



Little Italy Association of San Diego – Finance Committee
Monday, October 21, 2024 at 2:00pm
Little Italy Association Office – Conference Room (2210 Columbia Street)
Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/84680467426>
or call 1-669-900-6833 / Meeting ID: 846 8046 7426 / Password: 3898

AGENDA

1. Introductions / Bryan Thompson, Chair
2. Next Meeting: _____
3. **Non-Agenda Public Comment & Announcements (3-Min. Max Per Person)**
Please keep comments directed to non-agenda items.
4. **Review September 16, 2024 Minutes / Chris Gomez** *Action Item* P. 3-7
5. **Programs Budget Adjustment / Jeri Keiller** *Action Item* P. 8
6. **Draft YTD Draft Financials / Jeri & Bryan** *Action Item* P. 9-21
7. **Fidelity Investment / Jeri** P. 22
8. **New Xerox Copier Lease / Chris** *Action Item* P. 23
9. **New City America FY24 Supplemental Compensation / Jeri** *Action Item* P. 24-41
10. **Draft State of the Neighborhood P&L / Chris** P. 42-43
11. **Temporary Suspension of Piazza Basilone Use by Civico 1845 / Chris**
12. **Female Maker’s Market Annual Contract – Update / Curt Brooker** P. 44
13. **Grants Submitted / Chris**
 - a. California Natural Resources Agency EEM (\$418K) – Denied
 - b. Cal-Fire (\$461K Over 2-Years) – Denied
14. **Chief Executive Administrator Report / Marco**
15. **Old Business – Add or Remove Items**
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. Grants Submitted
 - i. City of San Diego CPPS (\$30K) & ACCF (\$5K) – CPPS Pending 10/24 & ACCF Pending
 - b. Reserve Study
 - c. 2020 & 2021 ERTC Application & Funding Update / Dianne
16. **Adjournment** *Action Item*

BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and on the LIA website. Action may not be taken on items not identified as

LITTLE ITALY ASSOCIATION OF SAN DIEGO

such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619-233-3898 or via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee quorum or are allowed to vote.



Little Italy Association of San Diego – Finance Committee

Monday, September 16, 2024 at 2:00pm

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Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/89023588306>

or call 1-669-900-6833 / Meeting ID: 890 2358 8306 / Password: 3898

Committee Steve Galasso, Bryan Thompson, Jeri Keiller, Lou Palestini, Annette Casemero, Rich Gustafson, David Rodger, Catt Fields White, Curt Brooker

Staff Chris Gomez, Rosie DeLuca, Marco Li Mandri, Dianne T. Serna, Brijet Meyers, Hannah Reynolds

MINUTES:

Item	Discussion	Action Taken?
1. Introductions-Bryan Thompson, Chair	The meeting was called to order at 02:00pm.	<i>No action taken</i>
2. Next Meeting	2. The next Finance Committee Meeting will be held on Monday, October 21, 2024, at 2:00pm	<i>2. The date and time of the meeting were approved by consensus.</i>
3. Non-Agenda: Public Comments & Announcements	3. Nothing to report.	<i>3. No action taken</i>
4. Review July 11, 2024, Minutes	4. The minutes from July 11, 2024, were reviewed.	<i>4. Bryan Thompson moved to accept the minutes as presented. Rich Gustofson seconded the motion. Unanimously approved.</i>
5. Year End & YTD Draft Financials/ Jeri & Bryan	5. The Year End Draft Financials were tabled. Jeri gave an update on the YTD Draft Financials on pages 6-20 of the packet.	<i>5. Steve Galasso moved to accept the YTD Financials as presented. Rich Gustofson seconded the motion.</i>

		<i>Recusals: Jeri Keiller, Curt Brooker and Brijet Myers due to financial interest as a paid LIA staff member. Motion passes.</i>
6. Fidelity Investment – Update / Jeri & Bryan	6. Jeri Keiller gave an update on the Fidelity Investment.	6. <i>No action taken</i>
7. Grant Submitted/ Chris		
<p>a. County of San Diego NRG (\$150) & CEG (\$30K) Both Awarded</p> <p>i. Select NRG Projects for FY25</p>	<p>7.a Chris gave an update on page 22 of the packet.</p> <p>7.i. The recommendation from staff would be to move forward with purchasing the items on page 22, in the right column.</p>	<p>7.i. <i>Jeri Keiller moved to approve staff's recommendation. Steve Galasso seconded the motion. Unanimously approved.</i></p>
b. City of San Diego CPPS (\$30K) & ACCF (\$5K)- Pending	7.b. Chris gave an update on the pending City of San Diego CPPS & ACCF Grants.	7.b. <i>No action taken</i>
c. California Natural Resources Agency EEM (\$418K)- Pending	7.c. Chris gave an update on the pending California resources Agency EEM Grant.	7.c. <i>No action taken</i>
d. Cal-Fire (\$427K), over 2 years)- Pending	7.d. Chris gave an update on the pending Cal-Fire Grant.	7.d. <i>No action taken</i>
e. California Clean Air Day (\$1K)-Denied	7.e. Chris shared that the CA Clean Air Day Grant was denied.	7.e. <i>No action taken</i>
f. Arbor Day Foundation (\$403K) – Denied	7.f. Chris shared that the Arbor day Foundation Grant was denied.	7.f. <i>No action taken</i>

8. NCA Supplemental Compensation Amendment/ Marco Li Mandri	8. Marco shared the amended NCA Supplemental Compensation on pages 28 & 29.	<i>8. Jeri Keiller moved to approve the amendment. Bryan Thompson seconded the motion. Unanimously approved.</i>
9. Ratify Vote: Support for OLR's Spaghetti Dinner & Bobby D. Foundation's Panches in Little Itay /Chris	9. Chris shared pages 30-31 of the packet.	<i>9. Jeri Keiller moved to support OLR's Spaghetti Dinner & Bobby D's Foundation. Bryan Thompson seconded the motion. Unanimously approved.</i>
10. Female Maker's Market Annual Contract/ Curt Brooker	10. Hannah Reynolds shared a separate sheet with the Female Maker's Market Proposed dates and rates for 2025. Hannah presented a counter for the proposed rates. Jeri recommended adding Presidents Day to the Peak schedule.	<i>10. Rich Gustofson moved to accept the proposal with Hannah's counter for the rates. David Rodger seconded the motion. Unanimously approved.</i>
11. Our Lady of the Rosary Spaghetti Dinner Sponsorship/ Luke Vinci	11. Bryan Thompson shared OLR's Spaghetti Dinner Sponsorship on pages 32-36. Jeri Keiller offered a \$500 donation. Marco recommended a \$5,000 donation from the Association.	<i>11. Steve Galasso moved to approve \$5,000 from LIA for the OLR Spaghetti Dinner Sponsorship. David Rodgr seconded the motion. Unanimously approved.</i>
12. Fleet Week Marine & Navy Band Concerts in the Piazza/ Chris	12. Chris shared page 37 of the packet. The Navy & Marine bands would like to perform at Piazza della Famiglia for Fleek Week. The events would take place on November 3 rd and 4 th , 2024. Chris asked the committee to authorize staff to work on these events.	<i>12. Jeri Keiller moved to authorize staff to move forward with these events. Bryan Thompson seconded the motion. Unanimously approved.</i>

13. Allocate Non-Assessment Funds for Civil Restraining Orders/ Marco	13. Marco asked the committee to allocate \$6,000 for urgent Civil Restraining Orders. There are funds in Maintenance Non-Assessment to cover these costs.	13. <i>No action taken</i>
14. Allocate SBEP Funds for Board & Staff Anti-Harassment, Diversity & Inclusivity Training (NTE \$1,200)/ Chris	14. Chris asked the committee to allocate SBEP funds NTE \$1,200 for Board & Staff Anti-Harassment, Diversity & Inclusion Training.	14. <i>Jeri moved to allocate funds for training. Rich Gustofson seconded the motion. Unanimously approved.</i>
15. State Special Event Grant (\$35K) / Chris	15. Chris gave an update on the \$35,000 State Special Event Grant for FY 25 and FY 26.	15. <i>No action taken</i>
16. Taste of Little Italy Final P&L/ Chris	16 Chris shared the Taste of Little Italy's final P&L on pages 40-41 of the packet.	16. <i>No action taken</i>
17. Little Italy Office Lease Renewal/ Marco	17. Marco shared the Little Italy Office Lease Renewal on pages 42-43 of the packet.	17. <i>No action taken</i>
18. Pressure Washing Services Outside of Little Italy/ Chris	18. Chris reported that LIA will not be pursuing Pressure Washing outside of Little Italy.	18. <i>No action taken</i>
19. Little Italy Storage Officially Moved to ALSCO/ Chris	19. Chris thanked Annette Casemero from AlSCO for working out a 2-year accommodation for the Little Italy Association to utilize AlSCO for storage.	19. <i>No action taken</i>
20. Piazza della Famiglia Restrooms Use & Cost Recovery/ Chris	20. Chris shared the Piazza della Famiglia restroom cost breakdown on page 44. Basta will not be utilizing the PdF restrooms.	20. <i>No action taken</i>
21. So Diego! Little Italy Tours/ Chris	21. Chris reported that LIA has a signed contract with So Diego and will launch tours on October 1, 2024.	21. <i>action taken</i>
22. Chief Executive Administrator Report/ Marco	22. Marco reported that a fence at Amici Park should be installed by December.	22. <i>No action taken</i>

	<p>Marco gave an update on the Parking District Ordinance's 45/55 split.</p> <p>Marco gave an update on the Flores lawsuit.</p>	
23. Old Business – Add or Remove Items	23. Nothing to report	<i>23. No action taken</i>
24. Adjournment	24. Meet was adjourned.	<i>24. Meeting was adjourned by consensus.</i>

Minutes taken by: Dianne T. Serna, Staff

Little Italy Association of San Diego PROGRAM - BUDGET

10-4-2024										
2024-2025	Dog Park	Grounds	ArtWalk.	Banner	Bella Vita	Bulls of St Agata		Christmas Programs	FY 24 CEP Grant (Rent)	FY 25 CE Grant
Budget as of 9-20-2024	5,516	-10,000	5,000	-2,000	3,000	0		10,000	25,000	15,000
Board approved budget	5,000	-10,000	5,000	-2,000	3,000	1,000		10,000	25,000	20,000
	FY 25 NR GRANT	FY COUNTY RENT GRANT	General & Administration	Italian Heritage Night	Total Mercato	Merchandise	Mic Events	Military Events	Officer's Budget	Piazza Basilone
Budget as of 9-20-2024	1	0	-640,643	0	431,853	500	3,000	0	-2,000	-2,400
	+30-30		5 k donations							
Board approved budget		25,000	-633,760	7,500	431,853	500	0	0	-2,000	-2,400
	Total Piazza Costanza	Bathrooms	PdF - other	Piazza Giannini	SBEP Bookkeeping Grant	State of the Nbrhood	SBEP City Services	SBEP Tech Assist. Grant	Seasonal Displays	State Grants
Budget as of 9-20-2024	2,000	2,328	-52,600	0	0	5,000	0	0	1,000	35,000
	after expenses									
Board approved budget	4,500	-600	-52,600	0	0	0	0	0	0	35,000
		2,300				3,000		10,000	2,000	
	TOLI	Trick or Treat	Amici Park (Rental)	Corporate Events (Fuse)	Stella Artois			Piazza Basilone (Civico)	Venue Rentals - Other	TOTAL
Budget as of 9-20-2024		35,000	1,000	1,200	63,500	25,950		36,900		-1,896
Board approved budget		35,000	1,000	0	49,900	25,950		37,800	-4,000	15,643

