



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 on 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 District 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							
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		
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		
RECOGNIZE FOR BONUS 23-24 (DEFERRED INCOME TO 24-25)							
					25,000.00		
Total							
					\$3000		INCLUDED IN EVENT CALC
Deposit	11/22/2023	8066	General & Administration	Little Italy Boxing Event	0.00		
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		
Marco Polo - donation for Little Italy merchandise sole							
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		

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%	\$16.50
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 Jacobs 1'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		
Sponsors					62,000.00	15%	\$9,300
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	Little Italy 2023 Fall Display Sponsorship	350.00		
Invoice	10/02/2023	P-5107	Venue Rentals:Amici Park (Rental)	2023 Casino di Piazza - Gold Level Sponsorship	2,500.00		
Invoice	10/10/2023	P-5110	Christmas Programs	Use of Restrooms at Amici Park October, November & December 2023	75.00		
Invoice	10/12/2023	P-5113	Trick or Treat	2023 Little Italy Tree Lighting & Christmas Village - Gold Sponsorship	5,000.00		
Invoice	10/30/2023	P-5117	Christmas Programs	Little Italy's Trick-or-Treat on India Street - Gold Level Sponsorship	2,000.00		
Invoice	10/30/2023	P-5118	Trick or Treat	2023 Little Italy Tree Lighting & Christmas Village - Silver Sponsorship	2,500.00		
Invoice	11/12/2023	P-5136	Christmas Programs	Little Italy's Trick-or-Treat on India Street - Bronze Level Sponsorship	500.00		
Invoice	12/01/2023	P-5142	Seasonal Displays	2023 Little Italy Tree Lighting & Christmas Village - Gold Sponsorship	5,000.00		
General Journal	12/31/2023	11-14	Venue Rentals:Amici Park (Rental)	Little Italy 2023 Winter Display Sponsorship	350.00		
Invoice	01/03/2024	P-5158	Venue Rentals:Amici Park (Rental)	write off Amici Bocce Club	-75.00		
Deposit	09/18/2023	3053	Venue Rentals:Amici Park (Rental)	Use of Restrooms at Amici Park January, February & March 2024	75.00		
Invoice	02/23/2024	P-5175	Piazza della Famiglia	Bocce Court Rentals: Anthony Davi 9/21/23	150.00		
Invoice	03/11/2024	P-5189	Misc Events	Piazza della Famiglia recording fee	1,000.00		
				Donation for 2024 Washington Elementary School Planter Fundraising Program	50.00		



**FY24 New City America, Inc. (NCA) Performance Review
NCA, BOARD OF DIRECTORS' & 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.

<u>Board Members</u>	<u>11 / 100%</u>	<u>Public</u>	<u>24 / 100%</u>
Property Owners	4 / 36.4%	Property Owners	13 / 54.2%
Business Owner	1 / 9.1%	Business Owner	8 / 33.3%
Resident	1 / 9.1%	Resident	8 / 33.3%
No Response	5 / 45.4%	Other	2 / 8.4%

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

BOARD RESPONSES ONLY

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.

NCA's Response: NCA 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.

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

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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

Rating Average: 4.2

Add'l Comments:

1. Yes, we had an 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.

NCA's Response: 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.

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 in 4 months.
2. In my experience, NCA does this.
3. Timing is good, yet amendments are generally required.

NCA's Response: 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.

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.

NCA's Response: 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.

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 reports from NCA or our committees on these specific items at board meetings.

NCA's Response: 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.

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 experienced this yet.
 3. Scheduled neighborhood walkthrough is most beneficial and telling. Needs to be continued.
 4. Need feedback and report outs at board meetings.

NCA's Response: 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.

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.

NCA's Response: 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 the 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 re-secure funding that SuMo staff did not encumber from the initial project funding that was allocated by then Mayor, Kevin Faulconer. NCA met with 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.

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.

BOARD & PUBLIC RESPONSES

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

BOARD RESPONSES

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.

PUBLIC RESPONSES

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 like to 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.

BOARD RESPONSES

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 meetings more efficient, already much better than a few years ago.
4. Inventory and schedule for trash cans, light posts, etc.
5. Repairs to the Piazza fountain (!!)
6. The maintenance of the community. Emptying more often the trash bins.

7. 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.
8. Focus on a seamless transition between current CEA and newly appointed CEA.
9. Continued focus on transient issues in Little Italy.
10. Try to get committees to report out on goals being hit or missed by NCA.

PUBLIC RESPONSES

1. Better response to homelessness 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 focus on 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 percentage of property tax to the 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. Relocate homeless encampments and discourage loitering for drug use, etc. Respect the city's noise ordinance of 7am - 11pm.
13. Upgrading trash and recycling 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. Bocce Ball Courts need repaired
18. You do a great job - it 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 the 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 their pedals have fallen.
23. Recycling.

