



**Little Italy Association of San Diego - Board of Directors Meeting**  
**Tuesday, October 4, 2022 at 8:30 am**  
**Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847>**  
**or call 1-669-900-6833 / Meeting ID: 863 3683 2847 / Password: 3898**

**AGENDA**

**1) Zoom Meeting Protocol & Introductions / Steve Galasso, President**

*All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.*

**2) Approval of AB361 Continuing Virtual Meetings**

**Action Item P. 3**

*Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.*

**3) Minutes of the September 13, 2022 Meeting**

**Action Item P. 4-11**

**4) Non-Agenda: Public Comment & Announcements**

**5) Committee Reports**

Organization Committee / Steve Galasso

a. Nomination of Officers

i. President, Steve Galasso

**Action Item**

ii. Vice President of Cultural Affairs, Lou Palestini

**Action Item**

iii. Treasurer, Bryan Thompson

**Action Item**

b. New and Current Board Orientation / Steve

c. General Liability Insurance & MAD Contract Language Amendment

d. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance

**P. 12-13**

e. Next Meeting:

**Thursday, October 6, 2022 at 9:30am**

**Visit: <https://us02web.zoom.us/j/85372161865> or**

**Call: 1-669-900-6833 / Meeting ID: 853 7216 1865**

**Password: 3898**

Finance Committee / Bryan Thompson

a. YTD Financial Report / Jeri Keiller & Bryan

**Action Item P. 14**

b. Next Meeting:

**Thursday, October 11, 2022 at 10:00am**

**Visit: <https://us02web.zoom.us/j/86897564817> or**

**Call: 1-669-900-6833 / Meeting ID: 868 9756 4817**

**Password: 3898**

District Identity & Placemaking (DI&P) Committee / Perry Meyer

a. Olive Creative Strategies Report

**P. 15-17**

b. Little Italy Fall Displays

**P. 18**

c. Little Italy Mercato (Saturdays & Wednesdays) / Catt White

d. Consulado de Mexico's El Grito Celebration

Wrap-Up

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866

Email: [mail@littleitalysd.com](mailto:mail@littleitalysd.com) ▪ Website: [www.littleitalysd.com](http://www.littleitalysd.com)

Facebook: Little Italy San Diego ▪ Twitter / Instagram / LinkedIn: @LittleItalySD ▪ #LittleItalySD

- |    |   |  |                 |
|----|---|--|-----------------|
| e. | Casino di Piazza  | Wrap-Up  |                 |
| f. | Little Italy State of the Neighborhood                        | Wrap-Up  |                 |
| g. | An Evening You Can't Refuse with Gianni Russo / Jack Pecoraro | Wrap-Up  |                 |
| h. | Trick-or-Treat on India Street                                | Fri., 10/28  |                 |
| i. | Small Business Season   | Sat., 11/26+   |                 |
| j. | Little Italy Tree Lighting & Christmas Village                | Sat., 12/3   | <b>P. 19-20</b> |
| k. | Little Italy Venues – Update / Curt Brooker                   |  |                 |
| l. | San Diego Hospitality Associates Tours – Update               |  |                 |
| m. | Next Meeting:   | <b>Friday, October 21, 2022 at 9:00am</b>  |                 |
|    |   | <b>Visit: <a href="https://us02web.zoom.us/j/83003333549">https://us02web.zoom.us/j/83003333549</a> or</b> |                 |
|    |   | <b>Call: 1-669-900-6833 / Meeting ID: 830 0333 3549</b>  |                 |
|    |   | <b>Password: 3898</b>  |                 |

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. No Updates

Parking & Mobility Committee / Luke Vinci

- a. No Updates

**6) Community Reports**

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblyman Ward's Office, Supervisor Lawson-Remer's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, Our Lady of the Rosary, Washington Elementary School, Convivio and DCPC.

