



Little Italy Association of San Diego – Organization Committee

Friday, April 17, 2020 at 10:00am

Zoom Virtual Meeting: <https://zoom.us/j/99796486117> or call 1-669-900-6833

Meeting ID: 997 9648 6117

Considering the current COVID-19 mandate directing the public to "Stay-at-Home," the Little Italy Association will start to roll out our normally scheduled meetings virtually using Zoom – a virtual conference platform. There are three methods to participate; 1. Desktop/laptop computer with camera and microphone, 2. Smartphone/tablet with camera and microphone, or 3. Landline phone call. If you need assistance setting up 1 and 2 or have questions about the process of 3, please call Chris Gomez at 619-233-3898.

AGENDA

- 1) Zoom Meeting Instructions & Introductions**
- 2) Review of March 26, 2020 Minutes** *Action Item*
- 3) Next Meeting: _____**
- 4) Public Comment on Agenda Items**
- 5) COVID-19 Financial Impacts** *Action Item*
 - a. Convivio's Request for Deferred Rent
 - b. Finances
 - i. SBA Economic Injury Disaster Loan (EIDL) & Paycheck Protection Program (PPP)
 - ii. Liberty Mutual Claim
 - iii. BID
 - iv. MAD/MAD Non-Assessment
 - v. Parking District
 - vi. Programs
 1. Little Italy Mercato
 2. GranFondo San Diego
 3. Mission Federal ArtWalk
 4. Taste of Little Italy
 5. Amazon's PupFest
 6. Little Italy Summer Film Festival
 7. Marine Band San Diego Summer Concert
- 6) "CIAO Again" Re-Opening Campaign – 4/21 @ 9:00am [Zoom]**
- 7) New City America, Inc. Contract**
- 8) Dwyer v. Little Italy, et.al. Settlement**
- 9) City Insurance Issue**
- 10) MAD Increase for FY21**

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

11) May Board Meeting: Cancel or Virtual

Action Item

12) Buy American Policy

13) Other

14) Old Business

It is the practice of the LIA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.

- a. Columbus Task Force Meeting (Steve & Dominic)
- b. Little Italy Dog Park Construction
- c. Landscaping GIS Software
- d. Piazza Natale People's Plaza
- e. Flags on State/Columbia & W. Date
- f. OLR Italian National Church
- g. Little Italy Summer Film Festival with Convivio Partnership
- h. Piazza della Famiglia Story Plaque Financing

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit www.LittleItalySDMeetings.com (Page 4, Section 11).

THE BROWN ACT:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619 233-3898 at least 48-hours prior to the meeting.



Little Italy Association of San Diego - Organization Committee Meeting
Thursday, March 26, 2020 at 10:00 am
Little Italy Association Conference Room & Zoom (Virtual)

PRESENT Steve Galasso, Lou Palestini, Jeri Keiler, Danny Mocerri, Luke Vinci, Jack Pecoraro, Catt White

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

MINUTES

ITEM	DISCUSSION	ACTION TAKEN
Minutes from Feb 10	Steve made a motion to approve minutes, Danny Seconded	Unanimously approved Catt White abstained
Record Ord Decision to Allocate \$10,000 to OLR Restoration	We have not identified the minutes on the decision to allocate towards the restoration. We need to bring it formally to the whole board. Lou made a motion in lieu of the fact that the Church does not charge rent for facilities to the association we should pay a contribution 10k towards the restoration. Luke seconded it.	Unanimously approved
COVID19 Financial Impacts	General consensus was felt that the virus is having a major impact on the fiscal viability of the Association. Jeri presented a picture of losing \$86,000 dollars on a good end and in a worse-case scenario we see \$122,000	Non-Taken
Business Improvement District (BID) Loss of Revenue	Chris reported that based on the assessments pending we will have one more month delivered to us of around \$20,000. We are reducing Olive Creative Strategies by \$8250 and Crown Computers Moving to Parking District by \$2652. Discussion is how to cover NCA Contract.	Non-Taken
Little Italy Valet Lay offs	Chris reported with the lack of businesses open. We laid-off all staff on the 16 th of March. We are now looking at a loss of revenue from cars on parking programs. However, we are looking at a surplus from not paying staff. City has approved us to move funds to secure the parking operations in June. Luke brought up the opportunity of reducing or giving free valet as an incentive to get people back to Little Italy when virus subsides. Plan now is to hold onto surplus until we have clarity of pandemic.	Non-Taken
Events	We are not underwriting any events at this point. All associated have been laid off. Catt reported how Mercato was closed by the county despite it is seen as an essential business due to a "gathering clause". Many players got involved and city gave permission to operate again. Catt reported how the market is a safer handling system of delivering food. Catt went through a series of new operational plans and have succeeded in getting an operation running metering entries and exits. Because of optics of couples and Farmers Table feeding first responders as well as the beaches and other parks being overwhelmed the city	Non-Taken

LITTLE ITALY ASSOCIATION OF SAN DIEGO

	cancelled all Farmers market. Currently we are on a week's cooling off period. Catt will go back in with a new operational plan with no couples attending & 1 person per household. Request will be to open by April 4 th with just farmers and grocers'. Total income will be drastically reduced. We are looking at a net of about \$4200 running a modified market.	
Columbus Task Force meeting		Tabled
Little Italy Dog Park Construction		Tabled
Landscaping GIS Software		Tabled
Piazza Natale / Peoples Piazza		Tabled
Flags on State Columbia and West Date		Tabled
OLR National Italian Parish		Tabled
Little Italy Summer Film Festival / Convivio Partnership	Discussion about Convivio can partner with larger screen and on revenue split.	Tabled
Piazza della Famiglia Story Plaque Financing		Tabled
Next Meeting	Tentative April 17th : 10:00 am	All confirmed
Meeting Adjourned	11:14 am	

Minutes taken by Luke Vinci, Secretary

From: Louis Palestini [mailto:loupalestini42@gmail.com]

Sent: Wednesday, April 08, 2020 2:31 PM

Subject: Convivio Rent

Gentleman -

Hope all is well with you all and your staying out of trouble?

Just received call from Tom, in regards to the monthly rent.

He has been trying like everybody else with SBA for non profit,

but as we all know nothing is coming in. He is requesting payment

be deferred for a couple of months (April, May). I see no problem with

his request - are we all in agreement? At the end of May we should

have a better idea of income flow plus some idea of how life goes on.

Please let me know so I can get back to Tom.

