

Little Italy Association
General Board of Directors Meeting
December 1, 2015 - 8:30 a.m.
Our Lady of the Rosary Parish Hall
1654 State Street - San Diego, CA 92101

Board Members Present

Vito Altieri / Jim Barone / Marianna Brunetto / Tom Cervello / John Contasti / Sandi Cottrell / Dino Cresci / David Crum / Jim DeSpensa / Tom Di Zinno / Steve Galasso / Rich Gustafson / Perry Meyer / Danny Mocerì / Christopher Morgan / Lou Palestini / Jack Pecoraro / Frank Stiriti / Luke Vinci / Catt White / Tom Zolezzi

Board Members Excused

Domenic Brunetto / Pat Brunetto / Charlie Coradino / Pasquale Ioele / James Pieri, Jr. / Demetrios Sparacino / Fr. Joseph Tabigue

Guests

Sumrall Howell, Hairy & Merry / Kathi Meyer, Meyer Fine Art / Mark Shulman, Physical Therapy Effect / Donna Sanfilippo, Weichelt Real Estate / Franklin Weichelt, Weichelt Real Estate / Vallie Disharoon, NA (FVC) / John Falcone, Sal D'Acquisto Realty / Susan Keating, resident / Brijet Meyers, Mercato / Sean Christensen, ArtWalk-Little Italy Events / Teresa Theriault, New Alternatives / Erick Smith, 7-Eleven, Inc. / Michelle Danks, Little Italy Events / Annie Eichman, LIRA / Samantha Hewitt, Olive PR / Julio DeGuzman, City Attorney's office / Victor Garcia, 7-Eleven (600 W Grape) / Mike Zarconi, Sullivan-Hill / Curt Brooker, ArtWalk / Tanya, 18/8 / Umberto Falcone, resident / Joseph Scaglione, USO

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Chris Gomez, Jeri Keiller

1. Introductions

President Steve Galasso called the December 2015 meeting to order at 8:32 a.m. Board as well as guest introductions were made. The meeting was turned over to the Chief Executive Administrator, Marco Li Mandri (non-voting).

2. November 3rd, 2015 Board Minutes

Luke Vinci moved to accept the November 3, 2015 Board minutes. Vito Altieri seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Luke Vinci reported on DCPC The vote to restructure the committee was defeated.
- Julio DeGuzman from the City Attorney's office spoke about the Community Court program.
- Annie Eichman from LIRA updated the Board on LIRA activities.
- Senator Marty Block's office Marco updated the Board on the Little Italy projects that the Senator's office is working on; No railings, CalTrans lot near Little Italy office & safety wall behind Washington Elementary School.
- Our Lady of the Rosary Jack Pecoraro reported that the Fish Mongers updated a meeting room for the Church.
- David Crum from Washington Elementary School updated the Board on school projects and activities.

4. Non-Agenda/Public Comment, Introductions and Announcements

- No public comments or announcements

5. Committee Reports

(Organization Committee) – Steve Galasso, Chair

- YTD Financial Report Jeri Keiller gave a YTD financial report. Marco reported that we are still finalizing budget numbers. Lou Palestini reminded the Board about the “pin collection”.
Motion: *Dino Cresci moved to accept the YTD financial report. Sandi Cottrell seconded the motion. Unanimously approved.*
- Granting of award to Larry and Nancy Kuntz for their years of service on the Board of Directors Marco informed the Board that the Org Committee is recommending that the Association purchase a thank-you gift to Larry Kuntz for his years of service on the Board, not to exceed \$200.00.
Motion: *John Contasti moved to authorize the purchase of a thank-you gift for Larry Kuntz. Frank Stiriti seconded the motion. Unanimously approved.*
- Joe Scaglione USO dinner – results Joe Scaglione gave a run-down of the USO Christmas dinner event, and thanked all of the volunteers for their service.
- Move community reports to end of meeting – acknowledgement of need to streamline meeting Marco reported that a suggestion was brought forth to move Community Reports to the end of the meeting so action items do not get buried. Item is still under discussion.
- New Alternatives Christmas Drive – update Theresa from New Alternatives gave an update on the Little Italy Toy Drive.
- Function of Org Committee in light of reorganization Marco reviewed an outline on functions of the Org Committee:
 - a) Oversee all aspects of the corporation, set Board meeting agendas
 - b) Review Committee recommendations
 - c) Interface with political reps and City Departments
 - d) Interface with other BIDs and districts
 - e) National scope
 - f) Set direction for LIA in the next period
- Authorization for holiday bonuses for staff, \$4,000 for maintenance staff and \$2,000 for administration staff, paid by Programs budget. Marco reported that the Org Committee is requesting \$6,000 for staff bonuses, to be paid out of the Programs Account.
Motion: *Frank Stiriti moved to authorize \$6,000 to be paid from the Programs Account for staff bonuses. Luke Vinci seconded the motion. Unanimously approved.*
- Casino Night proposal – top of County Parking Garage – Jim and James. Chris Gomez reported that we would like to host the Little Italy Casino Night at the top of the County of SD Parking Garage, we are waiting to hear back from Ron Robert's office on use of the space.
- Presentation of “Give or Get Fundraising Policy”, action to be taken in February Chris Gomez reported that we are moving towards becoming a fundraising Board. Here are a few ways that a Board member can participate:
 - a. Get monies via donations to Board
 - b. Give monies
 - c. Volunteer (a maximum of 10 hours per year)A discussion took place. Action will be taken in February.