**7) Other**

- 8) Next Meeting: Tuesday, November 1, 2022 at 8:30 am.**  
**Visit: <https://us02web.zoom.us/j/81754825757> or**  
**Call: 1-669-900-6833 / Meeting ID: 817 5482 5757**  
**Password: 3898**

**9) 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 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](mailto:chris@littleitalysd.com) at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview  
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

### Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
  - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
  - (ii) State or local officials continue to impose or recommend measures to promote social distancing

### Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



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**Tuesday, September 13, 2022, at 8:30 am**  
**Zoom Virtual Meeting: <https://us02web.zoom.us/j/86336832847>**  
**or call 1-669-900-6833/Meeting ID: 863 3683 2847/Password: 3898**

**PRESENT** Steve Galasso, Lou Palestini, Danny Mocerì, Luke Vinci, Jeri Keiller, Bryan Thompson, Ryan Blum, Joey Busalacchi, Annette Casemero, Catt Fields White, Lee Scriver, Father Joe Tabigue, Rich Gustafson, Jocelyn Marcus

**EXCUSED** Joe Cordileone, Juan Nuñez, Pasquale Ioele, Jack Pecoraro, Tom Zolezzi, Jim DeSpensa

**UNEXCUSED** Diana Strauss Casey

**GUESTS** Latrell Crenshaw, Mary Elizabeth Novell, Carolina Chavez, David Rodger

**STAFF** Chris Gomez, Rosie DeLuca, Dianne Serna De Leon, Larisa Medina, Alicia Douglas, Curt Brooker, Brijet Myers

**MINUTES**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions	The meeting was called to order at 8:30 a.m. by the President, Steve Galasso. Chris Gomez reviewed the Zoom meeting etiquette.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris Gomez advised that the Board and Committees need to ratify a vote at each meeting stating that we will continue to meet via Zoom, until the Board and Committees are comfortable with resuming in-person meetings.	2. Luke Vinci moved to accept the vote to continue meeting via Zoom. Danny Mocerì seconded the motion. Unanimously approved.
3. Review of July 12, 2022, Board Minutes	3. Minutes from July 12, 2022, were reviewed.	3. Luke Vinci moved to accept the Board Minutes. Lou Palestini seconded the motion. Unanimously approved.

<p>4. Non-Agenda: Public Comment Introductions and Announcements</p>	<p>4. Nothing to report</p>	<p>4. No action taken</p>
<p>5. Committee Reports <i>Org Committee:</i> <i>Steve Galasso;</i></p> <p>a. Nominations Task Force Board Recommendations</p> <p>i. Approval of Business Owner Directors</p> <p>ii. Approval of Property Owner Directors</p> <p>iii. Approval of Community-at-Large Reps</p>	<p>5.a. Chris Gomez stated that the Nominations Task Forced reviewed the existing Board members.</p> <p>5.i. Chris Gomez stated that the slate being presented for Business Owners calls for two Directors. Business Owners Directors serve a 2-year term.</p> <p>Business Directors (2 Recommended):</p> <ol style="list-style-type: none"> <li>1. Joey Busalacchi</li> <li>2. Curt Brooker</li> </ol> <p>5.ii. Chris Gomez stated that the slate being presented for Property Owners calls for eight Directors. Property Owner Directors serve a 2-year term.</p> <p>Property Owner Directors (8 Recommended):</p> <ol style="list-style-type: none"> <li>1. Ryan Blum</li> <li>2. Rich Gustafson</li> <li>3. Danny Mocerri</li> <li>4. Olivia Connolly</li> <li>5. Jack Pecoraro</li> <li>6. Father Joe Tabigue</li> <li>7. Bryan Thompson</li> <li>8. Luck Vinci</li> <li>9. Diana Casey</li> </ol> <p>5.iii. Chris Gomez stated that the slate being presented for Community-at-Large Reps calls for three reps. Community-at Large Reps serve a 1-year term.</p> <p>Community-at-Large Representatives (3 Recommended):</p> <ol style="list-style-type: none"> <li>1. Joe Cordileone</li> <li>2. Lou Palestini</li> </ol>	<p>5.a. No action taken</p> <p>5.i. Luke Vinci moved to accept the Business owner Directors. Steve Galasso seconded the motion. Unanimously approved.</p> <p>5.ii. Lou Palestini moved to accept the Property Owner Directors. Steve Galasso seconded the motion. Unanimously approved.</p> <p>5.iii. Danny Mocerri moved to accept the Community-at-Large Reps. Bryan Thompson seconded the motion. Unanimously approved. Brijet Myers abstained.</p>

