



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

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

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

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

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

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

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

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

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

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

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completed and approved by the Finance Committee and Board of Directors later than usual.

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

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

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

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

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

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

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

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

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

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

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

- **Amici Park Remodel**
- **Piazza Natale**
- **Piazza Tomaso (Tom Fat)**
- **Piazza Grancini (Fr. Steve Grancini)**
- **Bollards**

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

Amici Park Remodel

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

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

Piazza Natale

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

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

Piazza Tomaso

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

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

Piazza Grancini

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

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

Bollards

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

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

8. Implementation of SB43 in Little Italy

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

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

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

Administrative

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

Board

- Annual Board Training
- Board Orientation
- Advocacy:
 - Amendment of MAD Contract Language Removing Liability
 - Unauthorized Camping Ban Ordinance
 - Sidewalk Vending & Busker Ordinance
 - Pedicab Ordinance Amendment
 - Scooter Municode Update
 - Homekey Program Support Letter
 - Consortium Holdings Appeal re: Project on Kettner
 - Quiet Zone Reinstated
 - H Barracks Shelter Plan
- Civil Restraining Orders
- Closed Session Items
 - City Contract Compliance

Organization Committee

- Annual Bylaw Amendments
- Annual Board Elections

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

Finance Committee

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

District Identity & Placemaking Committee

- Olive PR Media & Social Oversight
- Crisis Management Communication
 - Joe Dreams
 - SD Neighborhood Coalition
- Little Italy Sponsor Guide Developed
- Events:
 - Little Italy Mercatos (Saturdays & Wednesdays)
 - Marine Band San Diego Summer Concert
 - San Diego Padres Italian Heritage Night
 - Our Lady of the Rosary Centennial Events
 - Labor Day Stickball Tournament
 - Punches in the Piazza
 - Casino di Piazza
 - El Grito de Mexico
 - Bella Vita Fest

- Trick-or-Treat on India Street
- Small Business Season
- Little Italy Tree Lighting & Christmas Village
- The Bulls of St. A'gata Charge Little Italy
- Mission Federal ArtWalk
- ArtWalk Summer Series
- Taste of Little Italy
- Public Spaces:
 - Piazza Costanza Fundraising, Development & Dedication
- Little Italy Venues:
 - Stella Artois Activation
 - Stella Artois Sponsorships
- Little Italy Tours x So Diego Negotiations
- Little Italy Merchandise Closeout & Star-Up

Parking & Mobility Committee

- W. Grape Street Vacation of East Pedestrian Crossing
- W. Hawthorn & W. Grape Street Conversions

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

Neighborhood Advisory Committee

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



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

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

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

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

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

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

Rating Average: 4.2

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

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

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

Rating Average: 4.2

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

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

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

Rating Average: 4

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

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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

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

Rating Average: 3.9

- Add'l Comments:
1. Never saw any schedule.
 2. In my experience, NCA does this.
 3. Yes, all of the above. We have been talking about, let's get it done. It's important.

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

Rating Totals: 5-6 • 3-1 • N/A-4

Rating Average: 4.7

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

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

Rating Totals: 5-5 • 3-3 • N/A-3

Rating Average: 4.3

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

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

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

Rating Average: 4

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

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

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

Rating Average: 4.4

Add'l Comments:

1. Over all I say 3.
2. Met acceptable Standards. It seems there is more and more time being spent on the political scene and other districts. Realizing today's problem of homeless people / vendors etc. requires more attention and monitoring of our streets. We still need a major yearly event representing the Italian culture. The Festa was a great representation of the Italian way. Little Italy is an historic neighborhood, and we must keep up traditions.

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

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