



**Board of Directors Meeting  
Little Italy Association  
Tuesday, August 4, 2020 - 8:30 a.m.  
Little Italy Association Office (Zoom Meeting)  
2210 Columbia Street San Diego, CA 92101**

**Present:** Vito Altieri, Jenn Borba Von Stauffenberg, Sandi Cottrell, Dino Cresci, Melanie Dellas, Jim DeSpenza, Steve Galasso, Jonathan Herbert, Jeri Keiller, Christie Kong, Jocelyn Marcus, Perry Meyer, Danny Mocerri, Lou Palestini, Frank Stiriti, Bryan Thompson, Luke Vinci, Catt White, Joe Cordileone, Charlie Coradino, Rich Gustafson, Lee Scrivner, Father Joe Tabigue

**Absent:** Juan Nunez, Jack Pecoraro, Diana Strauss Casey, Michelle Van Rooyen, Tom Zolezzi

**Excused Absence:** Domenic Brunetto, Pasquale, Ioele

**Guests:** Curt Brooker, Matt Bello, Kathi Meyer, Susan Ranft, Jason Weisz, Stephan Whitburn, Kelly Orange, Brijet Meyers, Marsha Lyon, Michele Basile, Peter LoCoco, Toni Duran, Zina Busalacchi

**Staff:** Marco Li Mandri, Rosie De Luca, Chris Gomez, Dianne T. Serna De León

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	The meeting was called to order at 8:30 a.m. by the President, Steve Galasso. Chris Gomez went over the Zoom Meeting Etiquette, Steve then turned the meeting over to Marco LiMandri, the Chief Executive Administrator.	<b>No action taken</b>
<b>2. Review of July 7, 2020 Board Minutes</b>	Minutes from July 7, 2020 were reviewed.	<b>Frank Stiriti moved to accept the Board Minutes. Steve Galasso seconded the motion. Unanimously approved.</b>



<p><b>b. Board of Directors Nomination Notice and Application</b></p> <p><b>c. City Candidate Forum</b></p> <p><b>i. September (City Attorney) City Attorney Mara Elliott &amp; Corey Briggs</b></p> <p><b>ii. October (Mayor): Councilmember Barbara Bry &amp; Assembly member Todd Gloria</b></p> <p><b>d. Next Meeting:</b></p>	<p>5.b. Marco reported that the Board of Directors Nomination Notice and Application are included in the Board Packet beginning on page 14.</p> <p>5.c. Marco reported that the Board requested to schedule the City Candidate Forums in September.</p> <p>5.i. The September Forum will include the candidates for City Attorney Mara Elliott (incumbent) and Corey Briggs.</p> <p>5.ii. The October Forum will include candidates for Mayor, Councilmember Barbary Bry and Assembly member Todd Gloria.</p> <p>5.d. Next meeting will be Friday, August 21, 2020 via Zoom</p>	<p><b>approved</b></p> <p><b>5.b. No action taken</b></p> <p><b>5.c. No action taken</b></p> <p><b>5.i. No action taken</b></p> <p><b>5.ii. No action taken</b></p> <p><b>5.d. No action taken</b></p>
<p><b>Committee Reports</b> <i>DISI Committee:</i> <i>Perry Meyer</i></p> <p><b>a. Little Italy Mercato- Catt White</b></p> <p><b>b. Olive Strategies</b></p> <p><b>c. Al Fresco Update- August</b></p>	<p>5.a. Catt White reported on the current Mercato activities.</p> <p>5.b. Jenn Von Stauffenberg from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p> <p>5.c. Chris Gomez reported that moving forward, Al Fresco will take place on Fridays and Saturdays in August and probably only on Saturdays in Sept. Discussion followed.</p>	<p><b>5.a. No action taken</b></p> <p><b>5.b. No action taken</b></p> <p><b>5.c. No action taken</b></p>

<p><b>d. Taste of Little Italy/New Concept</b></p>	<p>5.d. Curt Brooker reported that the Taste of Little Italy will take a new approach with a Take-Out and Take-Home Edition, proposed for late September or early October.</p>	<p><b>5.d. No action taken</b></p>
<p><b>e. Next Meeting</b></p>	<p>5.e. Next Meeting will be Friday, August 27, 2020 at 9:00 a.m. via Zoom</p>	<p><b>5.e. No action taken</b></p>
<p><b><i>Parking &amp; Mobility Committee: Luke Vinci</i></b></p>		
<p><b>a. Pedestrians Plazas (Barriers)</b></p>	<p>5.a. Marco and Chris Gomez reported that parking on India Street has been removed for outdoor dining. \$30,000 of Parking Meter Revenues were authorized by the City to be used to fund Pedestrian Plaza Barriers as well as covers for the barriers. LIA provided each location with half of the barrier covers for their parklets. If locations would like more covers for their barriers, they may purchase them directly and any new locations will need to purchase or rent their own barriers.</p>	<p><b>5.a. No action taken</b></p>
<p><b>b. Bollards Program Status</b></p>	<p>5.b. Luke Vinci reported that we now have funding for the Bollards. The funds should be transferred soon to the LIA.</p>	<p><b>5.b. No action taken</b></p>
<p><b>c. Columbia Street and Remaining Side Streets Parking Conversion</b></p>	<p>5.c. Luke Vinci reported that the street parking conversions have been pushed off until January.</p>	<p><b>5.c. No action taken</b></p>
<p><b>Committee Reports</b></p>		
<p><b><i>Sidewalk Operations: Rich Gustafson;</i></b></p>		
<p><b>a. PATH Work in Little Italy-Civil Sidewalks Task Force to Re-Convene</b></p>	<p>5.a. Marco reported that he is working with Brian Elliott and Councilmember Ward's office on a grant from the County of San Diego to have two PATH workers come to Little Italy weekly, to work with the Homeless.</p>	<p><b>5.a. No action taken</b></p>