	3. Catt White	
b. Nomination of officers	5.b. Chris Gomez reported that we have three officer seats that are up for renewal.	5.b. No action taken
i. President	5.i. Bryan Thompson nominated Steve Galasso for President.	5.i. Bryan Thompson moved to accept Steve Galasso as President. Lou Palestini seconded the motion. Unanimously approved. Steve abstained.
ii. VP Of Cultural Affairs	5.ii. Jeri Keiller nominated Lou Palestini for Vice President of Cultural Affairs	5.ii. Jeri Keiller moved to accept Lou Palestini as VP of Cultural Affairs. Steve Galasso seconded the motion Unanimously approved. Lou Palestini abstained.
iii. Treasurer	5.iii. Luke Vinci nominated Bryan Thompson as Treasurer.	5.iii. Luke Vinci moved to accept Bryan Thompson as Treasurer. Lou Palestini seconded the motion Unanimously approved. Bryan Thompson abstained.
c. Appointment of New Board Members	5.c. Chris Gomez announced appointment of new Board Members.	5.c. No action taken
i. Clarissa Estevez	5.i. Clarissa Estevez from Kilroy was recommended by the Nominations Committee to serve as a Property Director.	5.i. Luke Vinci moved to approved Clarissa Estevez as a new Board member. Jeri Keiller seconded the motion. Unanimously approved.
ii. David Rodger	5.ii. David Rodger from Filippi's Pizza Grotto was recommended by the Nominations Committee to serve as a Business Director.	5.ii. Luke Vinci moved to approved David Rodger as a new

d. Ratify Virtual Ballot Votes	5.d. Chris shared pages 13-14 with the Board regarding a virtual ballot on pending urgent action items.	Board member. Jeri Keiller seconded the motion. Motioned passed with Danny Mocerri abstaining.
i. Set FY23 Finance Committee's Expenditures Allowance	5.i. Chris asked the Board for authorization to set the FY23 Finance Committee's expenditure allowance.	5.i. Steve Galasso moved to approve authorization of \$25K. Luke Vinci seconded the motion Unanimously approved. Brijet Myers abstained.
ii. Authorize Finance Committee to Secure Loan to Pay for Property Damage to Cresci Apartments (2420 India Street)	5.ii. Chris requested to give Finance Committee the authorization to select financing or file a claim for property damage to the Cresci Apartments located at 2420 India Street; not to exceed amount of \$115,000.	5.ii. Danny Mocerri moved to approve a loan, not to exceed \$115K. Bryan Thompson seconded the motion. Unanimously approved.
e. Amici Park Contract Language	5.e. Marco reviewed the amend Amici Park Contract Language, found on page 17 of the Board packet. The wording allows for the retirement of the funds the City had invested in the Amici Park property and an assumption that the contract between the LIA and Unified School District. It relieves the LIA of the obligation for repayment unless the LIA initiates the breaking of the agreement.	5.e. Luke Vinci moved to approve the amended contract language. Bryan Thompson seconded the motion. Unanimously approved.
f. General Liability Insurance & MAD Contract Language Amendment	5.f. No report	5.f. No action taken
g. FY 23 Get-or-Give Recap, Self-Reporting & Board	5.g. Chris stated that the Get-or-Give self-reporting form is on pages 18 and 19 of the Board packet, it is the responsibility of each Board member to keep Chris informed of	5.g. No action taken

<p>Attendance</p> <p>h. Next Meeting:</p>	<p>monies raised or given to the Association.</p> <p>Chris thanked Tom Zolezzi for donating \$5,000 in honor of his parents, this will go toward the Little Italy State of the Neighborhood.</p> <p>5.h. The next Org Committee meeting will take place on Thursday, October 6, 2022, at 9:30am  <a href="https://us02web.zoom.us/j/84468405705">https://us02web.zoom.us/j/84468405705</a>  or call: 1-669-900-6833. Meeting ID: 844 6840 5705 Password: 3898</p>	<p>5.h. No action taken</p>
<p><i>Finance Committee: Bryan Thompson;</i></p> <p>a. YTD Financial Report/Jeri Keiller &amp; Bryan Thompson</p> <p>b. Allocate \$100,000 from Savings to Secure Real Estate Investment with Rancho Ted and Authorize Finance Committee to Manage</p> <p>c. Next Meeting:</p>	<p>5.a. Jeri Keiller presented the YTD financials.</p> <p>5.b. Chris asked the Board to allocate \$100,000 from Savings to secure a real estate investment with Rancho Ted and to authorize the Finance Committee to manage it.</p> <p>5.c. Next Meeting will be on Thursday, October 11, 2022, at 9:30 p.m. Visit:  <a href="https://us02web.zoom.us/j/86897564817">https://us02web.zoom.us/j/86897564817</a> or  call: 1-669-900-6833. Meeting ID: 868 9756 4817 Password: 3898</p>	<p>5.a. Lou Palestini moved to accept the YTD Financial Report. Bryan Thompson seconded the motion. Jeri Keiller, Sandi Cottrell, and Catt Fields White abstained. Motion passes.</p> <p>5.b. Danny Mocerri moved to approve the allocation of \$100K. Lou Palestini seconded the motion. Unanimously approved.</p> <p>5.c. No action taken</p>
<p>Committee Reports <i>DISI Committee: Perry Meyer</i></p> <p>a. Piazza Costanza</p>	<p>5.a. Chris asked the Board to authorize LIA to apply for the County NRE Grant for \$60,000</p>	<p>5.a. Luke Vinci moved to authorize LIA to</p>



