



**Board of Directors Meeting
 Little Italy Association
 Tuesday, April 2, 2018 - 8:30 a.m.
 Our Lady of the Rosary Parish Hall
 1954 State Street – San Diego, CA 92101**

Present: Vito Altieri, Jenn Borba Von Stauffenberg, Renata Brunetto for Dominic Brunetto, Sandi Cottrell, Kari Topzand for David Crum, Tom Di Zinno, Annie Eichman, Steven Galasso, Rich Gustafson, Jonathan Herbert, Pasquale Ioele, Christie Kong, Perry Meyer, Danny Mocerri, Jack Pecoraro, Frank Stiriti, Father Joseph Tabigue, Catt White

Excused: Debi Besmer, Charlie Coradino, Joe Cordileone, Dino Cresci, Jim DeSpenza, Lou Palestini, Luke Vinci, Tom Zolezzi

Absent: Bryan Thompson, David Crum

Guests: Gary Mansour, Diane Mansour, Nigel Cainas, Raul Duran, Dolores Duran, Andrew Felsburg, Rick Jeffries, Zina Busalacchi, Jack D’Aquisto, Manny Cepeda, Robin Dion Cepeda, April Bove-Rothwell, Jocelyn Marcus, Marsha L., Beverly Feldman, Jason Webb, Karen Martinez, John Falcone, Kathi Meyer, Alessandro Nolto, Phyllis Molinari, Nate Benedetto, John Capizzi, Melanie Dellas, Curt Brooker, Jacob Rocha, Courtney Rose

Staff: Marco Li Mandri, Chris Gomez, Allicia Martinez, Jeri Keiller, Joey LiMandri

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:34 A.M. by the President, Steve Galasso. Self-introductions of everyone present were made. Steve introduced Marco Li Mandri, Chief Executive Administrator of the Association (non-voting)	No action taken

<p>2. Review of March 5th, 2019 Board Minutes</p>	<p>Minutes of March 5th, 2019 were reviewed.</p>	<p>Vito Altieri moved to accept the Board minutes. Perry Meyer seconded the motion. Unanimously approved.</p>
<p>3. Non-Agenda / Public Comment, Introductions and Announcements</p> <p>a. Nigel Cainas</p> <p>b. Sgt. Wadhams</p>	<p>3.a. Nigel read a written statement about scooters in Little Italy and their hazards, and demands the City take action.</p> <p>3.b. Sgt. Wadhams responded to Nigel, and Nigel left the meeting, concluding Sgt. Wadhams discussion.</p>	<p>3.a. No action taken</p> <p>3.b. No action taken</p>
<p>4. Committee Reports</p> <p>Org Committee:</p> <p>Steve Galasso;</p> <p>a. YTD Financial Report</p> <p>b. Scooters in Little Italy, LIRA</p> <p>c. Sidewalk Vendor and Busker Ordinance to the City</p> <p>d. Meeting with</p>	<p>4.a. Jerry Keiller reported on the year-to-date financials. The grant money for LWLS has been allocated, there is a negative deficit which will be addressed, and Piazza Della Famiglia and LWLS are not generating enough revenue to cover their costs, therefore the accounts are showing a loss.</p> <p>4.b. Marco updated that City Council is working on mandating that the City provide liability insurance, and to include Little Italy, if anyone gets injured. The DECO bikes are going to be removed, and docking stations will be created.</p> <p>Sergeant Officer Wadhams from SDPD stated that scooter enforcement continues, and tickets will continue to be given out for violations. Sgt. Wadhams mentioned that because scooter violations are a vehicle code violation, they are State violations. Therefore, the City of San Diego does not receive all the funds from the scooter citations.</p> <p>4.c. Marco is still working with the City Council to manage the Buskers in the public right of way.</p> <p>4.d. Marco reported that he met with the</p>	<p>4.a. Frank Stiriti moved to accept the financial report. Vito Altieri seconded the motion. Unanimously approved.</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>

<p>the San Diego Foundation Reps</p> <p>e. Changes at Civic San Diego</p>	<p>San Diego Foundation Reps, Interim Chair, and Vice President trying to build new partnerships. A new CEO will take over in mid-May, and Marco is hoping to build a rapport with the new CEO.</p> <p>4.e. Marco went over a handout that was passed out in regard to a lawsuit that was brought against the City of San Diego and Civic San Diego by S.D. County Building & Construction Council.</p>	<p>4.d. No action taken</p> <p>4.e. No action taken</p>
<p>4. Committee Reports <i>DISI Committee:</i> <i>Chris Gomez;</i></p> <p>a. Little Italy Mercato, Wednesday Market – Catt White</p> <p>b. Olive PR Report</p> <p>c. Piazza della Famiglia</p> <p>d. Hotel Council meeting- Debi Besmer</p> <p>e. Da Vinci Days-</p>	<p>4.a. Catt White updated that crowds are booming due to the spring weather. There will be more Wednesday vendors coming May 1st. Catt coordinated the food vendors for the Made in SD Ballast Point Event. The footprint will be reduced and moved for the Farmers Market during ArtWalk weekend.</p> <p>4.b. Courtney Rose from Olive Creative Strategies gave an update on Little Italy PR, as well as Social Media activity. Working on promoting Taste of Little Italy.</p> <p>4.c. Chris stated that the activation and entertainment of PDF is being coordinated by Diego Duran.</p> <p>4.c. Sandi Cottrell gave an update on Little Italy Events, and that they have recreated marketing material, which includes a new pricing list.</p> <p>4.d. Chris notified everyone that Debi Besmer was not present, but the Hotel Council meeting is held at 9:00am, every 2nd Friday of the month @ various hotel locations. A representative from Travelocity will speak at the next meeting on April 12th at the Doubletree Hotel.</p> <p>4.e. Marco highlighted that it is the 500th anniversary of Leonardo da Vinci’s death</p>	<p>4.a. No action taken.</p> <p>4.b. No action taken.</p> <p>4.c. No action taken</p> <p>4.d No action taken</p> <p>4.e. No action taken</p>