Little Italy Association of San Diego Balance Sheet

9

Accrual Basis

	Sep 30, 24	Sep 30, 23
ASSETS		
Current Assets		
Checking/Savings		
BID Account / US BANK	17,557.08	0.00
Programs Acct / US BANK	205,236.27	0.00
Mercato Account / US BANK	111,502.55	0.00
Parking Dist Acct / US BANK	194,388.34	0.00
MAD Acct / US BANK	135,344.93	0.00
Payroll Acct / US BANK	31,688.85	0.00
Savings Acct / US BANK	94,224.38	0.00
BID Acct / Torrey Pines	0.00	3,367.26
Programs Acct / Torrey Pines	0.00	163,029.84
Mercato / Torrey Pines	0.00	82,204.49
Parking District / Torrey Pines	0.00	207,437.90
MAD Acct / Torrey Pines	0.00	113,471.64
Payroll Acct / Torrey Pines	0.00	15,884.20
Savings Acct / Torrey Pines	0.00	93,216.90
Fidelity Investments -cash	85,687.55	63,443.17
Total Checking/Savings	875,629.95	742,055.40
Accounts Receivable		
Accts Rec - Parking District	69,281.11	177,957.24
Accts Rec - Programs	55,066.15	12,553.87
Total Accounts Receivable	124,347.26	190,511.11
Other Current Assets		
ERTC Receivable	164,117.46	164,117.46
Mercato MNA	0.00	5,000.00
Investments - Fidelity	74,000.00	139,000.00
Endowment Fund	12,161.56	12,161.56
Undeposited Funds	49,125.32	17,687.63
Total Other Current Assets	299,404.34	337,966.65
Total Current Assets	1,299,381.55	1,270,533.16
Fixed Assets		
Machinery and Equipment	127,331.00	127,331.00
Improvements-Building/Nursery	56,777.00	56,777.00
Auto/Transport Equipment	106,215.00	106,215.00
Program Equipment	12,000.00	12,000.00
Improvements	2,400.00	2,400.00
Website design	10,400.00	10,400.00
Accumulated depreciation	-276,794.03	-251,048.15
Total Fixed Assets	38,328.97	64,074.85
Other Assets		
Rent deposit	8,967.39	8,450.73
Total Other Assets	8,967.39	8,450.73
TOTAL ASSETS	1,346,677.91	1,343,058.74
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable - BID	300.00	0.00
Accounts Payable - Programs	10,028.31	41,172.79
Accounts Payable - Mercato	29,287.28	1,618.80
Accounts Payable - Parking Dist	0.00	11,566.81
Accounts Payable - MAD	29,528.96	927.24
Total Accounts Payable	69,144.55	55,285.64
Other Current Liabilities		
Mercato Insurance accrual	6,249.99	2,083.33
Amici Park statue	5,000.00	5,000.00
Payable to New City America	0.00	28,395.00
Bollard Advance	30,521.25	73,143.25

**Little Italy Association of San Diego
Balance Sheet**

10

Accrual Basis

	Sep 30, 24	Sep 30, 23
Accrued Interest Liability	3,281.00	7,421.00
MAD Advance	-13,668.95	0.02
Deferred revenue - BID	0.00	-27,882.51
Total Other Current Liabilities	31,383.29	88,160.09
Total Current Liabilities	100,527.84	143,445.73
Long Term Liabilities		
Piazza Costanza Reserve - 5yr M	18,000.00	0.00
EIDL LOAN	148,475.73	148,475.73
Total Long Term Liabilities	166,475.73	148,475.73
Total Liabilities	267,003.57	291,921.46
Equity		
Net Assets		
Net unrestricted assets	949,119.57	860,437.45
Restricted net assets	26,892.00	26,892.00
Total Net Assets	976,011.57	887,329.45
Net Income	103,662.77	163,807.83
Total Equity	1,079,674.34	1,051,137.28
TOTAL LIABILITIES & EQUITY	1,346,677.91	1,343,058.74

Profit & Loss

July through September 2024

	Total BID		Total MAD		Maintenance Non-Assessment	
	Jul - Sep 24	Jul - Sep 23	Jul - Sep 24	Jul - Sep 23	Jul - Sep 24	Jul - Sep 23
Ordinary Income/Expense						
Income						
PROGRAM INCOME	0	0	0	0	3,000	5,308
BID INCOME	26,245	27,883	0	0	0	0
MAINTENANCE DISTRICT INCOME	0	0	355,648	361,519	0	0
MAINTENANCE NON-ASSESS INCOME	0	0	0	0	41,158	39,108
MERCATO INCOME	0	0	0	0	0	0
PARKING DISTRICT INCOME	0	0	0	0	0	0
PARKING DISTRICT REVENUES	0	0	0	0	0	0
Total Income	26,245	27,883	355,648	361,519	44,158	44,415
Gross Profit	26,245	27,883	355,648	361,519	44,158	44,415
Expense						
MISC MAINT EXPENSE	0	0	0	0	513	51
GENERAL OPERATING	680	1,000	16,598	29,374	0	0
NON-PROFIT ADMIN	24,256	23,290	32,786	28,104	2,023	0
LANDSCAPE IMPROVEMENTS & MAINT	0	0	287,387	328,934	27,177	-1,265
PERSONNEL EXPENSE	0	0	0	0	0	0
ACCOUNTANT EXPENSE ENTRIES	0	0	0	0	2,582	2,582
PROGRAM EXPENSE	0	0	0	0	247	0
Maintenance Personnel	0	0	0	0	-6,885	0
Maintenance Non-Personnel	0	0	0	0	0	0
Office Operational	0	0	0	0	0	0
BUSINESS PROMOTION/DEVELOPMENT	11,994	8,250	0	0	0	0
MERCATO EXPENSE	0	0	0	0	0	0
PARKING DISTRICT EXPENSE	0	0	0	0	0	0
Total Expense	36,930	32,540	336,771	386,412	25,657	1,368
Net Ordinary Income	-10,685	-4,658	18,876	-24,893	18,501	43,047
Other Income/Expense	0	0	-25,273	-20,504	0	0
Net Income	-10,685	-4,658	-6,396	-45,396	18,501	43,047

Profit & Loss

July through September 2024

	Total Total Parking District		Total Programs & Operations		TOTAL	
	Jul - Sep 24	Jul - Sep 23	Jul - Sep 24	Jul - Sep 23	Jul - Sep 24	Jul - Sep 23
Ordinary Income/Expense						
Income						
PROGRAM INCOME	0	0	174,744	148,623	177,744	153,930
BID INCOME	0	0	0	0	26,245	27,883
MAINTENANCE DISTRICT INCOME	0	0	0	0	355,648	361,519
MAINTENANCE NON-ASSESS INCOME	0	0	0	0	41,158	39,108
MERCATO INCOME	0	0	330,055	295,190	330,055	295,190
PARKING DISTRICT INCOME	45,225	204,572	0	0	45,225	204,572
PARKING DISTRICT REVENUES	0	28,790	0	0	0	28,790
Total Income	45,225	233,362	504,799	443,813	976,074	1,110,992
Gross Profit	45,225	233,362	504,799	443,813	976,074	1,110,992
Expense						
MISC MAINT EXPENSE	0	0	0	0	513	51
GENERAL OPERATING	0	0	848	3,283	18,126	33,657
NON-PROFIT ADMIN	0	0	94,746	82,652	153,812	134,046
LANDSCAPE IMPROVEMENTS & MAINT	0	0	150	282	314,714	327,951
PERSONNEL EXPENSE	0	0	0	-1,270	0	-1,270
ACCOUNTANT EXPENSE ENTRIES	0	0	3,854	3,854	6,436	6,436
PROGRAM EXPENSE	0	0	104,725	59,784	104,972	59,784
Maintenance Personnel	0	0	2,935	0	-3,950	0
Maintenance Non-Personnel	0	0	2,688	0	2,688	0
Office Operational	0	0	2,807	3,507	2,807	3,507
BUSINESS PROMOTION/DEVELOPMENT	0	0	0	0	11,994	8,250
MERCATO EXPENSE	0	0	189,802	150,172	189,802	150,172
PARKING DISTRICT EXPENSE	45,225	204,058	0	39	45,225	204,097
Total Expense	45,225	204,058	402,555	302,302	847,139	926,680
Net Ordinary Income	0	29,304	102,243	141,511	128,936	184,311
Other Income/Expense	0	0	0	0	-25,273	-20,504
Net Income	0	29,304	102,243	141,511	103,663	163,808

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

13

Accrual Basis

	Sep 24	Budget	Jul - Sep 24	YTD Budget	Annual Bud...
Ordinary Income/Expense					
Income					
BID INCOME					
Carry-forward	0.00	89.25	0.00	267.75	1,071.00
BID Disbursements	26,244.75	8,611.50	26,244.75	25,834.50	103,338.00
SBEP Mgmt Grant	0.00	16,531.00	0.00	16,531.00	16,531.00
Total BID INCOME	26,244.75	25,231.75	26,244.75	42,633.25	120,940.00
Total Income	26,244.75	25,231.75	26,244.75	42,633.25	120,940.00
Gross Profit	26,244.75	25,231.75	26,244.75	42,633.25	120,940.00
Expense					
GENERAL OPERATING					
Accounting	0.00	333.33	0.00	1,000.03	4,000.00
Insurance	0.00	333.33	680.00	1,000.03	4,000.00
Total GENERAL OPERATING	0.00	666.66	680.00	2,000.06	8,000.00
NON-PROFIT ADMIN					
Staff Administration	5,000.00	5,000.00	15,000.00	15,000.00	43,469.00
Computer Software & Service	1,143.00	375.00	3,429.00	1,125.00	4,500.00
Dues & subscriptions	0.00	0.00	1,137.00	429.00	429.00
Office supplies	468.15	525.00	2,054.83	1,584.00	6,309.00
Printing	0.00	41.67	0.00	124.97	500.00
Phone & Internet	186.52	216.67	559.08	649.97	2,600.00
Postage	300.00	83.33	576.25	250.03	1,000.00
Rent	500.00	500.00	1,500.00	1,500.00	6,000.00
Web Maintenance	0.00	166.67	0.00	499.97	2,000.00
Total NON-PROFIT ADMIN	7,597.67	6,908.34	24,256.16	21,162.94	66,807.00
BUSINESS PROMOTION/DEVELOPMENT					
PR	4,598.00	2,377.59	11,994.00	7,132.69	28,531.00
Total BUSINESS PROMOTION/DEVELOPMENT	4,598.00	2,377.59	11,994.00	7,132.69	28,531.00
SBEP EXPENSES					
Management Grant	0.00	16,531.00	0.00	16,531.00	16,531.00
Total SBEP EXPENSES	0.00	16,531.00	0.00	16,531.00	16,531.00
Total Expense	12,195.67	26,483.59	36,930.16	46,826.69	119,869.00
Net Ordinary Income	14,049.08	-1,251.84	-10,685.41	-4,193.44	1,071.00
Other Income/Expense					
Other Expense					
CONTINGENCY					
Carry-Forward Expenses	0.00	0.00	0.00	1,071.00	1,071.00
Total CONTINGENCY	0.00	0.00	0.00	1,071.00	1,071.00
Total Other Expense	0.00	0.00	0.00	1,071.00	1,071.00
Net Other Income	0.00	0.00	0.00	-1,071.00	-1,071.00
Net Income	14,049.08	-1,251.84	-10,685.41	-5,264.44	0.00