	to complete Piazza Costanza.	apply for the grant. Bryan Thompson seconded the motion. Unanimously approved.
b. Olive Creative Strategies Report	5.b. Larisa Medina from Olive Creative Strategies reported on Little Italy PR and social media activities.	5.b. No action taken
c. Little Italy Mercato (Saturdays & Wednesdays) / Catt White	5.c. Alicia Douglas reported on current Mercato activities.	5.c. No action taken
d. Consulado de Mexico's El Grito Celebration	5.d. Chris shared that the Consulado de Mexico will be Celebrating their 212 <sup>th</sup> Anniversary. India Street will be closed between Beech and Cedar.  The event will take place on September 15, 2022, from 5:00-9:00pm, with the El Grito celebration taking place at 7:30pm	5.d. No action taken
e. Casino di Piazza	5.e. Chris shared information on the Casino di Piazza, which can be found on pages 28-35 of the Board packet. The event will take place on Friday, September 16, 2022, from 7:00pm-11:00pm.	5.e. No action taken
f. Little Italy State of the Neighborhood	5.f. Chris informed the Board that that the State of the Neighborhood will take place on September 22, 2022, from 6:00pm-8:00pm.	5.f. No action taken
g. An Evening You Can't Refuse with Gianni Russo/Jack Pecoraro	5.g. Chris reported that there are still tickets available for the Gianni Russo event, which will take place on September 30, 2022.	5.g. No action taken
h. Clarity Honors Ovarian Cancer Awareness Month- Little Italy Goes Teal	5.h. Chris announced that the Little Italy streetlights will be going Teal for the month of October to promote Ovarian Cancer Awareness.	5.h. No action taken
i. Little Italy Venues	5.i. Curt Brooker gave an update on LI Venues. Cisco Technologies will be renting out the	5.i. No action taken

<p>j. San Diego Hospitality Associates Tours</p> <p>k. Next Meeting:</p>	<p>Piazza della Famiglia from 6:00pm-10:00pm on Wednesday, September 29, 2022.</p> <p>5.j. Chris informed the Board that Anthony Davi will be setting up an information booth for SD Hospitality Associate Tours at the Mercato on Saturdays.</p> <p>5.k. Friday, September 23, 2022, at 9:00am Visit:  <a href="https://us02web.zoom.us/j/83003333549">https://us02web.zoom.us/j/83003333549</a> or            Call: 1-669-900-6833 / Meeting ID: 830 0333 3549 Password: 3898</p>	<p>5.j. No action taken</p> <p>5.k. No action taken</p>
<p>Neighborhood Advisory Committee (NAC)- Jeri Keiller</p> <p>a. No Update</p>	<p>5.a. Nothing to report.</p>	<p>5.a. No action taken</p>
<p><i>Parking &amp; Mobility Committee: Luke Vinci</i></p> <p>a. Columbia Street Parking Conversion</p>	<p>5.a. Luke Vinci shared that after 13 years, we anticipate the Columbia Street parking conversions to be completed by the end of the year.</p>	<p>5.a. No action taken</p>
<p>6. Community Reports</p>	<p>6. Carolina Chavez from Councilmember Whitburn’s office gave an update. Latrell Crenshaw from the City of San Diego Economic Development Department gave an update.</p> <p>Latrell introduced Viridiana to the Board. She will be taking over as the Economic Development representative.</p>	<p>6. No action taken</p>
<p>7. Closed Session            New City America, Inc.’s FY22 Performance Review &amp; Compensation</p>	<p>7. The Board went into closed session to discuss NCA’s FY22 Performance Review &amp; Compensation. The Board reviewed the recommendations from Organization and Finance Committees and accepted the performance review and the supplemental compensation recommendation of \$28,838 for NCA.</p>	<p>7. Ryan Blum moved to accept NCA’s Performance review and supplemental compensation. Luke Vinci seconded the motion. Unanimously approved.</p>
<p>8. REOPEN MEETING &amp; REPORT TO PUBLIC:            Update the Little</p>	<p>8. Chris reopened the meeting to the public and the action was relayed to the public in attendance.</p>	<p>8. No additional action was taken</p>