<u>Topic Mentions</u>	<u>35 / 100%</u>
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%

ADDITIONAL COMMENTS FROM NCA:

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
 - 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

Board

- Annual Board Training
- Board Orientation
- Advocacy:

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

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.*

Little Italy Association of San Diego
State of the Neighborhood: Profit & Loss Detail
 July 1 through October 18, 2024

Type	Date	Source Name	Memo	Amount
Ordinary Income/Expense				
Income				
PROGRAM INCOME				
LIA Board Give or Get				
Invoice	09/10/2024	State of the Neighborhood	(2) State of the Neighborhood Ti...	100.00
Invoice	09/11/2024	State of the Neighborhood	(2) State of the Neighborhood Ti...	120.00
Invoice	09/24/2024	State of the Neighborhood	State of the Neighborhood Tick...	200.00
Invoice	09/30/2024	State of the Neighborhood	State of the Neighborhood Tick...	140.00
Invoice	09/30/2024	State of the Neighborhood	State of the Neighborhood Tick...	200.00
Total LIA Board Give or Get				760.00
Admission				
Invoice	09/11/2024	State of the Neighborhood	Purchase (3) VIP Tickets	188.26
Total Admission				188.26
Sponsors				
Invoice	08/12/2024	State of the Neighborhood	Sponsorship to State of the Nei...	2,500.00
Invoice	08/12/2024	State of the Neighborhood	Sponsorship to State of the Nei...	1,500.00
Total Sponsors				4,000.00
Ticket sales				
Deposit	09/28/2024		Entry, Raffle & Drink ticket sales	2,534.48
Deposit	10/01/2024		Sales for entry, raffle & drink tic...	1,495.00
General J...	10/18/2024	Auditor's amount	FUSE	9,630.00
Total Ticket sales				13,659.48
Total PROGRAM INCOME				18,607.74
Total Income				18,607.74
Gross Profit				18,607.74
Expense				
PROGRAM EXPENSE				
Beer & Wine				
Bill	09/26/2024	Nick Zawadzki	Red & White Wine	480.00
Total Beer & Wine				480.00
Entertainment				
Check	08/26/2024	Schildgen Entertainment, LLC	Deposit on Entertainment	250.00
Bill	09/23/2024	Schildgen Entertainment, LLC	Inv. #000053 - Balance Due	250.00
Bill	09/30/2024	Chiara Capobianco	Harpist	200.00
Total Entertainment				700.00
Equipment Rentals				
Bill	10/04/2024	Sunbelt Rentals	Cold Pressure Washer	80.64
Total Equipment Rentals				80.64
Merchant Services				
Invoice	08/12/2024	State of the Neighborhood	Credit Card Processing Fees	49.80
Total Merchant Services				49.80
Program Operations				

Little Italy Association of San Diego
State of the Neighborhood: Profit & Loss Detail
 July 1 through October 18, 2024

Type	Date	Source Name	Memo	Amount
Bill	09/30/2024	Sandstrand Services	Porter Service for Event	630.00
Bill	10/17/2024	Dominic Li Mandri	Reimburse for Vuori Gift Card	100.00
Total Program Operations				730.00
Program Supplies				
Check	07/16/2024	Amazon.com		23.21
Check	07/16/2024	Amazon.com		877.07
Check	07/16/2024	Amazon.com		609.00
Bill	08/12/2024	Nick Angulo	Reimburse for State of the Neig...	53.85
Check	08/12/2024	Amazon.com	*No Receipt*	108.17
Check	08/13/2024	Exclusive Event Party Rental	Chair Rentals	217.35
Deposit	08/23/2024	Amazon.com	Returned Items	-80.80
Check	08/27/2024	Amazon.com	*No Receipt*	177.78
Deposit	08/31/2024	Amazon.com	Returned Items	-351.61
Check	09/11/2024	Amazon.com	Par Lights	177.78
Check	09/11/2024	Amazon.com	Table Runners, Napkins	162.28
Check	09/11/2024	Amazon.com	Par Lights	177.78
Check	09/12/2024	Amazon.com	Par Lights	177.78
Check	09/12/2024	Amazon.com	Par Lights	177.78
Check	09/12/2024	Amazon.com	Par Lights	177.78
Check	09/12/2024	Amazon.com	Supplies	14.30
Bill	09/15/2024	Nick Angulo	Aluminum Foil	32.31
Check	09/17/2024	Amazon.com	Wine Corks	75.41
Check	09/17/2024	Amazon.com	Table Decor	254.93
Check	09/18/2024	Amazon.com		43.07
Check	09/19/2024	San Diego Florist Supplies	Candle Holders & Vases	307.13
Check	09/19/2024	Amazon.com	GOBO projector	129.25
Check	09/19/2024	Amazon.com	Clear Cups	27.11
Check	09/20/2024	Amazon.com	Batteries	33.38
Check	09/21/2024	Amazon.com	Duct Tape	51.33
Check	09/23/2024	Amazon.com	Raffle Tickets	43.08
Bill	09/23/2024	Nick Angulo	HDMI Distribution Amp	53.86
Check	09/24/2024	Dollar Tree Stores, Inc.	Misc supplies	36.42
Check	09/24/2024	Smart & Final	Utensils	221.54
Check	09/25/2024	Platinum Event Rentals	Hot boxes & (30) baking sheets	518.85
Check	09/26/2024	Postino	Catering platters	135.76
Check	09/26/2024	Mona Lisa Italian Foods		30.94
Check	09/26/2024	Smart & Final	Feta Cheese	18.18
Check	09/26/2024	Exclusive Event Party Rental		1,180.94
Check	09/26/2024	InstaCart	Salad ingredients	102.68
Check	09/27/2024	Landini's Pizzeria	Staff Lunch	30.38
Check	09/30/2024	Krisp	Staff Lunch	12.31
Check	09/30/2024	Krisp	Staff Lunch	115.29
Check	10/01/2024	Krisp	Staff Lunch	23.71
Deposit	10/01/2024	Amazon.com	Return Table Runners	-40.92
Deposit	10/01/2024	Amazon.com	Returned Supplies	-129.25
Total Program Supplies				6,007.19
Total PROGRAM EXPENSE				8,047.63
Total Expense				8,047.63
Net Ordinary Income				10,560.11
Net Income				10,560.11