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

14

	Sep 24	Budget	Jul - Sep 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
MAINTENANCE DISTRICT INCOME					
MAD Assessments	118,549.29	113,312.50	355,647.87	339,937.50	1,359,750.00
MAD Assessments carry forward	0.00	0.00	0.00	4,252.52	4,252.52
MAD Gas Tax	0.00	383.33	0.00	1,149.99	4,599.96
MAD General Benefit Income	0.00	4,499.08	0.00	13,497.28	53,989.00
Total MAINTENANCE DISTRICT INCOME	<u>118,549.29</u>	<u>118,194.91</u>	<u>355,647.87</u>	<u>358,837.29</u>	<u>1,422,591.48</u>
Total Income	<u>118,549.29</u>	<u>118,194.91</u>	<u>355,647.87</u>	<u>358,837.29</u>	<u>1,422,591.48</u>
Gross Profit	118,549.29	118,194.91	355,647.87	358,837.29	1,422,591.48
Expense					
GENERAL OPERATING					
Accounting	0.00	458.33	0.00	1,375.03	5,500.00
Insurance	4,098.16	6,250.00	16,598.16	18,750.00	75,000.00
Total GENERAL OPERATING	4,098.16	6,708.33	16,598.16	20,125.03	80,500.00
NON-PROFIT ADMIN					
Staff Administration	5,000.00	5,000.00	15,000.00	15,000.00	60,000.00
Office Administrator					
Health/Dental Insurance	1,808.04		1,704.12		
Payroll Taxes	229.00		687.00		
WC Insurance	27.14		27.14		
Salary Expense	1,906.64	3,375.00	5,794.36	10,125.00	40,500.00
Total Office Administrator	3,970.82	3,375.00	8,212.62	10,125.00	40,500.00
Employee Screening Services	0.00	125.00	89.98	375.00	1,500.00
Computer Software & Service	0.00	583.33	0.00	1,750.03	7,000.00
Office supplies	1,139.15	416.66	1,712.52	1,250.06	5,000.00
Payroll Service	630.05	500.00	1,237.96	1,500.00	6,000.00
Rent					
Storage	0.00	0.00	400.00	0.00	0.00
Rent - Other	1,400.00	166.66	6,133.32	500.06	2,000.00
Total Rent	1,400.00	166.66	6,533.32	500.06	2,000.00
Repairs & Maintenance	0.00	83.33	0.00	250.03	1,000.00
Total NON-PROFIT ADMIN	12,140.02	10,249.98	32,786.40	30,750.18	123,000.00
LANDSCAPE IMPROVEMENTS & MAINT					
LANDSCAPE OPERATIONS					
Nursery & Landscape Supplies	2,367.35	1,000.00	7,018.09	3,000.00	12,000.00
Tree Supplies & Services	861.28	1,250.00	4,104.58	3,750.00	15,000.00
Tools & Equipment	802.79	250.00	2,850.06	750.00	3,000.00
Dumpster	284.00	416.66	577.00	1,250.06	5,000.00
Uniforms	0.00	166.66	174.00	500.06	2,000.00
Equipment Rental	2,749.22	2,083.33	4,493.59	6,250.03	25,000.00
Total LANDSCAPE OPERATIONS	7,064.64	5,166.65	19,217.32	15,500.15	62,000.00
MAD / BID OPERATIONS					
Dumpster	3,338.22	2,500.00	10,014.66	7,500.00	30,000.00
Tools & Equipment	0.00	125.00	695.85	375.00	1,500.00
Auto expenses	1,482.01	1,000.00	3,040.99	3,000.00	12,000.00
Gas & electricity	1,188.73	1,250.00	3,555.03	3,750.00	15,000.00
Gasoline	2,702.54	2,500.00	8,608.63	7,500.00	30,000.00
Equipment Rentals	0.00	83.33	513.15	250.03	1,000.00
Cell Phones / Radios	381.43	250.00	1,360.05	750.00	3,000.00
Water	1,981.23	1,333.33	6,316.23	4,000.03	16,000.00
Uniforms	0.00	250.00	0.00	750.00	3,000.00
Cleaning & Janitorial Supplies	2,142.90	2,916.66	7,007.11	8,750.06	35,000.00
Total MAD / BID OPERATIONS	13,217.06	12,208.32	41,111.70	36,625.12	146,500.00
PRESSURE-WASHING OPERATIONS					
Tools & Equipment	0.00	83.33	0.00	250.03	1,000.00
Pressure Washer / Water Trailer	119.12	416.66	7,234.22	1,250.06	5,000.00

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

15

	Sep 24	Budget	Jul - Sep 24	YTD Budget	Annual Budget
Total PRESSURE-WASHING OPERAT...	119.12	499.99	7,234.22	1,500.09	6,000.00
Landscape Crew					
Salary Expense	16,392.29	23,333.33	48,013.26	70,000.03	280,000.00
Health/Dental Insurance	6,105.16		9,089.06		
WC Insurance	1,654.74		4,459.10		
Payroll Taxes	1,549.59		4,262.37		
Total Landscape Crew	25,701.78	23,333.33	65,823.79	70,000.03	280,000.00
Maintenance Crew					
Salary Expense	39,083.76	51,666.66	116,406.44	155,000.06	620,000.00
Payroll Taxes	2,819.29		8,433.65		
WC Insurance	3,189.82		9,956.40		
Health/Dental Insurance	8,702.84		14,183.02		
Total Maintenance Crew	53,795.71	51,666.66	148,979.51	155,000.06	620,000.00
Tree Services					
Salary Expense	1,993.25	666.66	5,020.32	2,000.06	8,000.00
Total Tree Services	1,993.25	666.66	5,020.32	2,000.06	8,000.00
Total LANDSCAPE IMPROVEMENTS & ...	101,891.56	93,541.61	287,386.86	280,625.51	1,122,500.00
Total Expense	118,129.74	110,499.92	336,771.42	331,500.72	1,326,000.00
Net Ordinary Income	419.55	7,694.99	18,876.45	27,336.57	96,591.48
Other Income/Expense					
Other Expense					
CONTINGENCY	1,921.04	1,546.04	5,763.12	4,638.12	18,552.48
NON-DISCRETIONARY EXPENSE					
City Administration	291.67	291.66	875.01	875.06	3,500.00
Special District Lighting	6,211.58	6,211.58	18,634.74	18,634.78	74,539.00
Total NON-DISCRETIONARY EXPENSE	6,503.25	6,503.24	19,509.75	19,509.84	78,039.00
Total Other Expense	8,424.29	8,049.28	25,272.87	24,147.96	96,591.48
Net Other Income	-8,424.29	-8,049.28	-25,272.87	-24,147.96	-96,591.48
Net Income	-8,004.74	-354.29	-6,396.42	3,188.61	0.00

Little Italy Association of San Diego **16**
Maintenance Non-Assessment Profit & Loss Budget Performance

Accrual Basis

	Sep 24	Budget	Jul - Sep 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
PROGRAM INCOME					
Sponsors	0.00	1,333.33	3,000.00	4,000.03	16,000.00
Total PROGRAM INCOME	0.00	1,333.33	3,000.00	4,000.03	16,000.00
MAINTENANCE NON-ASSESS INCOME					
Landscape & Maintenance Service	1,011.00		1,011.00		
Mercato Services	5,000.00	5,000.00	15,000.00	15,000.00	60,000.00
Supplemental Services	4,805.40	10,333.33	25,147.21	31,000.03	124,000.00
Total MAINTENANCE NON-ASSESS INCOME	10,816.40	15,333.33	41,158.21	46,000.03	184,000.00
Total Income	10,816.40	16,666.66	44,158.21	50,000.06	200,000.00
Gross Profit	10,816.40	16,666.66	44,158.21	50,000.06	200,000.00
Expense					
MISC MAINT EXPENSE					
Misc Maintenance Expense	0.00	41.67	513.37	124.97	500.00
School Dist Property Taxes	0.00	0.00	0.00	0.00	17,500.00
Total MISC MAINT EXPENSE	0.00	41.67	513.37	124.97	18,000.00
NON-PROFIT ADMIN					
Payroll Service	0.00		622.75		
Rent	0.00		1,400.00		
Total NON-PROFIT ADMIN	0.00		2,022.75		
LANDSCAPE IMPROVEMENTS & MAINT					
MAD / BID OPERATIONS					
Enhanced security/Ped safety	0.00		0.00		36,000.00
Meals & Entertainment	93.43	0.00	185.30	0.00	0.00
Total MAD / BID OPERATIONS	93.43	0.00	185.30	0.00	36,000.00
Maintenance Crew					
Staff Bonuses	0.00	0.00	0.00	0.00	10,000.00
Total Maintenance Crew	0.00	0.00	0.00	0.00	10,000.00
Pressure-Washing Crew					
Salary Expense	7,823.02	10,416.67	20,942.88	31,249.97	125,000.00
Payroll Taxes	588.25		1,454.55		
WC Insurance	570.77		1,533.65		
Health/Dental Benefits	2,076.10		3,060.30		
Total Pressure-Washing Crew	11,058.14	10,416.67	26,991.38	31,249.97	125,000.00
Total LANDSCAPE IMPROVEMENTS & MAINT	11,151.57	10,416.67	27,176.68	31,249.97	171,000.00
ACCOUNTANT EXPENSE ENTRIES					
Depreciation	860.74	833.33	2,582.22	2,500.03	10,000.00
Total ACCOUNTANT EXPENSE ENTRIES	860.74	833.33	2,582.22	2,500.03	10,000.00
PROGRAM EXPENSE					
Meals / Entertainment / Travel	0.00	0.00	247.08	1,000.00	1,000.00
Total PROGRAM EXPENSE	0.00	0.00	247.08	1,000.00	1,000.00
Maintenance Personnel					
Workers compensation	-6,885.00		-6,885.00		
Total Maintenance Personnel	-6,885.00		-6,885.00		
Total Expense	5,127.31	11,291.67	25,657.10	34,874.97	200,000.00
Net Ordinary Income	5,689.09	5,374.99	18,501.11	15,125.09	0.00
Net Income	5,689.09	5,374.99	18,501.11	15,125.09	0.00

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

Accrual Basis

	Sep 24	Budget	Jul - Sep 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
PARKING DISTRICT INCOME					
FY 24 Carry-forward	0.00	6,600.61	0.00	19,801.88	79,207.37
Parking District Reimbursement	11,458.59	8,632.42	42,176.61	25,897.22	103,589.00
City Bollard funds	400.00		3,048.00		
Total PARKING DISTRICT INCOME	<u>11,858.59</u>	<u>15,233.03</u>	<u>45,224.61</u>	<u>45,699.10</u>	<u>182,796.37</u>
Total Income	<u>11,858.59</u>	<u>15,233.03</u>	<u>45,224.61</u>	<u>45,699.10</u>	<u>182,796.37</u>
Gross Profit	11,858.59	15,233.03	45,224.61	45,699.10	182,796.37
Expense					
PARKING DISTRICT EXPENSE					
Marketing & Outreach					
Website Parking Component	0.00	400.00	0.00	1,200.00	4,800.00
Total Marketing & Outreach	0.00	400.00	0.00	1,200.00	4,800.00
Projects/Activities/Contracts					
Enhanced Pedestrian Lighting	9,500.00	4,000.00	33,350.00	12,000.00	48,000.00
Removable Bollard System					
Bollards	400.00		3,048.00		
Total Removable Bollard System	400.00		3,048.00		
Enhanced Security/Ped.Safety	0.00	1,284.92	0.00	3,854.72	94,419.00
Total Projects/Activities/Contracts	9,900.00	5,284.92	36,398.00	15,854.72	142,419.00
Personnel & Operating					
Liability Insurance	0.00	1,287.92	2,575.84	3,863.72	15,455.00
Rent	364.75	364.75	1,094.25	1,094.25	4,377.00
Utilities & Supplies	299.00	0.00	897.00	0.00	0.00
Storage	0.00	0.00	375.00	0.00	0.00
Program Mgmt	1,294.84	1,294.83	3,884.52	3,884.53	15,538.00
Total Personnel & Operating	<u>1,958.59</u>	<u>2,947.50</u>	<u>8,826.61</u>	<u>8,842.50</u>	<u>35,370.00</u>
Total PARKING DISTRICT EXPENSE	<u>11,858.59</u>	<u>8,632.42</u>	<u>45,224.61</u>	<u>25,897.22</u>	<u>182,589.00</u>
Total Expense	<u>11,858.59</u>	<u>8,632.42</u>	<u>45,224.61</u>	<u>25,897.22</u>	<u>182,589.00</u>
Net Ordinary Income	<u>0.00</u>	<u>6,600.61</u>	<u>0.00</u>	<u>19,801.88</u>	<u>207.37</u>
Net Income	<u>0.00</u>	<u>6,600.61</u>	<u>0.00</u>	<u>19,801.88</u>	<u>207.37</u>

**Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL**

		Dog Park		Grounds		Banner		Christmas Programs		FY 24 CEP Grant (Rent)		FY 25 CEP Grant		FY 25 NRG Grant	
		Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget
Income															
PROGRAM INCOME															
Total PROGRAM INCOME		2,250	2,250	2,125	2,125	0	200	5,000	0	25,000	0	15,000	0	30,000	30,000
MERCATO INCOME															
Total MERCATO INCOME		0		0		0		0		0		0		0	
Total Income		2,250	2,250	2,125	2,125	0	200	5,000	0	25,000	0	15,000	0	30,000	30,000
Expense															
Insurance		0		0		0		0		0		0		0	
Total NON-PROFIT ADMIN		348	350	96	300	0		0		0		0		0	
LANDSCAPE & MAINT															
Depreciation		120	120	0		0		2,749	2,750	0		0		0	
Total PROGRAM EXPENSE		0	401	2,170	4,175	0	2,000	952	0	4,167		2,299	0	5,399	30,000
Total Maintenance Non-Personnel		0		0		0		0		0		0		0	
Legal		0		0		0		0		0		0		0	
Total SBEP EXPENSES		0		0		0		0		0		0		0	
Total MERCATO EXPENSE		0		0		0		0		0		0		0	
Total Expense		468	871	2,266	4,625	0	2,000	3,701	2,750	4,167		2,299	0	5,399	30,000
Net Income		1,782	1,379	-142	-2,500	0	-1,800	1,299	-2,750	20,833	0	12,701	0	24,601	0

**Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL**

		General & Administration		Total Mercato		Merchandise		Military Events		Misc Events		Officer's Budget		Piazza Basilone	
		Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget
Income															
PROGRAM INCOME															
Total PROGRAM INCOME		3,144	3,500	0	6,000	0	500	1,200	1	0	0	0		0	
MERCATO INCOME															
Total MERCATO INCOME		0		330,055	271,500	0		0		0		0		0	
Total Income		3,144	3,500	330,055	277,500	0	500	1,200	1	0	0	0		0	
Expense															
Insurance		848	43,345	0		0		0		0		0		0	
Total NON-PROFIT ADMIN		94,302	96,741	0		0		0		0		0		0	
LANDSCAPE & MAINT															
Depreciation		985	1,250	0		0		0		0		0		0	
Total PROGRAM EXPENSE		49,450	8,085	0		0		116	1	-296		1,030	500	48	600
Total Maintenance Non-Personnel		2,688		0		0		0		0		0		0	
Legal		2,807	4,500	0		0		0		0		0		0	
Total SBEP EXPENSES		0	0	0		0		0		0		0		0	
Total MERCATO EXPENSE		0		189,802	169,255	0		0		0		0		0	
Total Expense		151,230	154,521	189,802	169,255	0		116	1	-296		1,030	500	48	600
Net Income		-148,085	-151,021	140,253	108,245	0	500	1,084	0	296	0	-1,030	-500	-48	-600

**Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL**

20

	Piazza Costanza		Total Piazza della Famiglia		SBEP Bookkeeping Grant		SBEP City Services		SBEP Tech Assist. Grant		Seasonal Displays		FY 25 CA State Special Event Grant	
	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget
	Income													
PROGRAM INCOME														
Total PROGRAM INCOME	4,500	1,125	1,042	675	0	750	5,924	2,500	0	500	3,500	1,000	35,678	35,000
MERCATO INCOME														
Total MERCATO INCOME	0		0		0		0		0		0		0	
Total Income	4,500	1,125	1,042	675	0	750	5,924	2,500	0	500	3,500	1,000	35,678	35,000
Expense														
Insurance	0		0		0		0		0		0		0	
Total NON-PROFIT ADMIN	0		0		0		0		0		0		0	
LANDSCAPE & MAINT														
Depreciation	0		0		0		0		0		0		0	
Total PROGRAM EXPENSE	506	700	22,439	13,975	0		0		0		2,330	2,000	0	
Total Maintenance Non-Personnel	0		0		0		0		0		0		0	
Legal	0		0		0		0		0		0		0	
Total SBEP EXPENSES	0		0		0	750	0	2,500	0	500	0		0	
Total MERCATO EXPENSE	0		0		0		0		0		0		0	
Total Expense	677	700	25,203	13,975	0	750	0	2,500	0	500	2,330	2,000	0	
Net Income	3,823	425	-24,161	-13,300	0	0	5,924	0	0	0	1,170	-1,000	35,678	35,000

**Little Italy Association of San Diego
PROGRAM - BUDGET TO ACTUAL**

		State of the Neighborhood		Trick or Treat		Amici Park (Rental)		Corporate Events (Fuse)		Piazza Basilone (Civico)		Total Venue Rentals		TOTAL	
		Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget	Jul - Sep 24	Budget
Income															
PROGRAM INCOME															
Total PROGRAM INCOME		7,483	10,500	2,800	0	150	300	20,948	11,600	9,000	9,000	30,098	20,900	174,743	117,526
MERCATO INCOME															
Total MERCATO INCOME		0		0		0		0		0		0		330,055	271,500
Total Income		7,483	10,500	2,800	0	150	300	20,948	11,600	9,000	9,000	30,098	20,900	504,798	389,026
Expense															
Insurance		0		0		0		0		0		0		848	43,345
Total NON-PROFIT ADMIN		0		0		0		0		0		0		94,746	97,391
LANDSCAPE & MAINT															
Depreciation		0		0		0		0		0		0		3,854	4,120
Total PROGRAM EXPENSE		8,257	5,500	396	0	0		5,463		0		5,463		104,725	67,937
Total Maintenance Non-Personnel		0		0		0		0		0		0		2,688	0
Legal		0		0		0		0		0		0		2,807	4,500
Total SBEP EXPENSES		0		0		0		0		0		0		0	3,750
Total MERCATO EXPENSE		0		0		0		0		0		0		189,802	169,255
Total Expense		8,257	5,500	396	0	0		5,463		0		5,463	0	402,555	391,048
Net Income		-775	5,000	2,404	0	150	300	15,485	11,600	9,000	9,000	24,635	20,900	102,243	-2,022

FIDELITY INVESTMENTS - LITTLE ITALY ASSOCIATION - 9-30-2024							
DESCRIPTION	DEPOSIT	DATE DEPOSIT	AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %
DEPOSIT	\$4,000	1/13/2023					
DEPOSIT	\$5,000	1/17/2023					
DEPOSIT	\$50,000	2/28/2023					
BALANCE 2/28/2023	\$59,000		\$8,000				
BALANCE 3/31/2023	\$169,000		\$167,000				
BALANCE 4/30/2023	\$169,000		\$167,000				
BALANCE Certificates of Deposit 6/30/2023			\$106,000				
Money Market 6/30/2023			\$94,436				
Total 6/30/2023	\$199,000		\$200,436				
BALANCE Certificates of Deposit 9-30-2024			\$44,000				
Money Market			\$117,714		withdrawal 3-20-24 \$50,000		
					purchased \$50,000 CDs October 4,	3.7-4.1%	
Total 9-30-2024	\$199,000		\$161,714				
BY MATURITY DATE							
			AMOUNT	PURCHASE DATE	MATURITY DATE	MONTHS	RATE %
949764GK4	WELLS FARGO		\$30,000	10/02/2023	10/02/24	12	5.55%
15987UVG1	CHARLES SCHWAB		\$5,000	11/20/23	12/04/24	12	5.35%
0605IXCD2	BANK OF AMERICA		\$4,000	4/9/2024	01/13/25	9	5.10%
045491SJ7	ASSOCIATED NATIONAL BANK		\$5,000	5/30/24	05/30/25	12	5.30%
			\$44,000				



CUSTOMER				SALES & SERVICE AGREEMENT				BILL TO	
CUSTOMER NAME Little Italy Association				CUSTOMER NAME Little Italy Association					
ADDRESS 2210 Columbia St				ADDRESS 2210 Columbia St					
CITY, STATE ZIP San Diego, CA 92101				CITY, STATE ZIP San Diego, CA 92101					
PRIMARY CONTACT PERSON Monica Montes		PRIMARY PHONE NUMBER 619-233-5009		PRIMARY EMAIL monica@newcityamerica.com		BILL TO CONTACT PERSON Monica Montes		BILL TO PHONE NUMBER 619-233-5009	
SALESPERSON Sarah Garman		CUSTOMER PURCHASE ORDER #		COMPANY REFERENCE # 20327940		SERVICE CONTRACT <input checked="" type="checkbox"/> Replace CONTRACT # CN16351-01		MPS CONTRACT <input type="checkbox"/> CONTRACT #	
LEASE PAYMENT \$439.00 Monthly			MONTHLY SERVICE PAYMENT Included in Lease			MONTHLY MPS PAYMENT N/A			
TERMS OF PAYMENT: NET THIRTY (30) DAYS FOR CASH SALE AND ALL OTHER INVOICES NET THIRTY (30) DAYS FROM DATE OF INVOICE									

QTY	MODEL/PRODUCT #	LOCATION	DESCRIPTION	METER POOLS	PRICE	TOTAL PRICE
1	AltaLink C8145H2	2210 COLUMBIA ST	AltaLink C8145H2 with Business Ready Finisher w/ 2/3 Hole Punch (BRF-81), Dual Band Wireless Kit	Color: Flat Rate Pool #1	Included in Lease	Included in Lease

<input type="checkbox"/> SEE PRODUCT SCHEDULE (SCHEDULE A)		<input checked="" type="checkbox"/> SEE TRADE-IN EQUIPMENT / LEASE RETURN FORM		SUBTOTAL		See Lease
				SPECIAL SERVICES FEES		\$0.00
NOTE / ADJUSTMENT DETAILS The Service/MPS Escalation Rate is 11%.						
						OTHER ADJUSTMENTS
						\$0.00

CONTRACT TYPE			EFFECTIVE DATES			TRANSACTION TYPE
<input type="checkbox"/> CASH SALE	<input type="checkbox"/> RENTAL		TERM IN MONTHS	63 Months	Actual start date based on delivery or lease commencement.	Lease FMV
<input checked="" type="checkbox"/> LEASE	<input type="checkbox"/> MAINTENANCE ONLY		PROPOSED START DATE			

CONTRACT TERMS			NOTES
SERVICE	MPS		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	All parts, labor, drums and supplies; excluding paper and staples	
<input type="checkbox"/>	<input type="checkbox"/>	All parts and labor, including drums; excluding supplies, paper, and staples	
<input type="checkbox"/>	<input type="checkbox"/>	Includes other (indicate)	

CONTRACT POOLS		INCLUDED IN LEASE PAYMENT		<input checked="" type="checkbox"/> SERVICE	<input type="checkbox"/> MPS
POOL	MONTHLY VOLUME	OVG. RATE	MONTHLY PAYMENT	BASE FRQNCY	OVG. FRQNCY

FLAT RATE POOLS			
POOL	QUANTITY	MONTHLY PAYMENT	BASE FRQNCY
Color: Flat Rate Pool #1	1	Included in Lease	Monthly

REMOTE SERVICE TECHNOLOGY XDA (Monitoring Only): 0 Devices Covered			PRIMARY METER CONTACT		
TECHNOLOGY CONTACT PERSON Monica Montes	TECH PHONE # 619-233-5009	TECH EMAIL monica@newcityamerica.com	METER CONTACT PERSON Monica Montes	METER PHONE # 619-233-5009	METER EMAIL monica@newcityamerica.com
Company will install an app to automatically collect device meters for contract billing and automated supply replenishment. Company will charge a fee per machine per average billing cycle should customer decline meter and supply technology app installation.					