Thank you

Louie

Christopher M. Gomez

From: Small Business Administration <news@updates.sba.gov>
Sent: Monday, April 13, 2020 5:41 PM
To: Christopher M. Gomez
Subject: Update on Economic Injury Disaster Loan Advance



Dear Applicant,

On March 29, 2020, following the passage of the CARES Act, the SBA provided small business owners and non-profits impacted by COVID-19 with the opportunity to obtain up to a \$10,000 Advance on their Economic Injury Disaster Loan (EIDL). The Advance is available as part of the full EIDL application and will be transferred into the account you provide shortly after your application is submitted. **To ensure that the greatest number of applicants can receive assistance during this challenging time, the amount of your Advance will be determined by the number of your pre-disaster (i.e., as of January 31, 2020) employees. The Advance will provide \$1,000 per employee up to a maximum of \$10,000.**

You may be eligible for another loan program, the **Paycheck Protection Program**, which is available through participating lenders. Below is a comparison of the two loan programs:

	Paycheck Protection Program	Full EIDL Loan
PURPOSE	Forgivable if used for payroll (minimum of 75% of the funds received) and the remaining for certain operating expenses (amount of any EIDL advance is not forgivable)	To meet financial obligations and operating expenses that could have been met had the disaster not occurred (amount of any EIDL advance is forgiven)
TERMS	Up to \$10 million	Up to \$2 million

	1% interest rate	3.75% for businesses 2.75% for non-profits
FORGIVABLE	YES	NO – EIDL Loan YES – EIDL Advance
MATURITY	2 years	30 years
FIRST PAYMENT DUE	Deferred 6 months	Deferred 1 year

To locate a Paycheck Protection Program Lender, please visit:
www.SBA.gov/PaycheckProtection.

Information on available resources may be found at www.sba.gov/coronavirus.
For more information on these services, please go to www.sba.gov/local-assistance to locate the email address and phone number for the nearest SBA district office and/or SBA's resource partners.

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All SBA programs and services are provided on a nondiscriminatory basis. Reasonable accommodations will be made if requested at least two weeks in advance

This email was sent to chris@littleitalysd.com by Small Business Administration (SBA) · 409 3rd St, SW · Washington DC 20416 · 1-800-827-5722





Liberty Mutual Insurance
Business Lines Property Claims
PO Box 515097
Los Angeles, CA 90051-5097
803-207-4315
Chad.Rushlow@LibertyMutual.com

April 11, 2020

Little Italy Association
2210 Columbia St
San Diego, CA 92101

Re: Insured: Little Italy Association

Loss Locations: 2210 Columbia St, San Diego, CA 92101
2004 State St Bldg 1, San Diego, CA 92101
Kettner and W Fir, San Diego, CA 92101
2004 State St Bldg 2, San Diego, CA 92101
State W Date Streets Corner, , San Diego, CA 92101
1731 India St, San Diego, CA 92101
S/E Corner of India Fir Street, San Diego, CA 92101
Columbia Hawthorne, San Diego, CA 92101
3070 Del Sol Blvd Spc A87, A13 A80 And B1021, San Diego, CA 92154

Date of Loss: 03/01/20
Policy Number: BKW556603572
Policy Effective Dates: 11/08/19 – 11/08/20
Claim Number: 23803037
Underwriting Co.: West American Insurance Company

Dear Mr. Gomez,

This letter is to inform you that we have conducted an investigation of your claim for the loss at the above-referenced location. We have completed our review of the information provided by you or on your behalf. The following is a summary of our findings and position on coverage for the claim asserted.

The insurance policy issued to Little Italy Association provides coverage subject to the policy terms and conditions. Based on our investigation and review of the policy, there is no coverage available for your loss as outlined below.

THE CLAIM

Our first notice of loss was on or about April 7, 2020. It was reported you were forced to close your business by the State of California that was based on concerns of the Coronavirus that resulted in loss of income.

Our investigation of your claim revealed the following relevant information:

- You were forced to close your business due to the order by the State of California
- Because of the forced closure loss of income is being claimed
- There is no indication that any evacuation order was issued due to direct physical loss of or damage to property other than property at the described premises, nor was there physical damage reported to the described premises from a Covered Cause of Loss

THE POLICY

We also refer you to the following relevant provisions contained in the BUILDING AND PERSONAL PROPERTY COVERAGE FORM CP 00 10 (04/02), which reads in part:

Various provisions in this policy restrict coverage. Read the entire policy carefully to determine rights, duties and what is and is not covered.

Throughout this policy, the words "you" and "your" refer to the Named Insured shown in the Declarations.

The words "we", "us" and "our" refer to the company providing this insurance. Other words and phrases that appear in quotation marks have special meaning. Refer to Section **H. Definitions**.

A. Coverage

We will pay for direct physical loss of or damage to Covered Property at the premises described in the Declarations caused by or resulting from any Covered Cause of Loss

3. Covered Causes Of Loss

See applicable Causes Of Loss form as shown in the Declarations.

H. Definitions

2. "Pollutants" means any solid, liquid, gaseous or thermal irritant or contaminant, including smoke, vapor, soot, fumes, acids, alkalis, chemicals and waste. Waste includes materials to be recycled, reconditioned or reclaimed.

The policy also contains the EXCLUSION OF LOSS DUE TO VIRUS OR BACTERIA form CP 01 40 (07/06), which reads in part:

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

EXCLUSION OF LOSS DUE TO VIRUS OR BACTERIA

This endorsement modifies insurance provided under the following:

COMMERCIAL PROPERTY COVERAGE PART STANDARD PROPERTY POLICY

- A.** The exclusion set forth in Paragraph **B.** applies to all coverage under all forms and endorsements that comprise this Coverage Part or Policy, including but not limited to forms or endorsements that cover property damage to buildings or personal property and forms or endorsements that cover business income, extra expense or action of civil authority.
- B.** We will not pay for loss or damage caused by or resulting from any virus, bacterium or other microorganism that induces or is capable of inducing physical distress, illness or disease. However, this exclusion does not apply to loss or damage caused by or resulting from "fungus", wet rot or dry rot. Such loss or damage is addressed in a separate exclusion in this Coverage Part or Policy.
- C.** With respect to any loss or damage subject to the exclusion in Paragraph **B.**, such exclusion supersedes any exclusion relating to "pollutants".
- D.** The following provisions in this Coverage Part or Policy are hereby amended to remove reference to bacteria:
1. Exclusion of "Fungus", Wet Rot, Dry Rot And Bacteria; and
 2. Additional Coverage - Limited Coverage for "Fungus", Wet Rot, Dry Rot And Bacteria, including any endorsement increasing the scope or amount of coverage.
- E.** The terms of the exclusion in Paragraph **B.**, or the inapplicability of this exclusion to a particular loss, do not serve to create coverage for any loss that would otherwise be excluded under this Coverage Part or Policy.