Italy Association's decision, if any, on Closed session item.		
9. Other	9. Nothing to report.	9. No action taken
10. Next Meeting	9. The next Board meeting will be on Tuesday, October 4, 2022, at 8:30am. <a href="https://us02web.zoom.us/j/81754825757">https://us02web.zoom.us/j/81754825757</a> or call: 1-669-900-6833/Meeting ID: 817 5482 5757 Password: 3898	10. No action taken
11. Adjournment	10. Meeting Adjourned	11. Jeri Keiller moved to adjourn the meeting. Luke Vinci seconded the motion. Unanimously approved.

Minutes taken by Dianne T. Serna De León, Staff

**GOALS MET**

\*FY23 RMNG does not carry-forward (C/F) into the next fiscal year.

LAST NAME	FIRST NAME	FY22 C/F	JUL'22	AUG. '22	SEP. '22	OCT. '22	NOV. '22	DEC. '22	JAN. '23	FEB. '23	MAR. '23	APR. '23	MAY '23	JUN. '23	FY23 + C/F	GorG REQ	FY23 RMNG*	FY24 C/F	
Galasso	Steven	\$1,340		\$100	\$500										\$1,940	\$1,500	\$440	-\$900	Aug. Hunt Prize / Sep. Casino VIP &
Moceri	Danny	\$8,500			\$330										\$8,830	\$1,500	\$7,330	-\$1,170	Sep. Casino & State Tix
Palestini	Lou	\$20			\$460										\$480	\$1,500	-\$1,020	-\$1,040	Sep. Casino & State Tix
Thompson	Bryan				\$4,268										\$4,268	\$1,500	\$2,768	\$2,768	Sep. Casino & State Tix, Casino
Vinci	Luke			\$330	\$5,320										\$5,650	\$1,500	\$4,150	\$4,150	Aug. Casino & State Tix / Sep. Gianni Wine
Blum	Ryan	\$50													\$50	\$1,500	-\$1,450	-\$1,500	
Brunetto	Domenic														\$0	\$1,500	-\$1,500	-\$1,500	
Busalacchi	Joey	\$390													\$390	\$1,500	-\$1,110	-\$1,500	
Casemero	Annette	\$100													\$100	\$1,500	-\$1,400	-\$1,500	
Cordileone	Joe														\$0	\$1,500	-\$1,500	-\$1,500	
DeSpenza	Jim	\$50		\$330											\$380	\$1,500	-\$1,120	-\$1,170	Aug. Casino & State Tix
Gustafson	Rich														\$0	\$1,500	-\$1,500	-\$1,500	
Ioelle	Pasquale	\$250			\$1,734										\$1,984	\$1,500	\$484	\$234	Sep. State & Gianni Tix
Keiller	Jeri	\$120		\$825	\$840										\$1,785	\$1,500	\$285	\$165	Aug. Casino & State Tix / Sep. Fall
Marcus	Jocelyn				\$375										\$375	\$1,500	-\$1,125	-\$1,125	Sep. Casino Vol. x 5
Newton	Davis	\$3,500													\$3,500	\$1,500	\$2,000	-\$1,500	
Núñez	Juan														\$0	\$1,500	-\$1,500	-\$1,500	
Pecoraro	Jack														\$0	\$1,500	-\$1,500	-\$1,500	
Scrivner	Lee				\$600										\$600	\$1,500	-\$900	-\$900	Sep. Casino Vol. x 8
Strauss Casey	Diana														\$0	\$1,500	-\$1,500	-\$1,500	
Tabigue	Father Joseph		\$500		\$1,200										\$1,700	\$1,500	\$200	\$200	Jul. Hall Rental / Sep. Donation &
White	Catt														\$0	\$1,500	-\$1,500	-\$1,500	
Zolezzi	Tom	\$3,500													\$3,500	\$1,500	\$2,000	-\$1,500	
		\$17,820	\$500	\$1,585	\$15,627	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$17,712	\$34,500			