QTY	MODEL / PRODUCT #	SOFTWARE & DESCRIPTION	<input type="checkbox"/>	SEE SOW FOR DETAILS	TOTAL PRICE
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CUSTOMER ACCEPTANCE			
By executing this agreement, I acknowledge that I have read and understand this agreement and I certify that I am authorized to execute this agreement on behalf of customer. Authorized signature acknowledges terms / conditions and expiration dates or meter readings. The terms and conditions on the face and reverse side of this agreement correctly set forth the entire agreement between parties.			
AUTHORIZED CUSTOMER SIGNATURE:		TITLE:	
SIGNER'S NAME (PRINTED):	Christopher Gomez	DATE:	
COMPANY SALES:		DATE:	

Initials

PLEASE REVIEW SUPP DOCS FOR AMENDED PAGES

October 11, 2024

To: Little Italy Association (LIA) Finance Committee

**SUBJECT: Proposed FY24 Supplemental Compensation for
New City America, Inc. (NCA)**

As requested, we have drafted the below proposal for Section 2 and 3 of the Supplemental Compensation portions of the NCA contract pertaining to the percentage compensation for cash programs/projects and the NCA annual performance review.

Below is a proposal of supplemental compensation for your consideration based on the revised contract Addendum C amended on October 12, 2024.

NCA Contract Section 2 – Supplemental Compensation of Cash Programs/Projects

Please review Addendum 1 (Estimate of Potential Supplemental Compensation for 2023-2024) that was prepared by Jeri Keiller, LIA Financial Advisor.

Based on this document, NCA is requesting the Committee consider the Supplemental Compensation, for FY24, in the amount of \$57,555.

NCA Contract Section 3 – Performance Review

Please review Addendum 2 (NCA FY24 Director Management Evaluation) that was prepared by NCA staff and survey responses from Little Italy Board Members and the public to support the request for Performance Review Supplemental Compensation Consideration.

Section 2 – Cash Projects/Programs SuppComp Consideration: \$57,555

Section 3 – Performance Review Bonus SuppComp Consideration: \$10,000-\$13,000

Total Supplemental Compensations for Consideration: \$67,555-70,555

Addendum 1: Estimate of Potential Supplemental Compensation for 2023-2024 (Prepared by Jeri Keiller, LIA Financial Advisor)

Addendum 2: New City America, Inc.'s FY24 Performance Self Evaluation

Addendum 3: New City America, Inc.'s Supplemental Compensation Amendment to NCA Contract – Adopted October 12, 2024.

LITTLE ITALY ASSOCIATION OF SAN DIEGO

Little Italy Association of San Diego Transaction Detail For Bonus Calculation July 2023 through June 2024

Type	Date	Num	Name	Memo	Amount	Contract %	Bonus calculation
Sponsors	Sponsors						
Invoice	08/01/2023	M-5535	Batta Fulkerson	Sponsorship for Little Italy Dog Waste Bags	3,000.00		
Invoice	11/06/2023	M-5562	Batta Fulkerson	Sponsorship for Little Italy Dog Waste Bags	3,000.00		
Invoice	02/05/2024	M-5589	Batta Fulkerson	Sponsorship for Little Italy Dog Waste Bags	3,000.00		
Invoice	05/01/2024	M-5615	Batta Fulkerson	Sponsorship for Little Italy Dog Waste Bags	3,000.00		
					12,000.00	10%	\$1,200
Rent income	Rent Income		Convivio		6,550.00	10%	\$655
	Total Rent income-reserves Convivio		Convivio		2,500.00	10%	\$250
	Total Advertising				9,100.00	10%	\$910
	State grant						
Invoice	12/31/2023	P-5162	Piazza Costanza:State Grant	Grant for Piazza Costanza (TSG 23-09)	55,000.00	10%	\$5,500
	County Grant						
Deposit	09/27/2023	3517182	County Grants:FY 23 CEP Grant #2	FY 23 Community Enhancement ARPA Program	5,000.00		
Deposit	10/31/2023	3528910	County Grants:FY 24 NRG	FY 24 NRP Grant	30,000.00		
General Journal	03/01/2024		County Grants:FY 24 CEP Grant (Rent)	FY 24 CEP GRANT RENT	25,000.00		RECOGNIZE FOR BONUS 23-24 (DEFERRED INCOME TO 24-25)
	Total County Grant				60,000.00	10%	\$6,000
	Donation						
Deposit	07/20/2023	6286	General & Administration	Little Italy Signs sold	60.00		
Invoice	09/06/2023	P-5094	General & Administration	Stella Artois Donation	10,000.00		
Deposit	09/18/2023	371	General & Administration	Little Italy Signs	30.00		
Deposit	11/14/2023	391	General & Administration	Merchandise Sales	60.00		
Deposit	11/22/2023	8066	General & Administration	Little Italy Boxing Event	0.00		\$3000 INCLUDED IN EVENT CALC
Deposit	12/26/2023	2467	General & Administration	Small Axe Donation - LIA Sign Sales	30.00		
Deposit	12/26/2023	307	General & Administration	Sale of Little Italy Sign to Small Axe Ent	120.00		
Deposit	01/23/2024	527	General & Administration	Sale of Little Italy signs	30.00		
Deposit	02/16/2024	210	General & Administration	Marco Polo - donation for Little Italy merchandise sole	2,500.00		
Deposit	03/22/2024	549	General & Administration	Merchandise Sale	30.00		

ADDENDUM 1

Little Italy Association of San Diego Transaction Detail For Bonus Calculation

July 2023 through June 2024

Type	Date	Num	Name	Memo	Amount	Contract %	Bonus calculation
Deposit	04/22/2024	555	General & Administration	Small Axe sale of LI Sign	15.00		
Deposit	05/16/2024	485	General & Administration	(1) Little Italy sign sold	15.00		
Invoice	07/07/2023	P-5072	Venue Rentals:Piazza Basilone (Civico)	June '23 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	08/01/2023	P-5065	Venue Rentals:Piazza Basilone (Civico)	July '23 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	09/05/2023	P-5087	Venue Rentals:Piazza Basilone (Civico)	August '23 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	10/02/2023	P-5106	Venue Rentals:Piazza Basilone (Civico)	September '23 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	11/06/2023	P-5126	Venue Rentals:Piazza Basilone (Civico)	October '23 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	12/05/2023	P-5144	Venue Rentals:Piazza Basilone (Civico)	November '23 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	01/03/2024	P-5156	Venue Rentals:Piazza Basilone (Civico)	December '23 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	02/05/2024	P-5169	Venue Rentals:Piazza Basilone (Civico)	January '24 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	03/04/2024	P-5183	Venue Rentals:Piazza Basilone (Civico)	February '24 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	04/01/2024	P-5201	Venue Rentals:Piazza Basilone (Civico)	March '24 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	05/01/2024	P-5216	Venue Rentals:Piazza Basilone (Civico)	April '24 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	06/03/2024	P-5224	Venue Rentals:Piazza Basilone (Civico)	May '24 use of Piazza Basilone space for dining tables	3,000.00		
Invoice	07/10/2023	P-5076	Venue Rentals:Piazza della Famiglia (G&G)	June '23 use of Piazza della Famiglia space for dining tables for Graze	3,666.67		
Invoice	08/01/2023	P-5066	Venue Rentals:Piazza della Famiglia (G&G)	July '23 use of Piazza della Famiglia space for dining tables for Graze	5,000.00		
Invoice	09/05/2023	P-5089	Venue Rentals:Piazza della Famiglia (G&G)	August '23 use of Piazza della Famiglia space for dining tables for Graze	5,000.00		
Invoice	09/05/2023	P-5089	Venue Rentals:Piazza della Famiglia (G&G)	Sept 1st - 6th use of Piazza della Famiglia space for dining tables for Graze	1,000.00		
Deposit	06/27/2024	495		Sale of LIA Neon Signs	15.00		
					63,571.67	10%	\$6,357
Merchandise							
Deposit	10/31/2023		Trick or Treat	Sold (6) Light-up Foam Sticks	30.00		
Deposit	10/31/2023		Trick or Treat	Sale of (27) Foam Light-up Sticks	135.00		
					165.00	10%	\$17
Sponsors - TILE SALES							
Invoice	07/01/2023	P-5098	Piazza Costanza	Laurie Black 6"x12" Piazza Costanza Donor Tile	5,000.00		
Invoice	07/14/2023	P-5079	Piazza Costanza	Irwin & Joan Jacobs1'x1' Donor Plaque	35,000.00		

Little Italy Association of San Diego Transaction Detail For Bonus Calculation

July 2023 through June 2024

Type	Date	Num	Name	Memo	Amount	Contract %	Bonus calculation
Invoice	09/05/2023	P-5090	Piazza Costanza	Phil Blair (2) 6' x 12' Donor Plaques for Piazza Costanza @ \$10,000 / each	20,000.00		
Invoice	09/05/2023	P-5091	Piazza Basilone	Piazza Basilone 1' x 6" Donor Plaque	1,000.00		
Invoice	08/31/2023	P-5092	Piazza Basilone	Piazza Basilone 1' x 6" Donor Plaque	1,000.00		
					62,000.00	15%	\$9,300
Sponsors							
General Journal	07/01/2023	jkR	Piazza Costanza	Reverse of GJE jk -- unrecognized sponsorship income	30,989.85		
Invoice	07/07/2023	P-5074	Venue Rentals:Amici Park (Rental)	Use of Restrooms at Amici Park July, August & Sept 2023	75.00		
Invoice	07/07/2023	P-5075	Venue Rentals	Use of Restrooms at Amici Park July, August & Sept 2023	75.00		
Invoice	07/20/2023	P-5077	Piazza Costanza	Vince Hall Piazza Costanza donation	500.00		
Invoice	08/07/2023	P-5114	Venue Rentals:Amici Park (Rental)	Little Italy Small Dog Park Venue Rental 8/25/23	100.00		
Invoice	08/16/2023	P-5070	Seasonal Displays	Little Italy 2023 Fall Display Sponsorship	350.00		
Invoice	08/21/2023	P-5072	Venue Rentals:Amici Park (Rental)	Little Italy Dog Park Venue Rental 7/29/23	1,000.00		
Invoice	08/22/2023	P-5075	Seasonal Displays	Little Italy 2023 Fall Display Sponsorship	350.00		
Invoice	08/24/2023	P-5074	Seasonal Displays	Little Italy 2023 Fall Display Sponsorship	350.00		
Invoice	08/28/2023	P-5076	Seasonal Displays	Little Italy 2023 Fall Display Sponsorship	350.00		
Invoice	08/29/2023	P-5078	Seasonal Displays	Little Italy 2023 Fall Display Sponsorship	350.00		
Invoice	08/31/2023	P-5083	Seasonal Displays	Little Italy 2023 Fall Display Sponsorship	350.00		
Invoice	09/26/2023	P-5097	Casino de Piazza	2023 Casino di Piazza - Gold Level Sponsorship	2,500.00		
Invoice	10/02/2023	P-5107	Venue Rentals:Amici Park (Rental)	Use of Restrooms at Amici Park October, November & December 2023	75.00		
Invoice	10/10/2023	P-5110	Christmas Programs	2023 Little Italy Tree Lighting & Christmas Village - Gold Sponsorship	5,000.00		
Invoice	10/12/2023	P-5113	Trick or Treat	Little Italy's Trick-or-Treat on India Street - Gold Level Sponsorship	2,000.00		
Invoice	10/30/2023	P-5117	Christmas Programs	2023 Little Italy Tree Lighting & Christmas Village - Silver Sponsorship	2,500.00		
Invoice	10/30/2023	P-5118	Trick or Treat	Little Italy's Trick-or-Treat on India Street - Bronze Level Sponsorship	500.00		
Invoice	11/12/2023	P-5136	Christmas Programs	2023 Little Italy Tree Lighting & Christmas Village - Gold Sponsorship	5,000.00		
Invoice	12/01/2023	P-5142	Seasonal Displays	Little Italy 2023 Winter Display Sponsorship	350.00		
General Journal	12/31/2023	11-14	Venue Rentals:Amici Park (Rental)	write off Amici Bocce Club	-75.00		
Invoice	01/03/2024	P-5158	Venue Rentals:Amici Park (Rental)	Use of Restrooms at Amici Park January, February & March 2024	75.00		
Deposit	09/18/2023	3053	Venue Rentals:Amici Park (Rental)	Bocce Court Rentals: Anthony Davi 9/21/23	150.00		
Invoice	02/23/2024	P-5175	Piazza della Famiglia	Piazza della Famiglia recording fee	1,000.00		
Invoice	03/11/2024	P-5189	Misc Events	Donation for 2024 Washington Elementary School Planter Fundraising Program	50.00		

