space at the event, logos on event signage and ads in e-newsletters produced by SDM, to assure thematic compatibility with the nature of certified farmers' markets. A maximum of 50 booth spaces per year in total will be allocated to underwriters.

2: **Conceptualization:** LIA and SDM have collaborated under the initial Agreement to define event differentiation and SDM has implemented such to maximize vendor and sponsor participation and marketing impact relative to other similar events. Continued development of conceptual elements will be a cooperative effort of SDM and the LIA Organization Committee.

3: **Budget:** SDM will work with LIA staff to develop annual budgets and to provide monthly P&L and budget updates to LIA. The budgets will outline all anticipated and real expenses related to the operation and promotion of the Markets, and shall be approved by mutual agreement of the LIA and SDM. The budget shall be reviewed monthly with the LIA to ensure that anticipated expenses meet real expenses and, if not, the budget shall be adjusted accordingly.

4: **Vendors and Exhibitors:** SDM and market staff will identify, recruit and screen vendors and exhibitors to achieve the optimum mix of fresh and packaged foods to benefit the attendees, vendors and Little Italy community. SDM will oversee updates to market rules and vendor applications, conforming to the requirements of governing agencies including but not limited to the City of San Diego and San Diego County Agriculture and Environmental Health Departments, and will ensure market staff completion and maintenance of required paperwork. The list of vendors is and shall remain the property of the LIA. Vendors must submit a list of all products they intend to sell to SDM as part of the application process and shall not have the right to add product(s) without pre-approval from Mercato Manager, subject to approval of the LIA Organization Committee. Notice is provided to vendors in the market rules that failure to adhere to the pre-approval process may be grounds for immediate removal from the Mercato, and market staff will monitor and enforce compliance to assure that products offered conform to approved products on vendor applications. It is the intent of the LIA to ensure that vendors do not compete with existing businesses in Little Italy, but rather complement the overall business community.

5: **Vendor Approval:** Per LIA Board resolution of April 2010, vendors accepted after that date shall be focused on farm and grocery products and SDM shall not recruit or accept vendors engaged in the selling of products prepared to eat on site that compete directly with Little Italy Business Improvement District (BID) member businesses. New Prepared Food vendors (selling hot foods generally presented to eat on site) shall be limited to Little Italy BID members. As per Board resolution, Vendor applications that require clarification will be presented to the LIA Organization Committee and/or the LIA Chief Executive Administrator Marco Li Mandri, for approval prior to acceptance.

6: **Little Italy BID Members:** Permanent businesses, including all current Little Italy BID members, will be afforded the opportunity to participate in the Little Italy Mercato within the definition of the event as a food market, and provided that space is available at time of application. Every reasonable effort will be made to encourage that participation and to offer vendor space to Little Italy BID members in any targeted category. Little Italy businesses or merchants who participate will be required to fully stock and staff their booths per market

guidelines and follow all other rules and guidelines issued by LI Markets to maintain their preferential placement status.

7: Little Italy Association Booth Space: One booth per market shall be allocated for use free of charge, by the LIA or their designee, including LIA merchandise sales, related community non-profits, or joint sponsors outlined in sponsorship agreements approved by the LIA and SDM. Reservation requests for LIA's booth shall be made via email to Mercato@littleitalysd.com no less than 21 days prior to use of the booth, and LIA or its designee will fully activate booth space reserved, observing all Mercato vendor requirements including those regarding set-up, staffing and breakdown.

8: Web Development: SDM will coordinate with LIA staff and web designers, providing copy, contributing to layout, and updating the littleitalysd.com Mercato pages to maintain a dynamic website. SDM will also include information on the Little Italy Mercato on the SDM website, with links back to the LIA website.

9: Marketing: SDM will coordinate with LIA staff, such designated public relations firm as may be contracted by LIA, and draw on its own media and social media resources to publicize the Little Italy Mercato. The Little Italy Mercato will be included in print advertising that includes the whole SDM slate of markets and is funded by the SDM co-op marketing fund, and SDM will work with LIA staff to cross promote other LIA events within the Mercato marketing schedule.

10: Scheduling: SDM and market staff will schedule vendors, chefs, entertainers and educational offerings to keep the Little Italy Mercato fresh and marketable, will maintain vendor schedules and placement on a weekly basis, and will work with LIA staff to integrate the Mercato schedule with other LIA events.