<p><b>Committee Reports</b> <i>Finance Committee:</i> <i>Bryan Thompson</i></p> <p>a. <b>Finance Committee to Submit Amendment to Bylaws-Sept</b></p> <p>b. <b>Proposed 13 Standing Members of the Finance Committee</b></p> <p>c. <b>Amici Park, RFP, DIF, &amp; Construction</b></p> <p>d. <b>EIDL Long-Term Loan &amp; Recommendation</b></p> <p>e. <b>Next Meeting</b></p>	<p>5.a. Bryan Thompson reported that the Finance Committee will discuss bylaws at the next meeting and will present them to the Board by September.</p> <p>5.b. Bryan Thompson reported that the Finance Committee is proposing 13 standing members the Committee. The names were included in the Board packet for review</p> <p>5.c. Bryan Thompson reported on the status of the Amici Park project. Quotes should be in soon and Marco reported that the City has reported that the use of DIF for the park are allowable as long as it is open to the public. Discussion followed.</p> <p>5.d. Bryan Thompson reported that the Finance Committee has agreed to spend \$50,000 of the \$150,000 EIDL funds received. With the \$50,000, LIA will pay off the pressure washer, purchase a wood chipper, purchase a new dumping trailer, fund a reserve study for district amenities, and purchase GIS amenities software.</p> <p>5.e. Next Meeting will be on Thursday, August 27, 2020 at 9:00am via Zoom</p>	<p><b>5.a. No action taken</b></p> <p><b>5.b. Danny Mocerri moved to approve the 13 members for the Finance Committee. Joe Cordileone seconded the motion. Unanimously approved.</b></p> <p><b>5.c. No action taken</b></p> <p><b>5.d. No action taken</b></p> <p><b>5.e. No action taken</b></p>
<p><b>Committee Reports</b> <i>Project Review</i> <i>Committee: Marco LiMandri;</i></p> <p>a. <b>Residence Inn Converted to Homeless Shelter-Work with LIRA on Questions</b></p>	<p>5.a. Marco reported that the conversion of the Residence Inn on Pacific Highway to a Homeless Shelter has been withdrawn. The LIRA was going to set up a meeting with the City Councilman if this had gone forward.</p>	<p><b>4.a. No action taken</b></p>

<p><b>6. CLOSED SESSION PRESENTATION</b></p>	<p>Mike Zarconi, attorney for the LIA, was present to go over the proposed NCA administration contract for the period of five years. Staff and anyone employed by the LIA as well as New City America had left the room for this discussion on the process of review, consideration and approval of the agreement. It will be presented and reviewed with recommendations coming from the Finance Committee at their August 27<sup>th</sup> meeting. Bryan will then report to the Board on the closed session recommendations at its September 1<sup>st</sup> 2020 Board meeting which will also be in closed session. NCA employees will not be present for either of the closed session meetings.</p>	<p><b>No action taken</b></p>
<p><b>7. Next Meeting</b></p>	<p>5. Next Meeting will be on Tuesday, September 1, 2020 8:30am at via Zoom.</p>	<p><b>5. No action taken</b></p>

Minutes taken by: Dianne T. Serna De León, Staff.

**Little Italy Association of San Diego  
Board Meeting Closed Session**

**Tuesday, August 4, 2020 / 10:00 am - LIA Office & Virtual Closed Executive Session**

**STAFF**                      None- Closed Session

**MINUTES**

<b>ITEM</b>	<b>DISCUSSION</b>	<b>ACTION TAKEN</b>
Meeting Closed	10:03 am meeting closed to staff and general public.	
	Contract was passed out and it was clarified that Mike Zarconi is the Attorney for Little Italy Association and not the attorney representing NCA.	
Discussion	<p>Question was proposed that if anyone was not part of the finance committee if there are any questions? There were no questions at that time. It was discussed that there are some edits that need to be made.</p> <p>Exhibit C: was discussed about the net income and it was clarified that the incentive/ supplemental income will be based on the net income. It was asked that we clarify the wording to clearly define as “net income”.</p> <p>Comparisons have been made to other BID’s and the administrative budgets. LIA is much lower on a percentage.</p> <p>Compensation requests were defined by three provisions:</p> <ol style="list-style-type: none"> <li>1. Objective measures</li> <li>2. Proposed measures of new revenue generating with the ability to give a performance measurement</li> <li>3. A discretionary option to give a supplemental bonus</li> </ol> <p>There was some confusion on what was net income in section 1 of Exhibit C as well as the LIA board’s ability, to re-negotiate the contract down if there is a decrease in income was made a concern. Zarconi said it can be put back into the contract to echo the 60-day clause.</p> <p>Joe Cordileone made a point to assure that accounts were not being double dipped on and Zarconi agreed to add language around that issue.</p> <p>General consensus was for Zarconi was going to take the comments from the group closed session meeting and rework. He will then take input at the August 27<sup>th</sup> meeting to finalize an amended agreement for September.</p>	Non-taken
Close closed session	Motion made by Jeri and seconded by Luke to move.	Unanimous

Minutes taken by Luke Vinci, Secretary