We also refer you to the following relevant provisions contained in **PROPERTY EXTENSION PLUS FOR SERVICE PROVIDERS** form CP 88 00 (07/10), this form provides limited coverage for loss of business income and extra expense by direct physical loss or damage due to a covered cause of loss. It reads in part:

This endorsement modifies insurance provided under the following:

BUILDING AND PERSONAL PROPERTY COVERAGE FORM

CAUSES OF LOSS - SPECIAL FORM

Coverage for loss of Business Income or Extra Expense, whether provided by this endorsement or elsewhere, does not apply if a loss is covered only as a result of this endorsement.

B. The following changes apply to Section A. Coverage of the BUILDING AND PERSONAL PROPERTY COVERAGE FORM:

11. The following are added to Paragraph 5. **Coverage Extensions:**

o. Extra Expense

We will pay the actual and necessary Extra Expense you incur due to direct physical loss of or damage to the property at the locations described in the Declarations, including Business Personal Property in the open or in a vehicle, within 1,000 feet of the locations, caused by or resulting from a Covered Cause of Loss.

We also refer you to the following relevant provisions contained in the CAUSES OF LOSS - SPECIAL FORM CP 10 30 (04/02), which reads in part:

A. Covered Causes Of Loss

When Special is shown in the Declarations, Covered Causes of Loss means Risks Of Direct Physical Loss unless the loss is:

1. Excluded in Section B., Exclusions; or
2. Limited in Section C., Limitations; that follow.

B. Exclusions

2. We will not pay for loss or damage caused by or resulting from any of the following:

b. Delay, loss of use or loss of market.

l. Discharge, dispersal, seepage, migration, release or escape of "pollutants" unless the discharge, dispersal, seepage, migration, release or escape is itself caused by any of the "specified causes of loss". But if the discharge, dispersal, seepage, migration, release or escape of "pollutants" results in a "specified cause of loss", we will pay for the loss or damage caused by that "specified cause of loss".

This exclusion, **l.**, does not apply to damage to glass caused by chemicals applied to the glass.

3. We will not pay for loss or damage caused by or resulting from any of the following, 3.a. through 3.c. But if an excluded cause of loss that is listed in 3.a. through 3.c. results in a Covered Cause of Loss, we will pay for the loss or damage caused by that Covered Cause of Loss.

b. Acts or decisions, including the failure to act or decide, of any person, group, organization or governmental body.

APPLICATION OF POLICY

In an effort to alert you to the basis of the denial of coverage, we list below the grounds under which all aspects of the claim are not covered under the policy. It is our intent to incorporate by reference all of the terms of the policy through this denial of coverage letter. Based upon the information available to date, the grounds for the denial of coverage under the policy, or under applicable law, with respect to the claim, include, but are not limited to, the following:

The main policy only has Business Personal Property listed in the Declarations. Business Income Coverage was not purchased separately and there is no limit for that coverage on the Declarations. There is some limited Business Income Coverage under the Custom Protector endorsement policy form however the policy still only provides Business Income or Extra Expense coverage when there is a suspension of your operations at the described premises and results from a covered cause of loss. The limited capacity or closing of your business resulting in a loss of income are not related to any direct physical damage to the business personal property or building. The issuing of a Declaration of Disaster was not due to physical loss or damage nor did it prohibit access to the described premises. It was issued to limit the spread of Coronavirus (COVID-19). The policy specifically excludes losses caused by or resulting from a virus.

Based on the above we find no coverage under the terms and conditions of your policy for the costs claimed in connection with your asserted claim and therefore deny your claim. In view of the absence of coverage, we make no comment relative to the amount of loss or damage but include those issues within the rights reserved.

If you have any questions about the content of this letter or the terms and provisions of your policy of insurance, please do not hesitate to call us.

The foregoing is not intended to waive any defenses which are now, or which may hereafter become available to us. The foregoing does not constitute a waiver of any term, condition, or exclusion of the insurance policy or any rights and defenses under the policy, and we hereby expressly reserve all of our rights and defenses thereunder.

Pursuant to the California Code of Regulations, Title 10, Chapter 5, Subchapter 7.5, Section 2695.7 (b) (3), if you believe the above referenced claim has been wrongfully denied in whole or in part; you may have the matter reviewed by the California Department of Insurance. The address and telephone number of the unit of the Department which reviews complaints regarding claims practices are as follows:

California Department of Insurance
Consumer Services Department
300 South Spring Street

Los Angeles, CA 90013
Phone: 1-800-927-HELP (4357)
or (213)897-8921, www.insurance.ca.gov

It is also our duty to advise you that this letter concludes the handling of your claim. As such, your attention is drawn to your COMMERCIAL PROPERTY CONDITIONS form CP 00 90 (07/88), which is also attached to your policy, and contains the following provision;

D. LEGAL ACTION AGAINST US

No one may bring a legal action against us under this Coverage Part unless:

1. There has been full compliance with all of the terms of this Coverage Part; and
2. The action is brought within 2 years after the date on which the direct physical loss or damage occurred.

If there is anything inaccurate in this letter, please let us know immediately. If you have any questions, please contact me at 803-207-4315.

Sincerely,

Chad Rushlow

Chad Rushlow
Senior Field Claims Resolution Specialist III

Cc:
Michael Ehrenfeld Company Insurance Agents And Brokers
2655 Camino Del Rio N Ste 200
San Diego, CA 92108