FY23 Board Attendance

Last Name	First Name	Position	Jul. 22	Aug. 22	Sep. 22	Oct. 22	Nov. 22	Dec. 22	Jan. 23	Feb. 23	Mar. 23	Apr. 23	May. 23	Jun. 23
Blum	Ryan	Property Director												
Brunetto	Domenic	Property Director												
Busalacchi	Joey	Business Director												
Casemero	Annette	Property Director												
Cordileone	Joe	Community at Large	X		X									
DeSpenza	Jim	Property Director			X									
Galasso	Steven	1 - PRESIDENT												
Gustafson	Rich	Property Director	c											
loele	Pasquale	Property Director	X		X									
Keiller	Jeri	Property Director												
Marcus	Jocelyn	Business Director	U											
Moceri	Danny	2 - VICE PRESIDENT												
FENTON		Property Director	U											
Núñez	Juan	Property Director	X		X									
Palestini	Lou	3 - V.P. OF CULT. AFF.												
Pecoraro	Jack	Property Director			X									
Scrivner	Lee	Property Director												
Strauss Casey	Diana	Property Director			U									
Tabigue	Father Joseph	Property Director												
Thompson	Bryan	4 - TREASURER												
Vinci	Luke	5 - SECRETARY												
White	Catt	Community at Large												
Zolezzi	Tom	Business Director	U		X									

- X - Excused
- U - Unexcused

**Bylaws: Attendance**

3 Unexcused  
 6 Total (Excused and Unexcused)

**LITTLE ITALY ASSOCIATION  
FINANCIAL OVERVIEW  
FY JULY 2022 - JUNE 2023**

<b>BOARD MEETING DATE:</b>		<b>10/4/2022</b>				
<b>Accrual Basis Report - AUGUST 2022</b>						
				<u>DIFFERENCE</u>	<b>YTD</b>	<u>REVISED</u>
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>YTD</u>	<b>BUDGET</b>	<u>ANNUAL</u>
					<b>(NET)</b>	<u>BUDGET</u>
						<b>(NET)</b>
<b>SAN DIEGO CONTRACTS</b>						
	BID	15,347	24,214	-8,867	-1,036	0
	MAD <sub>1</sub>	202,298	214,910	-12,612	-28,020	-168,113
	PARKING METER <sub>2</sub>	75,818	88,238	-12,420	-35,674	0
	<b>TOTAL</b>	<b>\$293,463</b>	<b>\$327,362</b>	<b>-33,899</b>	<b>-64,730</b>	<b>-\$168,113</b>
1. Supplemental Maintenance program: YTD net gain \$19,552. (Budgeted net gain YTD \$19,879. Annual budget net income is \$85,780)						
2. Additional Parking Program operations: YTD net income \$6,985. (Budgeted net income \$600. Annual budget net income \$3,600)						
Programs and Operations: YTD net loss -\$30,244. (Budgeted YTD net income \$3,638. Annual budget net income \$53,388)						
<b>Aug-22</b>						
<b>Total income for Little Italy Assn</b>		\$533,706				
<b>Total expense for Little Italy Assn</b>		<u>\$572,830</u>				
<b>Net expense over income</b>		<u><u>-\$39,124</u></u>				
<b>Balance Sheet</b>						
	<b>8/31/2022</b>	<b>8/31/2021</b>				
<b>Checking</b>	555,008	725,697				
<b>Savings</b>	277,478	174,377				
<b>Accounts Receivable</b>	413,067	273,665				
<b>Other assets</b>	107,423	121,547				
<b>Total Assets</b>	<u>1,352,976</u>	<u>1,295,286</u>				
<b>Accounts Payable</b>	75,912	144,398				
<b>Advances</b>	227,575	205,133				
<b>Loans</b>	148,476	429,349				
<b>Equity</b>	901,013	516,406				
<b>Liabilities &amp; Equity</b>	<u>1,352,976</u>	<u>1,295,286</u>				