11: Event Design: On a continuing basis, SDM will consult with LIA market staff to curate the event, manage applications including maintaining current required permits and certifications for various categories of vendors, maximize income within available space, aid in maintaining positive relationships with neighbors and neighboring businesses, and monitoring code compliance and safety with the support of LIA staff and maintenance crew. Issues regarding staff, maintenance, promotion, marketing, and site expansion of the Mercato will be resolved cooperatively by LIA Staff and Organization Committee and SDM and LI Markets staff.

12: On-Site Management: On a continuing basis, SDM will provide LIA maintenance and market staff with training and support for onsite management of the weekly Markets.

B. OBLIGATIONS OF THE PARTIES

1. Venue: LIA staff will coordinate permits and provide logistical support for the closure of West Cedar or West Date Street, or other mutually agreed upon locations, to accommodate production of the event on a weekly basis, year-round, rain or shine.

2. Insurance: All insurance shall be in a form and from carriers approved in writing by the LIA. SDM and all vendors will maintain insurance in such amounts and form as is required by the City of San Diego and SDM will require that each vendor provide proof of insurance and vendor certificates will list the LIA and the City of San Diego as additionally insured parties. SDM shall maintain its insurance for no less than a period of three (3) years following termination of this Agreement.

3. Maintenance: The LIA will provide weekly maintenance services typical for special events in the area, including installation of banners and barricades and general cleaning and maintenance services throughout and following the event, the cost of which will be reflected in the budget and paid from

Mercato proceeds. Little Italy Mercato rules will include break down cleaning requirements for vendors and vendor compliance will be enforced by SDM.

4. **Mutual Benefit:** This Agreement is based on the assumption that each party will benefit from maximized net revenues and long-term growth and each will act in the best interest of the whole to create mutual benefit.

5. **Indemnity:** SDM shall indemnify, defend and hold harmless the LIA and its directors, officers, employees, agents and subcontractors from and against any and all claims, suits, losses, damages, costs, fines, penalties, liabilities, expenses or other obligations (including but not limited to reasonable attorneys' fees and costs), of any kind or character arising out of or related to any act or omission of SDM, its representatives, agents, employees or subcontractors, except as may be the direct result of the sole negligence or intentional act of the LIA. SDM shall also indemnify, defend and hold harmless the City of San Diego, as licensor of LIA in connection with the weekly Mercato, and its directors, officers, employees, agents and subcontractors from and against any and all claims, suits, losses, damages, costs, fines, penalties, liabilities, expenses or other obligations (including but not limited to reasonable attorneys' fees and costs) of any kind or character arising out of or related to any act or omission of SDM, its representatives, agents, employees or subcontractors, [except as may be the direct result of the sole negligence or intentional act of the City of San Diego.] The LIA shall indemnify, defend and hold harmless SDM and its directors, officers, employees, agents and subcontractors from and against any and all claims, suits, losses, damages, costs, fines and penalties, liabilities, expenses or other obligations (including but not limited to reasonable attorneys' fees and costs) of any kind or character, directly resulting from the sole negligence or intentional act or omission of the LIA.

6. **Assignment:** Neither this Agreement nor any of the duties or obligations outlined under this Agreement may be assigned by SDM without the prior written consent of the LIA.

7. **Term:** This Agreement shall remain in effect until and unless either party gives the other, for any reason or no reason, at least sixty (60) days notice of the party's intent to terminate this Agreement, at which point this Agreement shall terminate immediately upon the expiration of the 60 day or greater notice period provided. Also, any time during the term of this Agreement, LIA or SDM may provide to the other written notice of termination of this Agreement for cause, based on a material breach of the terms of the Agreement, and unless the breach is cured within 30 days of such notice of termination for cause, this Agreement will terminate immediately upon the expiration of the 30 day cure period.

C. REVENUE ALLOCATION

1. **Revenue:** For the purpose of this Agreement, the term "Revenues" will be defined to include income from the following sources: vendor fees, underwriting and sponsorships, and market specific grants. All revenues are generated by the Little Italy Mercato and no restricted funds from the LIA or other entities are included in market Revenues. Additional sources of Revenue including advertising income may also be generated from time to time. In-kind contributions will reduce the expense and thus increase the net, but will not be valued as Revenues. SDM may collect marketing fees from vendors that accrue directly to SDM co-op marketing fund and are expended on advertising and print material. All Revenues related to the Mercato will be made payable to the LIA and will be segregated from all other LIA funds and revenues and placed in the Mercato bank account.