Little Italy Association of San Diego

Profit & Loss

July 2019 through March 2020

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	BID	MAD	Non- Assessment	Parking Programs	Parking Meter Revenues	Total Total Parking District	Programs & Operations	TOTAL
PROGRAM INCOME	0	0	0	0	0	0	353,119	353,119
BID INCOME	119,667	0	0	0	0	0	0	119,667
MAINTENANCE DISTRICT INCOME	0	800,422	0	0	0	0	0	800,422
MAINTENANCE NON- ASSESS INCOME	0	0	97,528	0	0	0	0	97,528
MERCATO INCOME	0	0	0	0	0	0	658,584	658,584
PARKING DIST INCOME	0	0	0	544	465,802	466,346	0	466,346
PARKING DIST REVENUES	0	0	0	240,517	0	240,517	0	240,517
Total Income	119,667	800,422	97,528	241,061	465,802	706,864	1,011,703	2,736,184
MISC MAINT EXPENSE	0	0	11,718	0	0	0	130	11,848
OFFICE OPERATIONS	34,807	95,349	-403	0	0	0	13,262	143,015
LANDSCAPE OPERATIONS	0	54,894	200	0	0	0	23,304	78,398
ASSESS DIST OPERATIONAL EXP	0	100,635	15,182	0	0	0	2,121	117,938
PERSONNEL EXPENSE	0	569,680	39,220	0	0	0	46,485	655,385
PROGRAM EXPENSE	2,750	0	0	-10	0	-10	380,516	383,257
Maintenance Personnel	0	0	0	0	0	0	2,530	2,530
NCA Management	32,751	0	0	0	0	0	139,946	172,697
Office Operational	0	1,518	0	0	0	0	7,899	9,417
Consulting Services	22,000	0	0	0	0	0	0	22,000
Contingency	3,275	0	0	0	0	0	0	3,275
SBEP EXPENSES	12,249	0	0	0	0	0	0	12,249
MERCATO EXPENSE	0	89	0	0	0	0	373,055	373,145
PARKING DIST EXPENSE	0	0	0	202,955	596,103	799,058	0	799,058
Total Expense	107,832	822,165	65,917	202,945	596,103	799,048	989,249	2,784,210
Net Income	11,835	-21,743	31,611	38,116	-130,300	-92,184	22,455	-48,026

Little Italy Association of San Diego
Balance Sheet
As of March 31, 2020

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		Mar 31, 20
ASSETS		
Current Assets		
Checking/Savings		
	BID Acct / Torrey Pines	10,518.02
	Programs Acct / Torrey Pines	77,145.95
	Mercato / Torrey Pines	21,307.31
	Parking District / Torrey Pines	14,066.91
	MAD Acct / Torrey Pines	70,331.85
	Payroll Acct / Torrey Pines	22,654.13
	Savings Acct / Torrey Pines	167,710.45
	Total Checking/Savings	383,734.62
Accounts Receivable		
	Accts Rec - BID	10,597.51
	Accts Rec - MAD	1,195.65
	Accts Rec - Parking District	5,518.04
	Accts Rec - Programs	5,490.80
	Total Accounts Receivable	22,802.00
Other Current Assets		
	Inventory LIA merchandise	1,020.00
	Endowment Fund	11,202.00
	Total Other Current Assets	12,222.00
	Total Current Assets	418,758.62
Fixed Assets		
	Program Equipment	51,279.96
	Improvements	29,077.36
	Equipment - MAD	18,499.82
	Website design	10,400.00
	Vehicles - MAD	113,215.15
	Accumulated depreciation	-131,873.93
	Total Fixed Assets	90,598.36
	TOTAL ASSETS	509,356.98
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
	Accounts Payable - BID	2,058.50
	Accounts Payable - Programs	9,564.38
	Accounts Payable - Mercato	1,500.00
	Accounts Payable - Parking Dist	3,794.38
	Accounts Payable - MAD	12,720.49
	Total Accounts Payable	29,637.75
Other Current Liabilities		
	MAD Advance	-0.01
	Total Other Current Liabilities	-0.01
	Total Current Liabilities	29,637.74

Little Italy Association of San Diego

Balance Sheet

As of March 31, 2020

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			Mar 31, 20
Long Term Liabilities			
	Loan Payable #3 F-150 V8		14,527.09
	Loan Payable #4 F-150 V6		14,421.23
Total Long Term Liabilities			28,948.32
Total Liabilities			58,586.06
Equity			
	Net unrestricted assets		498,796.92
	Net Income		-48,026.00
Total Equity			450,770.92
TOTAL LIABILITIES & EQUITY			509,356.98

Little Italy Association of San Diego
BID Profit & Loss Budget Overview
 July 2019 through March 2020

		Jul '19 - Mar 20	Budget
	Income		
	BID INCOME		
	Carry-forward	11,862.79	13,293.97
	BID Dues	2,200.00	0.00
	BID Disbursements	87,240.96	77,750.65
	SBEP Mgmt Grant	18,374.00	18,374.00
	Total BID INCOME	119,677.75	109,418.62
	Total Income	119,677.75	109,418.62
	Gross Profit	119,677.75	109,418.62
	Expense		
	OFFICE OPERATIONS		
	Accounting	0.00	3,000.01
	Computer Service	12,496.60	3,600.00
	Dues & subscriptions	1,990.00	374.99
	Insurance	3,250.00	9,750.01
	Office supplies	6,985.40	6,750.00
	Printing	464.66	1,125.00
	Phone & Internet	2,438.61	4,500.00
	Postage	1,706.11	787.50
	Rent	5,340.18	0.00
	Web Maintenance	135.00	1,499.99
	Total OFFICE OPERATIONS	34,806.56	31,387.50
	ASSESS DIST OPERATIONAL EXP		
	MAD / BID OPERATIONS		
	Misc	0.00	2,156.53
	Total MAD / BID OPERATIONS	0.00	2,156.53
	Total ASSESS DIST OPERATIONAL EXP	0.00	2,156.53
	PROGRAM EXPENSE		
	Public Relations	2,750.00	
	Total PROGRAM EXPENSE	2,750.00	
	NCA Management		
	Staff Administration	32,750.76	32,750.65
	Total NCA Management	32,750.76	32,750.65
	Consulting Services		
	PR	22,000.00	24,750.00
	Total Consulting Services	22,000.00	24,750.00
	Contingency	3,275.00	0.00
	SBEP EXPENSES		
	Staff Administration (SBEP)	12,249.24	12,249.38
	Total SBEP EXPENSES	12,249.24	12,249.38
	Total Expense	107,831.56	103,294.06
	Net Income	11,846.19	6,124.56