<p>pending</p> <p>f. Gran Fondo San Diego</p> <p>g. Ferragosto</p> <p>h. Mission Federal Artwalk</p> <p>i. Next Meeting</p>	<p>and LIA is commemorating him by creating new banners to hang focusing on his inventions and creations. Marco found a sponsor for \$2,000 to create new banners.</p> <p>4.f. Chris stated that Gran Fondo will take place on April 7th, on India St. in Little Italy. They will make a donation to the Association.</p> <p>4.g. Chris provided a reminder that Ferragosto is on August 11th, and it will be the last event. Ferragosto benefits the three non-profits in Little Italy, the church, school, and association.</p> <p>4.h. Sandi Cottrell passed out a map of street closures for the event, which will be held April 27th & 28th.</p> <p>4.i. Chris stated that the next DISI meeting will be the first Friday of the month at 9am at the LIA office.</p>	<p>4.f. No action taken</p> <p>4.g. No action taken</p> <p>4.h. No action taken</p> <p>4.i. No action taken</p>
<p>4. Committee Reports Reports Sidewalk Operations: Rich Gustafson;</p> <p>a. Nursery Update</p> <p>b. Live-Well-Live-Safe program</p> <p>c. Meeting with Supervisor Fletcher's office</p> <p>d. Meeting to review</p>	<p>4.a. No report</p> <p>4.b. Tom Di Zinno spoke about the program, and that they are still trying to secure funding from the community to improve the quality of life. Tom also reported several incidents that occurred to demonstrate what the program is dealing with.</p> <p>4.c. Marco LiMandri is planning on asking Supervisor Nathan Fletcher's staff from the County of SD for funds for a variety of new programs.</p> <p>4.d. Marco reported that there will be a meeting to review the budget, and that</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p> <p>4.d. No action taken</p>

<p>budget, recommendations for FY 2020</p>	<p>there has been some reorganizing to reduce costs. Results should be in by end of April.</p>	
<p>4. Committee Reports Finance Committee: Frank Stiriti</p> <p>a. Meeting with stock agents to discuss donations in the form of stocks</p> <p>b. Secured Investments to Increase returns</p> <p>c. Next Meeting</p>	<p>4.a. Marco reported that a gentleman came to explain how to accept stock from donations to the association.</p> <p>4.b. Marco talked about secured investments that yield a much higher return than with CD's or savings accounts which usually have a 1% or 2% return. The Finance Committee will meet to discuss a proposal for increased return secured by property and make a recommendation to the Board at the next meeting</p> <p>4.c. Jeri Keiller stated that the next finance meeting will be held on April 15th to discuss investments and financials.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>4. Committee Reports Project Review Committee: Marco LiMandri</p>	<p>4. Marco brought to attention an article about a "Grand Central Site," or transportation hub on page 11 of the packet. There are two sites that have been selected, one is SpaWar, and the second is the vacant property that is North of Laurel.</p> <p>Marco shared an article on Balboa Park and the rents they pay. Marco is trying to bring to attention to the City that they do not contribute any income to support operations, meanwhile LIA is liable and responsible for all costs, operations, and improvements.</p>	<p>4. No action taken</p>

<p>4. Parking District</p> <p>a. Budget request for FY 2020</p> <p>b. Bollard Program-Phase 1</p>	<p>4.a. Marco updated that there is a proposed budget for this coming year and that they are working with the Mayor's office to get it approved.</p> <p>4.b. Chris provided an update on the Bollard program on Date St. and mentioned that he is working with development services to secure storage somewhere so that staff do not have to transport far. The project is a \$750,000 project, and \$250,000 has been secured from the Mayor's office. The anticipated completion date is August 2019.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>5. Community Reports</p> <p>a. DCPC</p> <p>b. SDPD</p> <p>c. LIRA</p> <p>d. Senator Atkin's Office</p> <p>e. Our Lady of the Rosary</p>	<p>5.a. Manny Cepeda was introduced as the new representative for DCPC</p> <p>5.b. Sgt. Wadhams shared about what was a potential threat to the community about an incident that could have occurred at Music Box Venue, but SDPD interceded and prevented anticipated problems.</p> <p>5.c. Annie Eichman shared that there will be a guest speaker, Mara Elliott, the City Attorney, at the next LIRA meeting on April 24th.</p> <p>5.d. Jason Weiss from Senator Atkins office reported that they are working on the budget, and will have an idea of the budget in May. Priorities are homelessness, and making sure task force money is spent effectively. Last month was Women's History Month, and Senator Atkins highlighted several women.</p> <p>5.e. Father Joe mentioned that the fish fry was a success. The money raised will help with the church renovations. Father reminded everyone that Easter is coming.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p>

8. Next meeting	Next meeting: Tuesday, May 7, 2019 @ 8:30 am, OLR	
9. Motion to adjourn		Danny Mocerri moved and Sandi Cottrell seconded. The motion was approved by consensus.

Minutes recorded and taken by Allicia Martinez, staff.