## LIA Board Meeting PR Agenda

Tuesday, October 4, 2022

### PITCHING

#### Recap/Upcoming Focus

- Fall Event Roundup Short Leads (State of the Neighborhood, An Evening You Can't Refuse)
- Trick-or-Treat on India St Long Leads
- Little Italy Tree Lighting & Christmas Village Long Leads
- Plan Your Winter Getaway | Enjoy San Diego's Year Round Warm Weather Long Leads (National)
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego

### BLOGS

#### Current

- September Event Roundup

#### Upcoming

- Trick-or-Treat on India St

### WRITING

#### Recap/Upcoming Focus

- Trick or Treat on India St (Short Lead)
- Little Italy Tree Lighting and Christmas Village (Long Leads)
- Plan Your Winter Getaway | Enjoy San Diego's Year Round Warm Weather Long Leads (National)
- How Little Italy's Aurora Tree Became One of the Most Iconic Christmas Trees in San Diego
- San Diego Downtown News October | Trick-or-Treat on India St

### Social Media (Last 30 days as of Sept 21)

#### Social Media





##### Highlights / Recap

- Gained 1,312 total new followers on all platforms
- Earned over 1.6M total impressions
- Garnered over 35K total engagements
- Created Facebook event pages for Little Italy Tours

##### Upcoming

- Creating original Reels / TikTok videos
- Continue to promote upcoming events

## Analytics (Last 30 days as of September 21)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	887	89413	2836	190266
 Little Italy	409	93166	31777	1445746
 Little Italy SD	16	 8779	45	-
● <b>TikTok</b>				
○ Followers: <b>417</b>				
○ Likes: <b>455</b>				



### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Sep 4, 2022 · Little Italy San Diego  
**Happy Labor Day weekend, Little Italy! We hope you are enjoying...**

👁️ Reach	12,741
💬 Comments	10
❤️ Likes	544
📌 Saves	30
📊 Engagement	638



Aug 23, 2022 · Little Italy San Diego  
**Summer in Little Italy >>> 🇮🇹 Bring home a reminder of your favorite...**

👁️ Reach	10,003
💬 Comments	6
❤️ Likes	434
📌 Saves	19
📊 Engagement	459



Sep 12, 2022 · Little Italy San Diego  
**🎰🎲🎰 TICKET GIVEAWAY! 🎰🎲🎰 Enter to win two tickets to Casino di...**

👁️ Reach	7,053
💬 Comments	65
❤️ Likes	302
📌 Saves	4
📊 Engagement	371

### Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Aug 23, 2022 · Little Italy  
**Summer in Little Italy >>> 🇮🇹 Bring home a reminder of your favorite...**

👁️ Reach	18,681
📊 Engaged users	945
👉 Clicks	132
👉 Other clicks	299



Sep 2, 2022 · Little Italy  
**Congratulazioni to 30 years of espresso, paninis, gelato and more! ...**

👁️ Reach	9,261
📊 Engaged users	390
👉 Clicks	26
👉 Other clicks	144

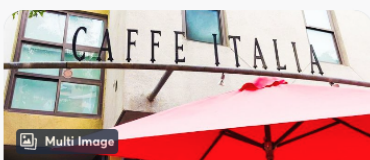


Sep 6, 2022 · Little Italy  
**Tickets for Casino di Piazza are almost sold out! 🎰 Don't miss out o...**

👁️ Reach	7,701
📊 Engaged users	228
👉 Clicks	107
👉 Other clicks	118

### Top content - Twitter (Based on engagement)

Best performing content published during the selected period.



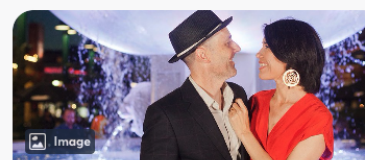
Sep 2, 2022 · Little Italy SD  
**Congratulazioni to 30 years of espresso, paninis, gelato and more! ...**

❤️ Likes	15
🔄 Retweets	0
📊 Engagement	15



Sep 16, 2022 · Little Italy SD  
**Experience a family-friendly community rooted in history and...**

❤️ Likes	5
🔄 Retweets	0
📊 Engagement	5



Sep 6, 2022 · Little Italy SD  
**Tickets for Casino di Piazza are almost sold out! 🎰 Don't miss out o...**

❤️ Likes	5
🔄 Retweets	0
📊 Engagement	5

# LITTLE ITALY Fall Display

Over the past several years, the Little Italy Association have created and implemented a creative seasonal display program to decorate the corners on India Street and Kettner Boulevard from W. Ash to W. Kalmia Streets to celebrate the coming of Fall.