Little Italy Association of San Diego

MAD Profit & Loss

July 2019 through March 2020

		Jul '19 - Mar 20	Budget
Income			
MAINTENANCE DISTRICT INCOME			
	MAD Assessments	800,422.31	808,340.59
	MAD Gas Tax	0.00	2,553.75
	MAD General Benefit Income	0.00	32,333.64
	MAD City Administration	0.00	-2,625.02
	MAD Spec Dist Lighting	0.00	-30,750.02
	MAD Contingency Reserve	0.00	-12,125.12
	Total MAINTENANCE DISTRICT INCOME	800,422.31	797,727.82
	Total Income	800,422.31	797,727.82
Expense			
OFFICE OPERATIONS			
	Accounting	5,025.00	6,750.00
	Computer Service	2,259.01	1,875.01
	Dues & subscriptions	0.00	750.01
	Insurance	49,470.14	39,749.99
	Office supplies	9,246.95	9,750.01
	Printing	0.00	94.37
	Phone & Internet	0.00	1,125.00
	Postage	208.99	
	Payroll Service	3,002.39	2,625.11
	Storage	3,895.00	5,400.00
	Rent - Other	22,210.58	34,500.01
	Total Rent	26,105.58	39,900.01
	Repairs & Maintenance	31.38	750.01
	Utilities	0.00	4,500.00
	Total OFFICE OPERATIONS	95,349.44	107,869.52
LANDSCAPE OPERATIONS			
	Nursery & Landscape Supplies	18,394.51	18,000.00
	Tree Supplies & Services	13,456.19	13,500.00
	Outside Landscaping Service	8,663.12	9,000.00
	Tools & Equipment	2,948.53	2,250.00
	Dumpster	1,675.20	750.01
	Uniforms	2,415.33	2,625.02
	Equipment Rental	0.00	750.01
	Nursery Facility	7,341.18	3,513.45
	Total LANDSCAPE OPERATIONS	54,894.06	50,388.49
ASSESS DIST OPERATIONAL EXP			
MAD / BID OPERATIONS			
	Dumpster	17,508.87	12,750.02
	Tools & Equipment	2,483.36	2,250.00
	Auto expenses	4,005.44	4,500.00
	Gas & electricity	6,383.42	5,250.01
	Gasoline	19,110.26	16,500.01
	Equipment Rentals	2,516.84	750.01
	Cell Phones / Radios	5,478.26	3,600.00
	Electrical Work/Street Lights	280.01	1,499.99

Little Italy Association of San Diego

MAD Profit & Loss

July 2019 through March 2020

		Jul '19 - Mar 20	Budget
	Water	6,668.16	7,500.01
	Uniforms	3,406.38	5,250.01
	Cleaning & Janitorial Supplies	26,086.77	23,999.99
	Total MAD / BID OPERATIONS	93,927.77	83,850.05
	PRESSURE-WASHING OPERATIONS		
	Tools & Equipment	1,149.66	697.16
	Pressure Washer / Water Trailer	5,557.33	4,500.00
	Total PRESSURE-WASHING OPERATIONS	6,706.99	5,197.16
	Total ASSESS DIST OPERATIONAL EXP	100,634.76	89,047.21
	PERSONNEL EXPENSE		
	Office Administrator		
	Health/Dental Insurance	0.00	1,704.24
	Payroll Taxes	1,311.81	1,372.81
	WC Insurance	48.54	869.76
	Salary Expense	13,356.47	17,160.02
	Total Office Administrator	14,716.82	21,106.83
	Landscape Crew		
	Salary Expense	119,483.22	125,610.15
	Health/Dental Insurance	14,019.14	13,655.19
	WC Insurance	7,357.77	3,983.05
	Payroll Taxes	9,989.92	9,397.17
	Total Landscape Crew	150,850.05	152,645.56
	Maintenance Crew		
	Salary Expense	278,477.93	258,782.22
	Payroll Taxes	25,538.68	19,710.47
	WC Insurance	20,473.65	2,081.12
	Health/Dental Insurance	33,836.81	34,875.99
	Total Maintenance Crew	358,327.07	315,449.80
	Pressure-Washing Crew		
	WC Insurance	2,381.28	436.86
	Health/Dental Benefits	5,249.42	6,817.14
	Payroll Taxes	3,000.48	3,868.51
	Salary Expense	35,154.84	48,360.01
	Total Pressure-Washing Crew	45,786.02	59,482.52
	Total PERSONNEL EXPENSE	569,679.96	548,684.71
	Employee Screening Services	1,517.50	
	MERCATO EXPENSE		
	Mercato Staffing		
	Health/Dental Insurance	89.46	
	Total Mercato Staffing	89.46	
	Total MERCATO EXPENSE	89.46	
	Total Expense	822,165.18	795,989.93
	Net Income	-21,742.87	1,737.89

**Little Italy Association of San Diego
Supplemental Maintenance
July 2019 through March 2020**

20

		Jul '19 - Mar 20	Budget
Income			
MAINTENANCE NON-ASSESS INCOME			
	Mercato Services	40,000.00	45,000.00
	Other Income / Special Events	11,142.05	4,162.50
	Supplemental Services	46,385.85	41,250.01
	Total MAINTENANCE NON-ASSESS INCOME	97,527.90	90,412.51
Total Income		97,527.90	90,412.51
Gross Profit		97,527.90	90,412.51
Expense			
MISC MAINT EXPENSE			
	New Pressure Washer	5,071.03	14,079.22
	Medallions	245.13	750.01
	School Dist Property Taxes	0.00	10,500.02
	MISC MAINT EXPENSE - Other	6,402.00	
	Total MISC MAINT EXPENSE	11,718.16	25,329.25
OFFICE OPERATIONS			
	Accounting	0.00	4,500.00
	Bank Fees	60.00	112.50
	Office Expenses Tenant Portion	-463.04	
	Printing	0.00	93.74
	Postage	0.00	1,274.99
	Taxes	0.00	599.99
	Web Maintenance	0.00	1,650.01
	Total OFFICE OPERATIONS	-403.04	8,231.23
LANDSCAPE OPERATIONS			
	Outside Landscaping Service	200.00	
	Total LANDSCAPE OPERATIONS	200.00	0.00
ASSESS DIST OPERATIONAL EXP			
MAD / BID OPERATIONS			
	Seminars & Training	2,732.00	4,500.00
	Citations	0.00	750.01
	Misc	62.91	750.01
	Mileage Reimbursement	0.00	750.01
	Meals & Entertainment	1,255.91	1,125.00
	Late Fees	0.00	75.01
	Interest Expense	0.00	600.02
	Liability Claims	0.00	4,500.00
	Gifts & Condolences	500.00	374.99
	Donations	0.00	375.02
	Auto expenses	10,535.85	14,999.99
	Total MAD / BID OPERATIONS	15,086.67	28,800.06
PRESSURE-WASHING OPERATIONS			
	Pressure Washer / Water Trailer	95.00	
	Total PRESSURE-WASHING OPERATIONS	95.00	
	Total ASSESS DIST OPERATIONAL EXP	15,181.67	28,800.06

Little Italy Association of San Diego
Supplemental Maintenance
 July 2019 through March 2020