Little Italy Association of San Diego Transaction Detail For Bonus Calculation

July 2023 through June 2024

Type	Date	Num	Name	Memo	Amount	Contract %	Bonus calculation
Invoice	04/01/2024	P-5202	Venue Rentals:Amici Park (Rental)	Use of Restrooms at Amici Park April, May & June 2024	75.00		
Invoice	05/01/2024	P-5212	Venue Rentals:Amici Park (Rental)	Use of Restrooms at Amici Park May & June 2024	50.00		
					54,089.85	10%	\$5,409
EVENTS							
Total Venue policy income							
Invoice	05/07/2024	P-5218	Misc Customer	Rent 360 linear feet of White Vinyl Fencing for San Diego FC Chrome Ball Tour – Chula Vista Event	1,500.00	20%	\$300
Invoice	02/22/2024	P-5173	Bulls of St Agata	Sponsorship for "Bulls of Sant Agata Charge Little Italy" event - net	1,437.00	20%	\$287
LITTLE ITALY BOXING EVENT							
	8066		Little Italy Boxing Event		3,000.00	20%	\$600
TASTE OF LITTLE ITALY							
					37,852.00	20%	\$7,570
3rd Party events							
Invoice	02/29/2024	P-5176	Bella Vita	Bella Vita event 10/21 & 10/22/23	5,000.00		
Invoice	09/28/2023	P-5115	Venue Rentals:Corporate Events (Fuse)	Zevio Piazza Activation: 10 days between 7/15 & 8/20/23	7,000.00		
Invoice	10/16/2023	P-5119	Venue Rentals:Corporate Events (Fuse)	Stella Artois Donations	24,555.00		
Invoice	12/01/2023	P-5161	Venue Rentals:Corporate Events (Fuse)	Female Maker's Market Dec '23	5,351.00		
Invoice	04/01/2024	P-5205	Venue Rentals:Corporate Events (Fuse)	Mutti Piazza Activation: 3/23/24	2,800.00		
Invoice	04/01/2024	P-5208	Venue Rentals:Corporate Events (Fuse)	Female Maker's Market May '24	5,000.00		
Invoice	05/19/2024	P-5245	Venue Rentals:Corporate Events (Fuse)	Dreamer's Market May 19, 2024	5,140.00		
Deposit	10/31/2023	5780	Venue Rentals:Corporate Events (Fuse)	SD Bar Association- Bocce Court Rental	175.00		
Invoice	07/27/2023	P-5078	Venue Rentals:Corporate Events (Fuse)	Use of the Piazza della Famiglia 9/3/23	5,162.00		
Invoice	04/01/2024	P-5205	Venue Rentals:Corporate Events (Fuse)	Mutti Piazza Activation: 3/23/24	2,800.00		
Invoice	04/01/2024	P-5208	Venue Rentals:Corporate Events (Fuse)	Female Maker's Market May '24	5,000.00		
			Venue Rentals:Corporate Events (Fuse)	commission paid to Fuse	-5,073.00		
					62,910.00	20%	\$12,582
				Padres game - net	1,321.00	20%	\$264
				El Grito event - net	1,766.00	20%	\$353
TOTAL							\$57,555

ADDENDUM 2

Little Italy Association of San Diego NCA FY24 District Management Self-Evaluation

New City America, Inc. (NCA) is a one-of-a-kind district management corporation that has managed the Little Italy Association (LIA) since 1997. In FY24, the LIA Board of Directors adopted eight (8) goals for NCA to work on and/or complete. This is NCA's recap on the progress and/or completion of these goals.

1. Improve communications of operations and accomplishments with a quarterly closed session meeting with Organization Members/Board.

However, the provisions of the Brown Act state that the Board and committees can meet in closed session only to discuss a legal or personnel matter. NCA however worked closely with the Organization Committee to establish a new quarterly maintenance, landscaping & operations walkthrough. Also, NCA reports regularly to the Organization Committee and Board about projects in development, items accomplished or status reports.

NCA is constantly evolving with the Board directive of Goal 1 on the improvement of communication of the Association's operations and accomplishments to the Organization Members/Board.

2. Schedule an orientation with all board members to improve their understanding of LIA operations.

As requested by the Board, NCA worked with Steve Galasso, President, and Jeri Keiller, Financial Advisor and Board Member, on developing a comprehensive Board Binder to support the in-person Board Orientation. Both new and existing Board members were invited to the orientation that was held at Our Lady of the Rosary Church Hall (Downstairs) on November 9, 2023.

NCA met and completed Goal 2 based on the Board's directive.

3. Start on the projected 2024-25 budget - within two months.

NCA worked closely with Jeri Keiller, Financial Advisory, Bryan Thompson, Finance Chair, and the Finance Committee for months to prepare the FY25 Association operation budget starting the process in January 2024. The Business Improvement District (BID) was prepared first since that budget has limited assessments. Following the BID, the preliminary Maintenance Assessment District (MAD), Maintenance Non-Assessment (MNA), and Programs budgets were prepared. Unfortunately, since the City of San Diego's Sustainability & Mobility (SuMo) Department's communication issues with the Community Parking District's (CPD) Parking Meter Revenue (PMR) allocations, 2024-25 budgets were completed and approved by the Finance Committee and Board of Directors later than usual.

NCA met and completed Goal 3 based on the Board's directive.

4. Completion of the reserve study and inventory of assets. Develop a schedule of maintenance, repairs, and replacements. Communicate the schedule to the Org Committee.

NCA had researched firms to prepare a reserve study for the Association's assets and presented funding opportunities to support the ongoing maintenance and repairs through special events revenues. In FY24, NCA requested updated reserve study proposals to complete the study and prepare a report for the Finance Committees on the life expectancy of the Association's assets. NCA presented the proposal from Association Reserves in the amount of \$7,500 to the Finance Committee on March 26, 2024, the item was postponed due to lack of funding and was scheduled to be considered for FY25. With the decreased FY25 budget due to CPD budget reduction, the reserve study was not funded for FY25.

NCA partially met the Board's directive for Goal 4 but was unable to complete the goal as the Finance Committee requested to table the item until funding was available.

5. Create a process for reporting repairs and maintenance in the community that creates accountability and follow-up by staff. [Similar to the process available from the Downtown Partnership]

In January 2019, NCA created a web portal on the website LittleItalySD.com which allows users to submit maintenance issues. It has been collecting and responding to requests submitted. In tandem with FY24's Goal 6, NCA created an online workorder system, hosted by Google Sheets, which allows the Org Committee, and Board Members with the link, to see workorder reporting and status updates in real time. After Org Committee's Quarterly Maintenance Walkthroughs, Dianne Serna, Office Administrator, updates the items called out during the walkthrough along with additional requests received via www.ReportIssueLISD.com.

NCA met Goal 5 and is constantly improving the system to be more efficient.

6. Schedule ongoing neighborhood walk-throughs with Org members/board members.

NCA has historically conducted maintenance and enhanced landscaping walkthroughs with the Org Committee. Towards the end of FY24, NCA established a standing item on the Org Committee agenda as a reminder to set quarterly dates. NCA and the Org Committee have walked the entire district, separated into three (3) quadrants, on April 15, 2024, July 16, 2024, and October 11, 2024. Additional dates and times will be set to continue the walkthrough program.

NCA met Goal 6 and is continuing to schedule additional walk-throughs as an ongoing initiative.

7. Resolution of the following or update/progress on the following items:

- Amici Park Remodel
- Piazza Natale
- Piazza Tomaso (Tom Fat)

- **Piazza Grancini (Fr. Steve Grancini)**
- **Bollards**

NCA is focused on completing tasks and directives issued by the Board, but there are times when items are either out of their hands or there is an item/project that can be accomplished easier, which would take priority. Please find a recap of the items from Goal 7 below.

Amici Park Remodel

In FY24, NCA worked closely with the Councilmember Whitburn's Office and Brian Schoenfisch, Deputy Director of Urban Innovation Division at the City of San Diego, to secure \$5M in Developer Impact Fees (DIF) for the renovation of Amici Park consistent with the revised construction estimate the Association received from Civic Communities. Unfortunately, the City was unable to set aside the funds for immediate use and stated that there were other projects that would receive funds before the Amici Park renovation. NCA pivoted the discussion and focused on securing \$1M in funding to at least be able to fence the park in to mitigate any issues of public nuisance.

NCA is still working with the City and Mayor to potentially fund the project through another source specific to park development that is not connected to DIFs. NCA anticipates release of funds for the fencing by the end of 2024 or early 2025.

Piazza Natale

This is a long-standing conceptual project that would require funds from historically PMRs, to cover the cost of a popout at the corner of Columbia and W. Date Street. The concept project would be like Piazza Giannini which cost \$250K in PMRs.

NCA has put this as a "pending" project until additional funds can cover the proposed capital improvements.

Piazza Tomaso

This is another long-standing project that's primary focus, outside of fundraising for improvements, is to secure a location to retrofit and install the "Fat City Steakhouse" neon sign. NCA had historically looked at the intersection of India and W. Ivy Street but is now considering another site that might have the Piazza's amenities already established. NCA has a request to the property owner to determine feasibility.

NCA is currently working on this and hopes to see movement in late FY25, if not beginning FY26.

Piazza Grancini

The Piazza Grancini is connected to the Amici Park Remodel. A donation for the commissioning of Father Grancini's life-size statue was made but has been temporarily suspended until there is advancement on the remodel.

NCA is still working on the Piazza, but is on hold until the larger capital project, Amici Park Remodel, is funded.