2. **Sponsorship Income:** Sponsorship or underwriting income generated based on Mercato benefits, at a rate agreed upon by SDM and the LIA, shall be deposited to the Mercato account and allocated first for Mercato expenses, and then included in the Net Revenue Calculation described in paragraph 4 below. Joint sponsorship revenue, shared between LIA events, shall generally be allocated to the Mercato at a rate of $1,000 per one-week sponsor attendance at the Mercato, but each sponsorship agreement over $1,000 per year, shall be negotiated individually and approved by the LIA and SDM.

3. **Expense:** On a continuing basis, Revenues will be allocated first to operational requirements of the weekly event, including but not limited to printing, marketing, signage, on-site LIA staffing and maintenance costs, insurance, permits, licenses and general overhead expenses outlined by the budget.

4. **Net Revenue Calculation:** Net revenue will be calculated monthly on a cash basis, by subtracting all expenses paid from all Revenues collected, per the mutually approved budget.

5. **Net Revenue Allocation**: Vendor fees and sponsorship income will be made payable to the LIA and deposited into the dedicated Mercato bank account. Net revenue shall be shared, as outlined in attached schedule, between the LIA and SDM and the LIA will pay SDM as a contracted service provider, one half of net monthly revenue, paid monthly by the 10th of each following month.

ENTIRE AGREEMENT
This Agreement represents the entire understanding between the parties and supersedes all other negotiations, agreements and representations, oral or written, in connection herewith. The Agreement may not be modified except by a written instrument signed by both parties.

NOTICE
Changes, revisions, requests, demands, extensions, termination and other communications shall be transmitted in writing and shall be deemed to have been duly given when sent by registered or certified U.S. Mail, addressed as to the parties as listed herein. Either party may change its address by giving notice of such change to the other, in writing, within five business days of such change.

WAIVER
Failure by either party to enforce any rights shall not be construed as a waiver of such rights.

TERMS OF AGREEMENT
This Agreement shall be governed by the laws of the State of California and shall remain in force and effect until such time as the parties mutually agree to termination of the agreement and an allocation of the event's value at time of dissolution. The agreement may not be assigned without written consent of the parties, but shall bind and benefit the parties' respective legal successors, heirs and assigns.

Agreed to this ____ day of _____, 2018 by

_____	_____
SAN DIEGO MARKETS	LITTLE ITALY ASSOCIATION
By Catherine Fields White	by Steven Galasso
3525 30th Street	2210 Columbia St.
San Diego, CA 92104	San Diego, CA 92101

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 2022
Covid-19 management, rebuild of Little Italy Mercato Saturday and redevelopment of Little Italy Mercato Wednesday
Split of Net 45% SDM/55% LIM July 2021 through December 2021
Meeting November 2021 to review split for Jan 2022 through June 2022

	July 5W	Aug	Sept	**Oct 5W - ArtWalk**	Nov	**Dec 3W + Christmas Vllg**	**Jan 5W**	Feb	March	**April 5W**	May	June	Annual
INCOME													
VENDOR INC SAT	$55,000	$48,000	$48,000	$55,000	$50,000	$38,000	$60,000	$55,000	$55,000	$65,000	$55,000	$55,000	$639,000
VENDOR INC WEDS	$0	$6,000	$6,000	$7,500	$6,000	$7,500	$7,500	$6,000	$8,000	$10,000	$8,000	$8,000	$80,500
SPONS	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$18,000
TOTAL INCOME	$56,500	$55,500	$55,500	$64,000	$57,500	$47,000	$69,000	$62,500	$64,500	$76,500	$64,500	$64,500	$737,500
STAFF	$9,500	$9,000	$9,000	$10,500	$9,000	$8,000	$10,000	$9,000	$9,000	$9,000	$9,000	$9,000	$110,000
MAINT	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$60,000
PERMITS & FEES	$600	$600	$600	$600	$600	$600	$800	$600	$600	$600	$600	$800	$7,600
RENTALS	$1,500	$1,200	$1,200	$1,500	$1,200	$900	$1,500	$1,200	$1,200	$1,500	$1,200	$1,200	$15,300
INSURANCE	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$5,000	$1,500	$1,500	$1,500	$1,500	$1,500	$21,500
DUMPSTER	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200	$200	$2,400
HARDWARE	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$1,800
TRAFFIC	$850	$3,200	$3,200	$4,000	$2,000	$2,400	$4,000	$3,200	$3,200	$3,200	$3,200	$3,200	$35,650
	$19,300	$20,850	$20,850	$23,450	$19,650	$18,750	$26,650	$20,850	$20,850	$21,150	$20,850	$21,050	$254,250
NET	$37,200	$34,650	$34,650	$40,550	$37,850	$28,250	$42,350	$41,650	$43,650	$55,350	$43,650	$43,450	$483,250
SDM EXP 45	$16,740	$15,593	$15,593	$18,248	$17,033	$12,713	$19,058	$18,743	$19,643	$24,908	$19,643	$19,553	$217,463
LIA NET 55	$20,460	$19,058	$19,058	$22,303	$20,818	$15,538	$23,293	$22,908	$24,008	$30,443	$24,008	$23,898	$265,788
				ArtWalk		**Closed**							
				4 blocks		**Christmas**							