21

				Jul '19 - Mar 20	Budget
PERSONNEL EXPENSE					
Landscape Crew					
			Salary Expense	31,167.54	30,227.08
			Health/Dental Insurance	74.19	
Total Landscape Crew				31,241.73	30,227.08
Maintenance Crew					
			Staff Bonuses	7,400.00	8,000.00
			Salary Expense	578.00	
Total Maintenance Crew				7,978.00	8,000.00
Total PERSONNEL EXPENSE				39,219.73	38,227.08
Total Expense				65,916.52	100,587.62
Net Income				31,611.38	-10,175.11

Little Italy Association of San Diego
Parking Meter Revenues
 July 2019 through March 2020

		Jul '19 - Mar 20	Budget
Income			
PARKING DISTRICT INCOME			
	Parking District Reimbursement	465,802.40	525,187.52
Total PARKING DISTRICT INCOME		465,802.40	525,187.52
Total Income		465,802.40	525,187.52
Gross Profit		465,802.40	525,187.52
Expense			
PARKING DISTRICT EXPENSE			
In House Valet Program			
	Valet Employee Payroll	250,826.74	296,775.00
	Valet Employee Payroll Taxes	23,816.93	0.00
	Equipment & Uniforms	12,345.00	5,250.01
	Program Management	2,516.88	
Total In House Valet Program		289,505.55	302,025.01
Lot Rental/Insurance			
	Workers' Comp	14,304.32	14,625.00
	Liability Insurance	21,500.00	15,000.02
	Parking Lot Rentals	48,388.00	47,300.00
	Program Management	934.38	
Total Lot Rental/Insurance		85,126.70	76,925.02
Marketing and Promotions			
	Website Parking Component	957.00	
	Printed Material	837.38	
	PR Firm	2,583.00	
	Program Mgmt	234.37	
Total Marketing and Promotions		4,611.75	
New Initiatives& Special Proj			
	Transportation Support	1,112.01	1,500.02
	Dockless Compliance Mgmt	0.00	3,750.02
	Ped Barrier Planters, Lighting	202,441.82	127,500.02
	Peoples Plazas, PopOuts & Beaut	4,558.68	9,750.01
	Removable Bollard System	4,415.00	0.00
	City of SD Insourcing	0.00	3,750.02
	Program Management	3,093.75	
Total New Initiatives& Special Proj		215,621.26	146,250.09
LIA Management			
	Rent	1,000.00	
	Program Mgmt	237.50	
Total LIA Management		1,237.50	
Total PARKING DISTRICT EXPENSE		596,102.76	525,200.12
Total Expense		596,102.76	525,200.12
Net Income		-130,300.36	-12.60

Little Italy Association of San Diego
Parking Programs - Profit & Loss
 July 2019 through March 2020

23

		Jul '19 - Mar 20	Budget
Income			
PARKING DISTRICT INCOME			
	Valet Tips	44.00	
	Parking District	500.00	
	Total PARKING DISTRICT INCOME	544.00	
PARKING DISTRICT REVENUES			
	Valet Program Revenues	204,770.98	407,141.27
	Valet Subsidies from Businesses	35,746.27	36,000.00
	Total PARKING DISTRICT REVENUES	240,517.25	443,141.27
Total Income		241,061.25	443,141.27
Gross Profit		241,061.25	443,141.27
Expense			
PROGRAM EXPENSE			
	Merchant Services	-3.25	
	Program Operations	-6.30	
	Total PROGRAM EXPENSE	-9.55	0.00
PARKING DISTRICT EXPENSE			
In House Valet Program			
	Equipment & Uniforms	888.10	
	Program Management	42,786.96	45,303.75
	Total In House Valet Program	43,675.06	45,303.75
Lot Rental/Insurance			
	Parking Lot Rentals	34,634.95	35,700.02
	Program Management	15,884.46	16,818.75
	Total Lot Rental/Insurance	50,519.41	52,518.77
Marketing and Promotions			
	Website Parking Component	199.00	1,500.02
	Printed Material	4,524.98	3,750.02
	PR Firm	20,664.00	22,500.00
	Program Mgmt	3,984.29	4,218.75
	Total Marketing and Promotions	29,372.27	31,968.79
New Initiatives& Special Proj			
	Removable Bollard System	2,695.00	225,000.00
	Program Management	52,593.75	55,687.50
	Total New Initiatives& Special Proj	55,288.75	280,687.50
LIA Management			
	Rent	8,000.00	9,000.00
	Utilities	4,653.73	6,000.02
	Vehicle Subsidy & Maintenance	5,585.67	4,500.00
	Storage	1,822.50	9,000.00
	Program Mgmt	4,037.50	4,275.00
	Total LIA Management	24,099.40	32,775.02
Total PARKING DISTRICT EXPENSE		202,954.89	443,253.83
Total Expense		202,945.34	443,253.83
Net Income		38,115.91	-112.56

Little Italy Association of San Diego
Programs and Operations
July 2019 through March 2020

	(Amici Park)Dog Park		(Amici Park)Grounds		Total Amici Park		Art Walk		Banner		Capital Improvements	
	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget
PROGRAM INCOME	3,100	6,000	4,950	4,500	8,050	10,500	0	0	1,846		1,500	
MERCATO INCOME	0		0		0		0		0		0	
Total Income	3,100	6,000	4,950	4,500	8,050	10,500	0	0	1,846		1,500	
MISC MAINT EXPENSE	0		0		0		0		0		0	
OFFICE OPERATIONS	0		665	855	665	855	0		0		0	
LANDSCAPE OPERATIONS	0		0		0		0		0		0	0
MAD OPERATIONAL EXP	0		831	1,050	831	1,050	0		0		0	
PERSONNEL EXPENSE	11,003	13,736	1,852	14,213	12,855	27,949	0		0		0	
PROGRAM EXPENSE	7,532	2,700	8,906	21,750	16,438	24,450	0	0	10,052	8,000	0	
Maintenance Personnel	0	0	0	0	0	0	0		0		0	
NCA Management	0		0		0		0		0		0	
Office Operational	0		0		0		0		0		0	
MERCATO EXPENSE	0		0		0		0		0		0	
Total Expense	18,535	16,436	12,254	37,868	30,789	54,304	0	0	10,052	8,000	0	0
Net Income	-15,435	-10,436	-7,304	-33,368	-22,739	-43,804	0	0	-8,206	-8,000	1,500	0

Little Italy Association of San Diego
Programs and Operations
July 2019 through March 2020