Bollards

The Phase I Special Event Bollard Program for W. Date Street between Front and Kettner cul-de-sac is on hold. Since the inception of the concept to now, NCA has worked diligently to get the project through Development Services and ready for construction, while working to resecure funding that SuMo staff did not encumber from the initial project funding that was allocated by then Mayor, Kevin Faulconer. NCA met with the Mayor Gloria's Office recently to transfer the project from one managed by the Association during construction to a City Capital Improvement Project (CIP), like the Gaslamp Promenade Bollards. The Mayor's team is looking into this as a possible project for FY25.

NCA is still working on the funding for construction and implementation of the Phase I Bollard Program. NCA is anticipating having more information by the end of 2024.

8. Implementation of SB43 in Little Italy

NCA has been advocating for the adoption and implementation of Senate Bill (SB) 43 since signed into law by Governor Newsom. Once SB43 went into effect on January 1, 2024, NCA immediately reached out to their contacts in the County of San Diego's Supervisors Office to encourage them to adopt and start preparing for the implementation. The County Supervisors delayed the adoptions until January 1, 2025, so the County could prepare to implement with services and programming when it became official. NCA advocated that the SB could be adopted now, as it would take a year to develop the programming and services anyway. Unfortunately, the Association will not see progress in Little Italy until FY25.

NCA is still working to ensure that Little Italy Association is considered for a pilot program ensuring Little Italy's ability to maintain public order and manage those that are unfit to care for themselves.

Outside of the eight (8) Goals adopted by the Little Italy Association Board of Directors, NCA also worked, investigated, managed, and completed the following items. Here is a recap of items discussed in FY24 at LIA Board and committee meetings.

Administrative

- Staff Oversight / 30 Employees
 - 2 Admin
 - 12 Maintenance
 - 3 Pressure Washing
 - 4 Ornamental Landscaping
 - 3 Urban Foresters
 - 6 Mercato
- Funds Raised / ~\$386K
 - Supplemental Services \$96K
 - Donors \$75K
 - Grants \$90K
 - Tile Sales \$62K
 - Third Party Support \$63K

- Continued Relationships with Elected Officials and Community Organization

Board

- Annual Board Training
- Board Orientation
- Advocacy:
 - Amendment of MAD Contract Language Removing Liability
 - Unauthorized Camping Ban Ordinance
 - Sidewalk Vending & Busker Ordinance
 - Pedicab Ordinance Amendment

- Scooter Municode Update
- Homekey Program Support Letter
- Consortium Holdings Appeal re: Project on Kettner
- Quiet Zone Reinstated
- H Barracks Shelter Plan
- Civil Restraining Orders
- Closed Session Items
 - City Contract Compliance

Organization Committee

- Annual Bylaw Amendments
- Annual Board Elections
- Engage Potential New Board Members
- Get-or-Give & Attendance Oversight
- Development of Legacy Member

Finance Committee

- YTD Financial Oversight
- Investment Oversight
- Engage & Prepare Annual Audit
- MAD 5% Assessment Increase
- FY25 Budget Preparation
- FY25 Budget Issues:
 - FRED Funding
 - Loss of Fund Balance
 - Splitting Reduced PMRs
- US Bank Transition & Sponsorship
- Grants:
 - County NRP \$30K
 - County CEG ARPA \$25K
 - State Special Events Grant FY25 & 26 \$35K+/Year
- 2020 & 2021 ERTC Funding Oversight
- Advocacy:
 - FY25 SBEP Funding

District Identity & Placemaking Committee

- Olive PR Media & Social Oversight
- Crisis Management Communication
 - Joe Dreams
 - SD Neighborhood Coalition
- Little Italy Sponsor Guide Developed
- Events:
 - Little Italy Mercatos (Saturdays & Wednesdays)

- Marine Band San Diego Summer Concert
- San Diego Padres Italian Heritage Night
- Our Lady of the Rosary Centennial Events
- Labor Day Stickball Tournament
- PUNCHES in the Piazza
- Casino di Piazza
- El Grito de Mexico
- Bella Vita Fest
- Trick-or-Treat on India Street
- Small Business Season
- Little Italy Tree Lighting & Christmas Village
- The Bulls of St. A'gata Charge Little Italy
- Mission Federal ArtWalk
- ArtWalk Summer Series
- Taste of Little Italy
- Public Spaces:
 - Piazza Costanza Fundraising, Development & Dedication
- Little Italy Venues:
 - Stella Artois Activation
 - Stella Artois Sponsorships
- Little Italy Tours x So Diego Negotiations
- Little Italy Merchandise Closeout & Star-Up

Parking & Mobility Committee

- W. Grape Street Vacation of East Pedestrian Crossing
- W. Hawthorn & W. Grape Street Conversions
 - Presentation by Airport Authority on W. Grape
 - Request Presentation from City on W. Hawthorn
- Advocacy:
 - SD Rescue Mission Advocacy & Secured Funds
 - Amend Council Policy 100-18
 - Secure Exclusive Use Fees from Streetaries
 - Secure Funds from Parking Garages

Neighborhood Advisory Committee

- CUP Review
 - Fisher's Live Music
- SD Neighborhood Coalition Monitoring
- Reengage Committee to Develop
 - Establish Co-Chairs, Cynthia Adkins & Jeri Keiller
 - Communication Campaign
 - Residents' Night in the Piazza
 - Establishing Monthly Meetings
 - Establish Meeting Format

**FY24 New City America, Inc Performance Review Survey
BOARD OF DIRECTORS' RESPONSES
October 11, 2024**

Summarized by Jeri Keiller, Little Italy Financial Advisor & Board Member

Rating Values 1-5: 1 being unsuccessful and 5 being very successful.

<u>Board Members</u>	<u>11 / 100%</u>
Property Owners	4 / 36.4%
Business Owner	1 / 9.1%
Resident	1 / 9.1%
No Response	5 / 45.4%

FY24 GOAL 1: Improve understanding of operations and accomplishments quarterly with the Officers of the Corporation and the Board.

Rating Totals: 5-5 • 4-1 • 3.5-1 • 1-1 • N/A-3

Rating Average: 4.2

- Add'l Comments:
1. What Quarterly updates that never happened.
 2. I feel thoroughly informed and updated.
 3. Would like to see a meeting (semiannually with total NCA staff) have an open discussion on operations, appearance, and general concerns.
 4. Good.

FY24 GOAL 2: Schedule an orientation with all Board Members to improve their understanding of LIA operations.

Rating Totals: 5-5 • 4-3 • 3-1 • 2-1 • N/A-1

Rating Average: 4.2

- Add'l Comments:
1. Yes we had a orientation that was beneficial.
 2. In my experience, NCA does this.
 3. I really don't know how beneficial that is?
 4. I received a filled out the Committee form with some follow-up questions regarding committees and did not receive a follow-up.

FY24 GOAL 3: Start on the FY24-25 budget four months before the end of the current FY.

Rating Totals: 5-4 • 4-2 • 2-2 • N/A-3

Rating Average: 4

- Add'l Comments:
1. The budget wasn't completed 4 months before 1.
 2. In my experience, NCA does this.
 3. Timing is good, yet amendments are generally required.

FY24 GOAL 4: Completion of the reserve study and inventory of assets. Develop a schedule of maintenance, repairs, and replacements. Communicate the schedule with the Organization Committee.

Rating Totals: 5-3 • 4-2 • 3-1 • 1-1 • N/A-4

Rating Average: 3.9

- Add'l Comments:
1. Never saw any schedule.

2. In my experience, NCA does this.
3. Yes, all of the above. We have been talking about, let's get it done. It's important.

FY24 GOAL 5: Create a process for reporting repairs and maintenance in the community that creates accountability and follow-up by staff. [Similar to the process available from the Downtown Partnership.]

Rating Totals: 5-6 ▪ 3-1 ▪ N/A-4

Rating Average: 4.7

- Add'l Comments:
1. Yes the reporting is working but the reporting to the board happened only once.
 2. In my experience, NCA does this.
 3. Not familiar with Downtown Partnership - but accountability is important (not to criticize but to improve).
 4. I can put NA on most of these because we do not get report outs from NCA or our committees on these specific items at board meetings.

FY24 GOAL 6: Schedule ongoing neighborhood walk-throughs with Organization Committee members and interested Board Members.

Rating Totals: 5-5 ▪ 3-3 ▪ N/A-3

Rating Average: 4.3

- Add'l Comments:
1. Yes 2 happened.
 2. I have not experience this yet.
 3. Scheduled neighborhood walkthrough is most beneficial and telling. Needs to be continued.
 4. Need feedback and report outs at board meetings.

FY24 GOAL 7: Resolution of the following or update progress on the following items to the Organization Committee and Board of Directors: Amici Park Remodel, Piazza Natale (Columbia & W. Date), Piazza Tomaso (Location TBD), Bollards (Phase I: W. Date), and Implementation of SB43.

Rating Totals: 5-4 ▪ 4-2 ▪ 3-1 ▪ 1-1 ▪ N/A-3

Rating Average: 4

- Add'l Comments:
1. No resolution happened.
 2. They are pending
 3. A 3 rating - Good job of updating but no progress. Let's focus on Amici Park Remodel, and Piazza Tomaso (Ask for ideas for Board / other about location).
 4. Need feedback and report outs at board meetings.

How would you rate the overall performance of NCA for the FY23-24?

Rating Totals: 5-5 ▪ 4.8-1 ▪ 4-4 ▪ 3-1

Rating Average: 4.4

- Add'l Comments:
1. Over all I say 3.
 2. Met acceptable Standards. It seems there is more and more time being spent on the political scene and other districts. Realizing today's problem of homeless people / vendors etc. requires more attention and monitoring of our streets. We still need a

major yearly event representing the Italian culture. The Festa was a great representation of the Italian way. Little Italy is an historic neighborhood, and we must keep up traditions.

What are the specific areas that you would see NCA focus on in the coming 12-18 months? These recommendations will be considered by the LIA Board of Directors for the upcoming FY.

1. The same goal but they need to be completed successfully.
2. Actually, I'm not even sure how NCA and LIA work together.
3. Continue to make board meeting more efficient, already much better than few years ago.
4. Continue to make board meeting more efficient, already much better than few years ago.
5. Inventory and schedule for trash cans, light posts, etc.
6. Repairs to the Piazza fountain (!!)
7. The maintenance of the community. Emptying more often the trash bins.
8. A piazza on every corner - maybe? Work on some of the issues we have discussed for years. Completion of Tom Fat project. Let's have some fun and spice things up. Board luncheons, Neighborhood events.
9. Focus on a seamless transition between current CEA and newly appointed CEA.
10. Continued focus on transient issues in Little Italy.
11. Try to get committees to report out on goals being hit or missed by NCA.

**FY24 New City America, Inc Performance Review Survey
PUBLIC RESPONSES
October 11, 2024**

Summarized by Jeri Keiller, Little Italy Financial Advisor & Board Member

Rating Values 1-5: 1 being unsuccessful and 5 being very successful.

Public 24 / 100%

Property Owners 13 / 54.2%

Business Owner 8 / 33.3%

Resident 8 / 33.3%

Other 2 / 8.4%

1. Stay in Little Italy 6 times a year...go to lighting of the Christmas Tree for the last 22 years
2. Visitor

How would you rate the overall performance of NCA for the FY23-24?

Rating Totals: 5*-9 ▪ 4.5-1 ▪ 4-4 ▪ 3-7 ▪ 2-2 ▪ N/A-1

Rating Average: 3.9

- Add'l Comments:
1. 3, but I do not believe that is the fault of NCA. There is so much human defecation that it must be very hard to keep up with. I manage our properties in LI and in EV- I have to clean up more in LI than EV.
 2. 3, there's always overflowing trash cans along the 1600 Kettner Blvd with only 1 can along Lusso Lofts side.
 3. Streets are clean.