A couple of years ago, staff created a new design to limit the footprint of the display to a wine barrel and focused on minimizing future costs by a mix of faux decor and real seasonal plants with a whimsical feel. Little Italy's seasonal displays draw hundreds of Little Italy visitors and resident to them for great photo opportunities. This is just one of the many ways that we set our neighborhood apart from the rest of San Diego. This year the Fall Displays will be on display from September 22nd to November 28th.

In the past, the Association absorbed the costs of the displays through various other funding mechanisms. Our focus, moving forward, is to make all projects revenue neutral so that we can fund other programs and projects.

We are looking to our businesses and/or families, inside and outside of Little Italy, to support our efforts by sponsoring a corner. The cost of each display is \$350 and comes with a small marker identifying your family name, business name or a person you would like to dedicate the display to.

If you are interested, please fill out the form in link below and return to [chris@littleitalysd.com](mailto:chris@littleitalysd.com).

Thank you for your time, consideration, and support,



Steven J. Galasso  
President  
Little Italy Association of San Diego



I, \_\_\_\_\_, hereby agree to sponsor a Fall Display for \$350.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*The Little Italy Association of San Diego is a Non-Profit 501(c)(3) Corporation: Tax-ID #33-0752255. Donations and sponsorships made to the Association may be fully or partially tax-deductible. Please confer with your financial advisor or accountant.*





## LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

**LOCATION //** Throughout Little Italy - India Street between W. Cedar & W. Grape Streets

**DATE //** Saturday, December 3, 2021

**TIME //** 4:00pm – 8:00pm

This holiday season, Little Italy invites families, friends, neighbors and visitors to our time-honored Christmas season kick-off celebration. Sidewalks in Little Italy will be filled with holiday cheer for the 23rd Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 3rd from 4:00 p.m. to 8:00 p.m.

Guests will be invited to enjoy Little Italy's newest tree - The Aurora, created by California artist Josh Hubert, located in the center of Piazza Basilone and our permanent 25'+ live tree in the Piazza della Famiglia.

As visitors await the traditional Italian countdown tree lighting ceremony in the Piazza della Famiglia, they will be able to peruse and shop from local artisans for the perfect holiday gifts at the Christmas Village as to enjoy the community's festive decor, live music and entertainment, snacks, holiday beverages, and more!

The fun doesn't stop there! Santa will be making a special appearance for a quick, "Hello and Merry Christmas!" greeting.

### SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$15,000**  
Platinum Level + "Presenting" sponsorship.
- **Platinum Level / \$10,000**  
Gold Level + "Presenting" sponsorship for various portions of the event.
- **Gold Level / \$5,000**  
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**  
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**  
Logo on website with hyperlink.

## LITTLE ITALY SAN DIEGO



# Tree Lighting & Christmas Village

## Little Italy Tree Lighting & Christmas Village Sponsor Form

### SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$15,000**  
Platinum Level + "Presenting" sponsorship.
- Platinum Level / \$10,000**  
Gold Level + "Presenting" sponsorship for various portions of the event.
- Gold Level / \$5,000**  
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**  
Bronze Level + logo on street sign and marketing materials.
- Bronze Level / \$1,000**  
Logo on website with hyperlink.

### CONTACT INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

### ONCE COMPLETE

Remit form and payment to: Little Italy Association  
Mail to: 2210 Columbia Street, San Diego, CA 92101  
Email to: [Chris@LittleItalySD.com](mailto:Chris@LittleItalySD.com)

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.



Little Italy Board of Directors Get-or-Give Self-Reporting Form

Term: 2022-2023

Board Member: \_\_\_\_\_

Month: \_\_\_\_\_

Date	Activity	Cash	In-Kind (Value)	Volunteer (Max 10/Hrs)

Staff Review: \_\_\_\_\_

Date: \_\_\_\_\_