	Christmas Programs		County Grants		Fall / Spring Displays		Ferragosto Event		First Responders	General & Administration		Gran Fondo	
	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget
PROGRAM INCOME	79,391	56,408	72,747	72,748	3,499	2,000	17,034	10,000	100	10,980	8,000	0	7,000
MERCATO INCOME	0		0		0		0		0	0		0	
Total Income	79,391	56,408	72,747	72,748	3,499	2,000	17,034	10,000	100	10,980	8,000	0	7,000
MISC MAINT EXPENSE	0		0		0		0		0	130		0	
OFFICE OPERATIONS	0		0		0		0		0	13,173	22,770	0	
LANDSCAPE OPERATIONS	0		0		0		0		0	0	12,500	0	
MAD OPERATIONAL EXP	0		0		0		0		0	1,365	5,625	0	
PERSONNEL EXPENSE	0		0		0		0		0	1,160		0	
PROGRAM EXPENSE	70,305	61,350	67,498	72,765	3,778	2,000	3,852		415	40,276	25,499	0	0
Maintenance Personnel	0		0		0		2,505		0	0		0	
NCA Management	0		11,250		0		0		0	128,696	128,696	0	
Office Operational	0		0		0		0		0	6,578	7,500	0	
MERCATO EXPENSE	0		0		0		0		0	45		0	
Total Expense	70,305	61,350	78,748	72,765	3,778	2,000	6,357		415	191,423	202,590	0	0
Net Income	9,086	-4,942	-6,001	-18	-279	0	10,677	10,000	-315	-180,443	-194,590	0	7,000

Little Italy Association of San Diego
Programs and Operations
July 2019 through March 2020

	Green Lot	Little Italy Video & Photos	Live Well-Live Safe		Made In SD	Total Mercato		Mercato - Wednesday		Military Events		Misc Events
		Jul '19 - Mar 20	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20
PROGRAM INCOME		0	52,800	52,800	0	0	0	0	0	0	0	1,258
MERCATO INCOME		0	0		0	590,447	616,700	68,137	73,848	0		0
Total Income		0	52,800	52,800	0	590,447	616,700	68,137	73,848	0	0	1,258
MISC MAINT EXPENSE		0	0		0	0		0		0		0
OFFICE OPERATIONS		0	66		0	0		0		0		0
LANDSCAPE OPERATIONS	23,304	0	0		0	0		0		0		0
MAD OPERATIONAL EXP		0	0		0	0		0		0		0
PERSONNEL EXPENSE	5,521	0	0		0	0		0		0		0
PROGRAM EXPENSE		-500	50,908	51,800	176	0	0	0	0	2,851	2,000	2,696
Maintenance Personnel		0	0	0	0	0		0		0		0
NCA Management		0	0		0	0		0		0		0
Office Operational		0	0		0	0		0		0		0
MERCATO EXPENSE		0	0		0	344,836	315,973	27,933	21,940	0		0
Total Expense	28,825	-500	50,974	51,800	176	344,836	315,973	27,933	21,940	2,851	2,000	2,696
Net Income	-28,825	500	1,826	1,000	-176	245,611	300,727	40,204	51,908	-2,851	-2,000	-1,438

Little Italy Association of San Diego
Programs and Operations
July 2019 through March 2020

	Piazza Basilone		Total Piazza della Famiglia		Piazza Giannini		Piazza Pescatore		SBEP City Services	State of the Neighborhood	
	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Jul '19 - Mar 20	Budget
PROGRAM INCOME	1,000		20,689	7,125	2,000		0		1,687	7,308	4,950
MERCATO INCOME	0		0		0		0		0	0	
Total Income	1,000		20,689	7,125	2,000		0		1,687	7,308	4,950
MISC MAINT EXPENSE	0		0		0		0		0	0	
OFFICE OPERATIONS	0		18	0	0		0		0	0	
LANDSCAPE OPERATIONS	0		0		0		0		0	0	
MAD OPERATIONAL EXP	0		0		0		0		0	0	
PERSONNEL EXPENSE	6,897	12,180	21,688	36,231	3,887	12,182	0	4,625	0	0	
PROGRAM EXPENSE	3,608	1,800	77,530	57,750	1,713	900	0	0	0	6,417	4,500
Maintenance Personnel	0		25		0		0		0	0	
NCA Management	0		0		0		0		0	0	
Office Operational	0		0		0		0		0	0	
MERCATO EXPENSE	0		0		0		0		0	0	
Total Expense	10,505	13,980	99,261	93,981	5,600	13,082	0	4,625	0	6,417	4,500
Net Income	-9,505	-13,980	-78,572	-86,856	-3,600	-13,082	0	-4,625	1,687	891	450

Little Italy Association of San Diego
Programs and Operations
July 2019 through March 2020

	Summer Film Festival		TOLI		Trick or Treat		Venue Rentals		Wounded Warriors	TOTAL	
	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Budget	Jul '19 - Mar 20	Jul '19 - Mar 20	Budget
PROGRAM INCOME	2,423	2,600	25,740	28,000	1,600		39,135	26,250	1,600	352,388	288,383
MERCATO INCOME	0		0		0		0		0	658,584	690,548
Total Income	2,423	2,600	25,740	28,000	1,600		39,135	26,250	1,600	1,010,972	978,931
MISC MAINT EXPENSE	0		0		0		0		0	130	0
OFFICE OPERATIONS	0		0		0		0		0	13,922	23,625
LANDSCAPE OPERATIONS	0		0		0		0		0	23,304	12,500
MAD OPERATIONAL EXP	0		0		0		0		0	2,196	6,675
PERSONNEL EXPENSE	0		0		0		0		0	46,487	93,168
PROGRAM EXPENSE	1,210	2,600	0	500	607	500	14,162		237	379,748	316,416
Maintenance Personnel	0		0		0		0		0	2,530	0
NCA Management	0		0		0		0		0	139,946	128,696
Office Operational	0		0		0		0		0	6,578	7,500
MERCATO EXPENSE	0		0		0		0		0	372,814	337,914
Total Expense	1,210	2,600	0	500	607	500	14,162		237	987,654	926,494
Net Income	1,213	0	25,740	27,500	993	-500	24,973	26,250	1,363	23,317	52,437

Christopher M. Gomez

From: Catt Fields White <catt@sandiegomarkets.com>
Sent: Tuesday, April 14, 2020 1:59 PM
To: Erin Rudolf; Christopher M. Gomez
Cc: Curt Booker
Subject: Re: Amazon Pup Fest

Hi Erin,

Thanks for the update. As you probably know, the City of San Diego has currently reduced our footprint to two blocks with vendor distancing that means we're currently hosting 21 of our usual 190 vendors. We don't know when that will change. When we're full, we have to cancel vendor reservations to accommodate Amazon, but there's no way to tell what our conditions will be in June or July.