** One respondent gave a 7 but was registered as a 5 since that is the max rating option.*

What are the specific areas that you would see NCA focus on in the coming 12-18 months? These recommendations will be considered by the LIA Board of Directors for the upcoming FY.

1. Better response to homeless and sanitation of sidewalks.
2. Homeless people in Little Italy. Dirty sidewalks in residential blocks of Little Italy. Broken or burned-out sidewalk lights in Little Italy.
3. The sidewalks need to be cleaned regularly...the smell of urine is not pleasant. Music in the piazza should be regulated...we were there a couple weeks ago for 3 nights and there was this horrible singer, singing up till 11 pm.
4. Additional cleanliness of the neighborhood. Cleanliness of public spaces (piazzas) seem to be deteriorating since COVID.
5. Homeless. Noise at night. Streetlights.
6. Homeless population. High rise construction and density allowed in Little Italy. Specifically new construction at Kettner and Beech with a proposed 29 story building on property that has a 6-story height limit.
7. Working on solutions to reduce the homeless population in Little Italy.
8. More Italian cultural events. Increased activation/events in north LI.
9. Better outreach and cooperation with LI residents.
10. Better quality of life for the actual people who live here. Too much focuses on the tourism and businesses yet we have so many people living here now we need to

make sure we have the right services and security for us. We pay a percent of property tax to association.

11. Locking the trash and recycling receptacles.
12. Noise pollution (citing the illegal use of gas-powered leaf blowers & citing non-compliance car & motorcycle exhausts/"mufflers".) Ensuring that once establishments close, people do not hang out on their outdoor seating and that patrons don't yell. Re-locate homeless encampments and discourage loitering for drug use, etc. Respect the city's noise ordinance of 7am - 11pm.
13. Upgrading trash and recycle bins to non-accessible bins to deter feeding the vagrants.
14. Homeless
15. Activation Partnership
16. Eliminate unsafe crosswalk pavements like W. Beech and India
17. ~~Pickleball courts need repaired~~ – (LIA Comment: N/A, LIA does not maintain County Waterfront Park.)
18. You do a great job - would be nice to get a state of the other businesses in the area to see how they are performing (although I'm sure it would be difficult to compile).
19. Trash receptacle changes (sealed), increased power washing and more community events (vs. for pay events)
20. homeless issues
21. Outreach to homeless and cleanliness of sidewalks. Thank you for your work!
22. Power wash the sidewalks more often around residential areas along Kettner Blvd. Especially, after the Jacarandas have bloomed and there pedals have fallen.
23. Recycling.

Topic Mentions	35 / 100%
1. Homelessness	9 / 26%
2. Cleanliness & Pressure Washing	7 / 20%
3. Trash & Recycling Receptacles	4 / 11%
4. Streetlights	2 / 6%
5. Public Spaces	2 / 6%
6. Noise Issues	2 / 6%
7. Cultural Activities & Events	2 / 6%
8. Safety	2 / 6%
9. Buskers	1 / 3%
10. New Development Concerns	1 / 3%
11. Resident Outreach	1 / 3%
12. Traffic & Transition	1 / 3%
13. Other	1 / 3%

ADDENDUM 3

New City America, Inc. Supplemental Compensation Summary and Disbursement Policy Contract Amendment – October 2, 2024

New City America, Inc. (NCA) will present a list of secured donors and/or net funds, based on the below policy, to the Finance Committee on a quarterly basis. The Finance Committee, after review and consideration, may approve all or some of NCA's requests for supplemental compensation.

AUDITED NET @ 10%

After the annual audit is completed, the Financial Advisor will review with the Finance Committee Chair and the Committee members. Based on the NCA contract, NCA will be eligible for 10% of audited net of the City contracts and Maintenance Non-Assessment; Programs account will be excluded. NCA is dedicated to increasing the non-assessment or government funding for LIA's activities and operations as part of its overall management of the City contracts under this agreement.

CASH PROGRAMS

- 1) Tile Sales and Cash Donations:
NCA may be eligible to receive 15% of any tile sale, as well as 10% of any cash donation that NCA staff initiated and secured.
- 2) Major Capital Projects:
For major capital projects, NCA supplemental compensation will be wrapped into the overall project budget and will be submitted, considered and pre-approved by the Finance Committee before major capital improvement project has approval to move forward.
- 3) Grants & Oversight:
NCA would be eligible to receive up to 15% of the total grant awarded if the grantor allows for an administrative oversight fee to be added to the grant and the Little Italy Association receives a majority of the grant funds for projects, assets, or offset.
- 4) Reduction of City Overhead Costs:
NCA may be eligible for a percentage of any cost savings that NCA staff initiates that will lower operational costs of the Association. These costs shall include, but not be limited, to general liability insurance annual costs, water and lighting costs, trash removal costs, sidewalk repair and tree trimming, etc.
- 5) NCA Managed Events:
NCA may be eligible to receive up to 40% of net income based upon the activities that it initiates and/or manages that generates additional net income to the Association.

6) Third-Party Managed Events:

NCA may be eligible to receive up to 20% of net income based on their efforts to support third-party event planners who generates additional net income to the Association.

Calculations on any bonus allocated for supplemental compensation to NCA, based upon the Finance Committee's final approval, shall be determined after the end of the fiscal year and paid out quarterly in the following fiscal year.

PERFORMANCE REVIEW

After NCA presents annual self-review to the Organization Committee, the Committee will submit final evaluation to the Finance Committee and NCA. NCA will then submit a supplemental compensation proposal based on annual evaluation to the Finance Committee. The proposal will be a range for the Finance Committee to consider.

** Traditionally grants allow for up to 15% to cover admin. If grant does not allow for 15% to cover admin, funds may be covered by non-assessment funds.*

9:34 AM

10/16/24

Accrual Basis

Little Italy Association of San Diego
State of the Neighborhood: Profit & Loss Detail

July 1 through October 16, 2024

Type	Date	Source Name	Memo	Amount
Ordinary Income/Expense				
Income				
PROGRAM INCOME				
LIA Board Give or Get				
Invoi...	09/10/20	State of the Neig...	(2) State of the Neighborhood...	100.00
Invoi...	09/11/20	State of the Neig...	(2) State of the Neighborhood...	120.00
Invoi...	09/24/20	State of the Neig...	State of the Neighborhood Ti...	200.00
Invoi...	09/30/20	State of the Neig...	State of the Neighborhood Ti...	140.00
Invoi...	09/30/20	State of the Neig...	State of the Neighborhood Ti...	200.00
Total LIA Board Give or Get				760.00
Admission				
Invoi...	09/11/20	State of the Neig...	Purchase (3) VIP Tickets	188.26
Total Admission				188.26
Sponsors				
Invoi...	08/12/20	State of the Neig...	Sponsorship to State of the N...	2,500.00
Invoi...	08/12/20	State of the Neig...	Sponsorship to State of the N...	1,500.00
Total Sponsors				4,000.00
Ticket sales				
Dep...	09/28/20		Entry, Raffle & Drink ticket sal...	2,534.48
Dep...	10/01/20		Sales for entry, raffle & drink t...	1,495.00
Total Ticket sales				4,029.48
Total PROGRAM INCOME				8,977.74
Total Income				8,977.74
Gross Profit				8,977.74
Expense				
PROGRAM EXPENSE				
Beer & Wine				
Bill	09/26/20	Nick Zawadzki	Red & White Wine	480.00
Total Beer & Wine				480.00
Entertainment				
Check	08/26/20	Schildgen Enterta...	Deposit on Entertainment	250.00
Bill	09/23/20	Schildgen Enterta...	Inv. #000053 - Balance Due	250.00
Bill	09/30/20	Chiara Capobianco	Harpist	200.00
Total Entertainment				700.00
Merchant Services				
Invoi...	08/12/20	State of the Neig...	Credit Card Processing Fees	49.80
Total Merchant Services				49.80
Program Operations				
Bill	09/30/20	Sandstrand Servi...	Porter Service for Event	630.00

9:34 AM

10/16/24

Accrual Basis

Little Italy Association of San Diego
State of the Neighborhood: Profit & Loss Detail

July 1 through October 16, 2024

Type	Date	Source Name	Memo	Amount
Total Program Operations				630.00
Program Supplies				
Check	07/16/24	Amazon.com		23.21
Check	07/16/24	Amazon.com		877.07
Check	07/16/24	Amazon.com		609.00
Bill	08/12/24	Nick Angulo	Reimburse for State of the Ne...	53.85
Check	08/12/24	Amazon.com	*No Receipt*	108.17
Check	08/13/24	Exclusive Event ...	Chair Rentals	217.35
Dep...	08/23/24	Amazon.com	Returned Items	-80.80
Check	08/27/24	Amazon.com	*No Receipt*	177.78
Dep...	08/31/24	Amazon.com	Returned Items	-351.61
Check	09/11/24	Amazon.com	Par Lights	177.78
Check	09/11/24	Amazon.com	Table Runners, Napkins	162.28
Check	09/11/24	Amazon.com	Par Lights	177.78
Check	09/12/24	Amazon.com	Par Lights	177.78
Check	09/12/24	Amazon.com	Par Lights	177.78
Check	09/12/24	Amazon.com	Supplies	14.30
Bill	09/15/24	Nick Angulo	Aluminum Foil	32.31
Check	09/17/24	Amazon.com	Wine Corks	75.41
Check	09/17/24	Amazon.com	Table Decor	254.93
Check	09/18/24	Amazon.com		43.07
Check	09/19/24	San Diego Florist ...	Candle Holders & Vases	307.13
Check	09/19/24	Amazon.com	GOBO projector	129.25
Check	09/19/24	Amazon.com	Clear Cups	27.11
Check	09/20/24	Amazon.com	Batteries	33.38
Check	09/21/24	Amazon.com	Duct Tape	51.33
Check	09/23/24	Amazon.com	Raffle Tickets	43.08
Bill	09/23/24	Nick Angulo	HDMI Distribution Amp	53.86
Check	09/24/24	Dollar Tree Store...	Misc supplies	36.42
Check	09/24/24	Smart & Final	Utensils	221.54
Check	09/25/24	Platinum Event R...	Hot boxes & (30) baking sheets	518.85
Check	09/26/24	Postino	Catering platters	135.76
Check	09/26/24	Mona Lisa Italian ...		30.94
Check	09/26/24	Smart & Final	Feta Cheese	18.18
Check	09/26/24	Exclusive Event ...		1,180.94
Check	09/26/24	InstaCart	Salad ingredients	102.68
Check	09/27/24	Landini's Pizzeria	Staff Lunch	30.38
Check	09/30/24	Krisp	Staff Lunch	12.31
Check	09/30/24	Krisp	Staff Lunch	115.29
Check	10/01/24	Krisp	Staff Lunch	23.71
Dep...	10/01/24	Amazon.com	Return Table Runners	-40.92
Dep...	10/01/24	Amazon.com	Returned Supplies	-129.25
Total Program Supplies				6,007.19
Total PROGRAM EXPENSE				7,866.99
Total Expense				7,866.99
Net Ordinary Income				1,110.75
Net Income				1,110.75

Female Maker Market - 2025

Jan 19th - MLK Weekend *	\$4,500
Feb 16th - President's Day Weekend **	\$5,000
March 16th - St. Patty's Day Weekend **	\$5,000
April 13 th - Regular Sunday	\$3,500
May 25th - Memorial Day Weekend **	\$5,000
June 15th - Fathers Day Weekend *	\$4,500
July 6th - 4th of July Weekend **	\$5,000
August 31st - Labor Day Weekend **	\$5,000
September 21st - Regular Sunday	\$3,500
October 19th - Regular Sunday	\$3,500
November 23rd - Regular Sunday	\$3,500
December 21st - Christmas Weekend*	\$4,500
Total	\$52,500