- No January Board meeting, see Finance Committee report The Org Committee is proposing that we go dark for the January Board meeting. A Finance Committee meeting will be held on January 11th, all Board members are encouraged to attend.

Motion: Tom Di Zinno moved to go “dark” for the January Board meeting. Perry Meyer seconded the motion. The Board voted almost unanimously in favor, Luke Vinci opposed.

(DISI Committee) – Marianna Brunetto, Chair

- Mercato update Catt White updated the Board on the current activities of the Mercato.
- Christmas Village update Catt White updated the Board on the upcoming Christmas Village that will take place at the Little Italy Tree Lighting.
- Olive PR Report Samantha reported on current PR and Social Media activity for Little Italy.
- Festa Income and Expense update Sandi Cottrell reported that the Association will net approximately \$45,000 from the Festa
- Bulls of St. Agata update Chris reported that there was a good turnout for this year’s event.
- Randy Crawford “Minor Magic” event on November 21st, preliminary figures Marco reported that we spent approximately \$7,000 on the Minor Magic event, and to date have taken in approximately \$5,000. We expect to (at the least) break even on the event. 2016 Calendars are currently on sale for \$20/each.
- Status of wayfinding and gateway signs Chris reported that the long-awaited signs are in the process of being installed, and should be complete in January.
- Little Italy Christmas Tree Lighting: Chris reported on the Christmas Tree lighting event that will take place this Saturday, December 5th from 4:00-8:00.

(Community Advisory Board) – Jack Pecoraro, Chair

- Update on Amici Dog Park crowdfunding launch – timeline Catt White reported that she is still working out the bugs on the crowdfunding.
- Café Gratitude letter Marco reported that pursuant to the new ordinance, Café Gratitude is one of the first new restaurants that did not install crowd railings.
- Born & Raised Marco reported that we will have to go through City Council to override the restrictions put forth by the Airport Authority.

(SOBO Committee) – Rich Gustafson, Chair

- New MAD ordinance re-write, issue of the City overhead expenses Marco reported that we are trying to reduce the City Admin fees charged to MADs down to 1 ½%.

(Legacy Committee) – Charlie Coradino, Chair

- B of A contribution and Piazza Giannini Bank of America has pledged \$25,000 towards the Piazza Giannini. The sidewalk extension on the project can be paid for by Parking District revenues.
- Work with Frankie Laine team and the Piazza Lo Vecchio – Village Walk HOA Marco reported that this is still in the discussion phase.
- Piazza Pescatore status – agreement finalized Marco reported that the agreement with the property owner has been signed; we will work with Bumble Bee to secure primary grant funding.

- Production of brochure Marco reported that we will develop a professional brochure to attract major sponsors/donors.

(Finance Committee)

- Appointment of Marianna Brunetto and Tom Cervello as Co-Chairs Marco reported that Marianne Brunetto and Tom Cervello have been elected to serve as co-chairs on the Finance Committee. The Board was asked to authorize them as Co-chairs, it was approved by consensus.
- MAD debt to City - \$80,000 due by June 30th, 2016 As per the agreement with the City of San Diego regarding the advance given to the MAD in FY 13, the balance of \$80,000 is due back to the City by June 30th, 2016.
- Increase authorization of staff to expend up to \$4,000 between Board meetings, with approval of officers: Marco reported that staff is requesting authorization to spend up to \$4,000 without obtaining prior Board approval between Board meetings, with the consent of the Org Committee.
Motion: *Danny Mocerri moved to authorize staff to expend up to \$4,000 between Board meetings, when necessary. Jim DeSpensa seconded the motion. Unanimously approved.*
- Lawsuit Marco reported that the lawsuit filed by Corey Briggs against all of the San Diego BIDs has been dismissed for all districts, except Little Italy, PB, and Hillcrest. Discussion followed.

6. **Other – tour of Amici Park.** Board members took a walking tour of the improvements as Amici park now that the Dog Park has been completed and the fence is up.

7. **Next Meeting:** February 2nd, 2016, 8:30 a.m., Our Lady of the Rosary Parish Hall

Motion to adjourn: *Steve Galasso moved to adjourn the December Board meeting. Danny Mocerri seconded the motion. Unanimously approved.*

Minutes for Board meeting submitted by Rosie DeLuca, staff.