TOTAL FY 2021-2022	
BID	0
MAD	-191,845
MNA	80,050
PARKING	0
PROGRAMS	114,358
TOTAL	2,563

Little Italy Association of San Diego
BID Profit & Loss Budget Overview
July 2021 through June 2022

	Jul '21 - Jun 22	
Income		
BID INCOME		
Carry-forward	2,011.40	
BID Disbursements	126,000.00	
Total BID INCOME		128,011.40
Total Income		128,011.40
Gross Profit		128,011.40
Expense		
OFFICE OPERATIONS		
Accounting	4,000.00	
Computer Service	4,500.00	
Dues & subscriptions	1,500.00	
Insurance	4,000.00	
Office supplies	6,900.00	
Printing	500.00	
Phone & Internet	2,600.00	
Postage	1,000.00	
Rent	6,000.00	
Web Maintenance	2,000.00	
Total OFFICE OPERATIONS		33,000.00
NCA Management		
Staff Administration	60,000.00	
Total NCA Management		60,000.00
Consulting Services		
PR	33,000.00	
Total Consulting Services		33,000.00
Contingency		2,011.40
Total Expense		128,011.40
Net Income		**0.00**

FY22 MAD Budget				
INCOME	FY22 Assessments	$ 1,152,832		
	General Benefit	$ 43,000	*$120,000-$130,000*	
	Net	$ 1,114,355		
EXPENSES	**OFFICE OPERATIONS**			
	Accounting	$ 5,000		
	Computer Services	$ 7,000		
	Insurance	$ 100,000		
	Office Supplies	$ 10,000		
	Payroll Services	$ 4,000		
	Rent			
	Storage	$ 10,000		
	Rent Other	$ 47,000		
	Repairs & Maintenance	$ 37,000		
	Utilities	$ 5,000		
		$ 225,000	$ 225,000	**$ 225,000**
	LANDSCAPING			
	Nusery & Landscape Supplies	$ 26,000		
	Tree Supplies & Services	$ 25,000		
	Outside Landscaping Services	$ 1,000		
	Tools & Equipment	$ 4,000		
	Dumpster	$ 2,000		
	Uniforms	$ 5,400		
	Equipment Rental	$ 2,500		
	~~Nusery Facility~~	$ -		
		$ 65,900	$ 65,900	**$ 65,900**
	ASSESSMENT DIST OPERATIONS			
	MAD / BID Operations			
	Dumpster	$ 30,000		
	Tools & Equipment	$ 3,000		
	Auto Expenses	$ 18,000		
	Gas & Electricity	$ 12,000		
	Gasoline	$ 26,000		
	Equipment Rentals	$ 1,000		
	Cell Phones	$ 4,800		
	Electrical Work / Street Lights	$ 1,000		
	Water	$ 18,000		
	Uniforms	$ 7,000		
	Cleaning & Janitorial Supplies	$ 35,000		
		$ 155,800	$ 155,800	
	Pressure Washing Operations			
	Tools & Equipment	$ 1,000		
	Pressure Washer & Water Trailer	$ 4,000		
		$ 5,000	$ 5,000	**$ 160,800**