Please keep us posted so I have as much notice as possible; if we're full again at that point we'll need to give vendors as much notice as possible that they can't participate. They will have lost at least a couple of months of income and they'll already lose a week in June to ArtWalk if that proceeds as planned.

Thanks again for keeping me in the loop!

Be well,
Catt

Catt Fields White, CEO

SanDiegoMarkets.com

Grow your market business: FarmersMarketPros.com

619.233.3901

On Tue, Apr 14, 2020 at 12:44 PM Erin Rudolf <erin@littleitalyvenues.com> wrote:

Hi Catt!

I hope you are doing well and staying safe. I wanted to touch base about the Amazon Pup Fest event. They are still very interested in hosting the event but the dates are obviously very tentative right now. It would be either the weekend of June 26th-28th or July 10th-12th. It would be the same set up as last year with them being part of the Saturday market however, they would also be holding the event on Sunday which we will need to pull a permit for. We are trying to push them to get the permitting process started with the understanding that dates might change.

I wanted to be sure that there are no foreseeable conflicts on your end with those Saturday dates. Let me know if there is any other information that you need from me at this time and I will keep you informed as we move to next steps.

Thanks!

Christopher M. Gomez

From: Rich LaRocca <rlarocca001@gmail.com>
Sent: Monday, April 13, 2020 2:32 PM
To: Christopher M. Gomez
Cc: Steven J. Galasso
Subject: Cinema Little Italy Film Festival

Hi Chris,

I hope you had a nice Easter and are surviving the CV19 lockdown.

I was nice speaking with you the other day. I'm writing to give you my take on our conversation and for you to keep me in mind. I want to be there to help re-open Little Italy;

As I mentioned the CLI is now a 501c3 non-profit with tax exempt status. I did this because I'm serious about keeping the Little Italy movies going. The Little Italy Film Festival has been a very positive and profitable undertaking and brings a pleasant vibe to Little Italy. Not many neighborhood's, Little Italy's or not, can boast of such a thing.

I understand that LIA's requirement is full cost recovery. When we began, the requirement was stated as "revenue neutral". Each year that we have been showing movies the revenue that you have received has exceeded your stated expenses. These past few years we've shown over a hundred movies to a few thousand people. This is something that we can both be proud of

I'd like to propose a fixed payment of \$212 per screening to the LIA that covers your stated labor and chair expenses. I eliminated the Olive Co. and printing costs. This represents a big increase from your last year's estimate of \$150. I take the risk. If the attendance falls short, you still get your share. My idea is that I can make enough to cover my costs and then some to build for following years. A fixed payment of \$212 per screening would fair, to both of us.

I realize that LIA is organized for big ticket events. Relatively speaking the film festival is small. The fee to use your advertising and promotion company is beyond what the festival can afford. Also, attendance is almost at capacity and a large fee for a potential small increase in attendance is not justified. The year's when the flyers were not printed, didn't seem to make much difference in the attendance, most likely, since the majority of our audience comes from outside the neighborhood, where the fliers are mostly distributed. The most effective promotion that the LIA can do is to continue to put the film festival on its website.

My plan for this summer is to show 10 movies on the following Saturday evenings at 8 PM between the dates of 23 June and 22 August, inclusive. (The Marine Band plays at the Piazza Famiglia on one of the Saturday's, but it ends its concert about the time that the film begins). I have selected 12 films, two will be backups. I need 4 weeks' notice, could squeeze by with 3. Also, the schedule can be slipped well into September, if need be.

I and my volunteers work very many hours to obtain and present the best quality Italian films that are appropriate for our Amici Park audience. We are driven by a desire to share an appreciation of the Italian language and culture. We bring people to an otherwise dark corner of Little Italy where, in addition to seeing a special film, they can and do enjoy the benefits that the Little Italy neighborhood has to offer.

I am looking forward to when restaurants and businesses are allowed to open up again. I'm sure you will be putting on promotions to get people to return to Little Italy. The Saturday evening movies always brighten up a corner of Little Italy on Saturday evenings and bring business to the neighborhood. I look forward to being included in any effort to get the public to return to Little Italy.

Best,

Rich

Counsel:

Subject to formal approval by the City of San Diego, it is my pleasure to confirm the terms of the settlement reached at the conclusion of our session today as follows:

- (1) Defendants will pay plaintiff the total sum of \$110,000.00 ("Settlement Funds") in full and final settlement of all claims which were or could have been alleged in the pending action arising out of the trip and fall incident of 9/3/18 ("Subject Incident");
- (2) The Settlement Funds will be paid as follows: Little Italy Association: \$83,500; City of San Diego, \$15,000; and Prost LLC, \$11,500.
- (3) From the Settlement Funds, plaintiff is responsible for payment of all medical expenses and/or satisfaction of all liens arising out of the Subject Incident;
- (4) All parties will bear their own attorney's fees and costs, and will not seek reimbursement of the same from any other party pursuant to any cross-complaints and/or tenders.
- (5) Once the settlement is finalized, plaintiff will sign formal Settlement Agreements and General Releases ("Settlement Agreements") in favor of all defendants named in this action, which will incorporate the above terms, as well as a waiver of Civil Code Section 1542. Counsel for the respective defendants will provide proposed Settlement Agreements to plaintiff's counsel within a week of today's date.
- (6) City of San Diego will move expeditiously to secure formal approval of this settlement, and will use best efforts to obtain the same within 8 weeks.
- (7) The Settlement Funds will be paid within 30 days of formal approval of this settlement.

If the above does not accurately set forth your understanding of the terms of the settlement reached today, please immediately let me know. Otherwise, will you please ask your respective clients to sign below acknowledging their agreement to this settlement, again subject to formal approval by the City of San Diego. Once your client has done so, please circulate your client's signature to all counsel on this email chain so we have an executed writing which will become enforceable pursuant to CCP Section 664.6.

Thank you one and all for your hard work, patience, and professionalism today, and for allowing me to help you get this matter resolved. If you have any questions, or need anything further from me, please don't hesitate to call.

Best,

Denise

N. Denise Asher
Mediator
Cell: 619-987-3193



Results Beyond DisputeSM

Judicate West
Emerald Plaza Center
402 West Broadway, Ste 2400
San Diego, CA 92101

Krizta Dwyer

A handwritten signature in blue ink, appearing to read "Chris Gomez". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Christopher M. Gomez
District Manager
Little Italy Association

City of San Diego

Prost LLC