	Office Administrator			
	Health & Dental Insurance			
	Payroll Taxes			
	WC Insurance			
	Salary Expenses			
		$ 41,000	$ 41,000	
	Landscaping			
	Health & Dental Insurance			
	Payroll Taxes			
	WC Insurance			
	Salary Expenses			
		$ 227,000	$ 227,000	
	Maintenance			
	Health & Dental Insurance			
	Payroll Taxes			
	WC Insurance			
	Salary Expenses			
		$ 425,000	$ 425,000	
	Pressure Washing			
	Second team	$ 42,500		
	Health & Dental Insurance			
	Payroll Taxes			
	WC Insurance			
	Salary Expenses	$ 70,000		
		$ 112,500	$ 112,500	**$ 805,500**
	PROGRAM OPERATIONS			
	NCA Management	$ 48,000	$ 48,000	
	Office Operational			
	Employee Screening	$ 1,000		
	Legal	$ -	$ 1,000	$ 49,000
	Subtotal		**$ 1,306,200**	
	FY22 MAD Net		**$ 1,114,355**	
	Variance		**$ (191,845)**	
	MNA offset		**80,050**	
	NET		**-111,795**	

Little Italy Association of San Diego
Maintenance Non-Assessment Profit & Loss Budget
2021-2022

	ANNUAL BUDGET
Income	
PROGRAM INCOME	
Sponsors	12,000.00
Mercato Services	60,000.00
Other Income / Special Events	
Supplemental Services	55,000.00
Total MAINTENANCE NON-ASSESS INCOME	
Total Income	127,000.00
Expense	
MISC MAINT EXPENSE	
Misc Maintenance Expense	1,000.00
OFFICE OPERATIONS	
Bank Fees	0.00
Office Expenses Tenant Portion	0.00
Office supplies	300.00
Printing	0.00
Postage	0.00
Total OFFICE OPERATIONS	300.00
LANDSCAPE OPERATIONS	
Nursery & Landscape Supplies	1,000.00
Tree Supplies & Services	
Total LANDSCAPE OPERATIONS	1,000.00
ASSESS DIST OPERATIONAL EXP	
MAD / BID OPERATIONS	
Seminars & Training	2,000.00
Misc	0.00
Mileage Reimbursement	0.00
Meals & Entertainment	1,500.00
Late Fees	150.00
Liability Claims	3,000.00
Auto expenses	4,000.00
Depreciation	24,000.00
Total MAD / BID OPERATIONS	34,650.00
Total ASSESS DIST OPERATIONAL EXP	34,650.00
PERSONNEL EXPENSE	
Maintenance Crew	
Staff Bonuses	10,000.00
Total Expense	46,950.00
Net Income	**80,050.00**

FY22 Little Italy Parking District Budget

Finalized March 22, 2021

INCOME			
Parking Meter Revenues (PMR)	$750,000		
Keep // Projected Program Revenue	$116,640		
Total FY22 Projected Income	**$866,640**		
EXPENSE			
In-House Valet Program			
Valet Employee Payroll	$260,000	$182,232	
Equipment & Uniforms	$8,000		
Cell/Tech Service & Fees	$2,000		
Permits	$4,000		
Program Management	$41,100	*$274,000*	*36%*
Total	$315,100		
Lot Rentals and Insurance for Both Programs			
Workers Comp	$15,000	$11,791	
Liability Insurance	$48,000		
Parking Lot Rentals	$110,000		
Program Management	$25,950	*$173,000*	*23%*
Total	$198,950		
Marketing and Promotions			
Website Maintenance & IT (Partial)	$10,600		
Printed Material	$5,000		
Public Relations (Partial)	$30,000		
Program Management	$6,840	*$45,600*	*6%*
Total	$52,440		
New Initiatives and Special Projects			
People's Plazas & Pop-Outs	$2,000		
City of San Diego In-Sourcing	$2,000		
Feasability Study on W. Grape Traffic Flow	$15,000		
Enhanced Pedestrian Lighting	$101,000		
Pedestrian Transition and ROW Safety	$25,000		
Enhanced Pedestrian Safety	$69,000		
Planter Barricades & Beautification	$1,000		
Program Management	$32,250	*$215,000*	*29%*
Total	$247,250		
LIA Operational			
Office Rent (Partial)	$12,000		
Utilities & Supplies (Partial)	$12,000		
Vehicle Subsidy & Maintenance (Partial)	$10,000		
Storage (Partial)	$12,000		
Program Management	$6,900	*$46,000*	*6%*
Total	$52,900		
Total FY21 Projected Expenses	**$866,640**		100%

FY22 Programs Budget						
PROJECT		**INCOME**	**EXPENSE**	**VARIANCE**		
	Amici Park					
	Dog Park	$ 9,000	$ 15,600	$ (6,600)		
	Grounds	$ 6,000	$ -	$ 6,000		
		$ 15,000	$ 15,600	$ (600)	$ (600)	
	Amici Park Redevelopment	$ -	$ -	$ -	$ -	
	Banners & Flags	$ -	$ 2,000	$ (2,000)	$ (2,000)	
	Christmas Programs	$ 50,000	$ 50,000	$ -	$ -	
	County Grants	$ 35,000	$ 35,000	$ -	$ -	
	Seasonal Displays	$ 5,000	$ 5,000	$ -	$ -	
	General & Administration	$ -	$ 289,042	$ (289,042)	$ (289,042)	
	Bonus - NCA	$ 1		$ 1	$ 1	
	Mercato & Wednesday Market			$ 300,000	$ 300,000	
	Merchandise	$ -	$ -	$ -	$ -	
	Military Events	$ 2,000	$ 2,000	$ -	$ -	
	Piazza Basilone	$ 2,000	$ 5,000	$ (3,000)	$ (3,000)	
	Piazza della Famiglia	$ 100,000	$ 50,000	$ 50,000	$ 50,000	2 tile sales
	PPP 2	$ 32,100	$ 32,100	$ -	$ -	MAD staffing
	State of the Neighborhood	$ -	$ -	$ -	$ -	
	ToLI			$ 25,000	$ 25,000	
	TOTIS	$ 1,000	$ 1,000	$ -	$ -	
	Venues	$ 58,000	$ 24,000	$ 34,000	$ 34,000	
	FY22 Programs Net				**$ 114,359**	

GIVE-OR-GET FUNDRAISING BOARD POLICY

Adopted on February 2, 2016 / Effective on July 1, 2016 / Amended May 4, 2021

On May 4, 2021, the Little Italy Association Board of Directors amended the Little Italy Association's "Give-or-Get" (GoG) Policy. The 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.

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 GoG obligations can be met are by the following methods:

1) Raise $1,500 cash; and/or
2) 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).

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 are any discrepancies, it is the responsibility of the Member to provide staff with additional information.

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

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

I, _____, hereby agree to support the GoG Policy as stated and will fulfill my obligation.

_____ _____

Signature Date

From: Christopher M. Gomez
Sent: Friday, June 04, 2021 1:55 PM
To: marco@cortescommunications.com
Cc: marco@newcityamerica.com; Steven J. Galasso <steve@littleitalysd.com>
Subject: Il Merchante, Inc. - 60 Day Notice to Terminate Agreement

Hello Marco,

After several unsuccessful attempts to secure new designs, establish an online portal and increase the licensed merchandise sales, the Little Italy Association has decided to trigger the 60-day notice of termination per our agreement.

Effective Tuesday, August 3, 2021 at 11:59pm, the agreement between Il Merchante, Inc. and the Little Italy Association will be terminated.

Between now and August 3, 2021, Il Merchante, Inc. will:

1) Liquidate all Little Italy San Diego licensed merchandise;
2) Not produce any additional approved or non-approved Little Italy San Diego designs;
3) Have access to the Little Italy Mercato to liquidate merchandise until Saturday, July 31, 2021;
4) Abide by Little Italy Mercato guidelines as established and enforced by Catt;
   If guidelines are not met, we may revoke access to the Mercato.
5) Submit Q2 (April 1-June 30) sales report and payment by July 15, 2021; and
6) Submit close-out (July 1-August 3) sales report and payment by August 15, 2021.

Once agreement has been terminated, Il Merchante, Inc. is no longer allowed to sell Little Italy San Diego merchandise.

Please let me know if you have any questions.

Thank you,
Chris

CHRISTOPHER M. GOMEZ
District Manager
Little Italy Association of San Diego
2210 Columbia Street
San Diego, CA 92101
Phone: 619-233-3898
Fax: 619-233-4866
Website: LittleItalySD.com
Facebook: Little ItalySD
Twitter: LittleItalySD
Instagram: LittleItalySD
Linkedin: LittleItalySD
#LittleItalySD