



## Board of Directors Meeting

### Little Italy Association

Tuesday, December 3, 2019 - 8:30 a.m.

Our Lady of the Rosary-Upper Floor

1654 State Street San Diego, CA 92101

**Present:** Vito Altieri, Jenn Borba Von Stauffenberg, Domenic Brunetto, Charlie, Coradino, Joe Cordileone, Sandi Cottrell, Dino Cresci, Jim DeSpenza, Tom Di Zinno, Steven Galasso, Rich Gustafson, John La Raia for Jonathan Herbert, Pasquale loele, Christie Kong, Jocelyn Marcus, Perry Meyer, Danny Mocerri, Juan Nuñez, Lou Palestini, Jack Pecoraro, Lee Scrivner, Frank Stiriti, Diana Strauss Casey, Bryan Thompson, Luke Vinci, Catt White, Tom Zolezzi

**Excused Absence:** N/A

**Absent:** Tom Di Zinno

**Guests:** Mark DeMascole, Gary Mansour, Melanie Dellas, John Falcone, Vic Calise, Olivia Zolezzi, Kathi Meyer, Brijet Meyers, Shawna Fallon, Melissa Upshaw, Madeline Balicoco, Sabrina Ortega

**Staff:** Marco Li Mandri, Joey LiMandri, Jeri Keiller, Chris Gomez, Rosie De Luca, Dianne 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, Steven Galasso. Self-introductions of everyone present were made.	<b>1. No action taken</b>
<b>2. Review of October 1, 2019 Board Minutes</b>	Minutes from October 1, 2019 were reviewed.	<b>2. Jack Pecoraro moved to accept the board minutes. Luke Vinci seconded the motion. Unanimously approved.</b>
<b>3. Non-Agenda / Public</b>	Nothing to report	<b>3. No action taken</b>

<p><b>Comment, Introductions and Announcements</b></p>		
<p><b>4. Committee Reports</b>  <b>Org Committee:</b>  <b>Steve Galasso;</b></p> <p><b>a. Resolution on support for Little Italy Heritage.</b></p> <p><b>b. Amendment of the Resolution on support for Little Italy Heritage.</b></p> <p><b>c. Discussion regarding Amendment</b></p> <p><b>d. Appointment of Lou Palestini as the designated cultural liaison for the Convivio Society, the House of Italy, the Italian Consulate and the US Marine Corp.</b></p> <p><b>e. Update on Amici Park WES:</b></p>	<p>4.a. The Org Committee reported that the Board is being asked to endorse the following statement. “The Little Italy Association pledges to help preserve Little Italy Heritage and culture of the neighborhood through its ongoing relationship with the Convivio Society”</p> <p>Lou Palestini asked the board to consider including the following into the statement- By allowing Convivio to operate on its own as a Little Italy Heritage Center and to fully support events/operations while promoting through our website, signage, social media, etc.</p> <p>Steve suggested changing-fully support, to reasonably support. There was further discussion regarding the language of the statement amongst John La Raia, Dominic Brunetto, Lou Palestini, Chris Gomez, Luke Vinci and the rest of the Board.</p> <p>4.d. Marco announced the proposed appointment of Lou Palestini as the designated cultural liaison for the Convivio Society, the House of Italy, the Italian Consulate and the US Marina Corp.</p> <p>4.e Marco thanked Juan Nuñez for his diplomatic efforts in obtaining more time for LIA to move their parking from Washington Elementary over to the County Parking Structure, after receiving a cease and desist. Marco thanked the County as well for permitting LIA use of their parking structure.</p>	<p><b>After extensive discussion it was proposed by Danny and Luke that the wording of the resolution be sent back to the Org Committee for fine tuning and presenting again to the Board at the next meeting.</b></p> <p><b>4.d. Frank Stiriti moved to designate Lou Palestini as the Cultural Liaison to various groups. John La Raia seconded the motion. Unanimously approved.</b></p> <p><b>4.e. No action taken</b></p>

	<p>Washington Elementary School has begun planning for a new parking lot/structure to allow for more parking and to ensure the children’s safety. The parking lot will still permit Public and Church parking.</p> <p>Amici Park (Bocce court, dog park, etc.), as well as Washington Elementary will have a lot of construction going on for the next 2-3 years as upgrades are being made.</p>	
<p><b>f. Update on Caltrans Nursey</b></p>	<p>4.f. Marco reported that the contract for the Caltrans Nursery should be in LIA’s possession in the next week or two; signatures are pending. Marco and Laura LiMandri will try and find grant money to offset the costs for putting up new fencing for the nursery.</p>	<p><b>4f. No action taken</b></p>
<p><b>g. Next Meeting</b></p>	<p>4.g. It was proposed that there be no Board meeting in January. The next Board meeting will take place on February 4, 2019.</p>	<p><b>4.g. Charlie Coradino moved to waive the January Board meeting in January; Vito Altieri seconded the motion. The motion was approved nearly unanimously with two opposed.</b></p>
<p><b>h. Christmas Village and Christmas Tree Lighting</b></p>	<p>4.h. Chris Gomez reported on the Christmas village and tree lighting. Final install for the décor is being done on Thursday, 12/5. The event will take place from 4pm-8pm on Saturday, 12/7. This 25-foot spectacular tree features sound activated lighting and optics. This tree will replace the Poinsettia tree we featured in the past.</p> <p>Catt reported on the Christmas Village.</p> <p>Chris reported on the \$180k LED changeable lighting system that is being funded by the Parking District. The lights will be strung on India St. from Laurel St. to Ash St. The color of the lights can now be programmed to change instantly, rather than having to be changed manually.</p>	<p><b>4.h. No action taken</b></p>

<p><b>i. Staff Christmas Bonuses (LIA staff only)</b></p>	<p>4.i There is \$6k-\$8k for Staff Bonuses that will be sent to the finance committee for review, consideration and funding.</p> <p>Chris reminded everyone that LIA has partnered with New Alternatives for the Toy Drive. Please bring an unwrapped toy to one of the locations listed on the website by 12/15/19.</p>	<p><b>4.i. Vito Altieri moved to send the proposal for LIA employee holiday bonuses to the Finance Committee, Perry Meyer seconded the motion. The motion was approved unanimously.</b></p>
<p><b>5. Retreat/Educational</b></p> <p><b>a. Budget and Development</b></p> <p><b>b. Revenues to the Association</b></p> <p><b>c. LIA Personnel</b></p> <p><b>d. Assets</b></p>	<p>5.a. Marco presented an overview of Little Italy Association (LIA). LIA was predominantly created to manage Districts. The first District managed began in 1996, which was the Business Recruitment District. The Business Recruitment District is an assessment on Business License holders which generates about \$120k a year. The second contract was the Maintenance Assessment District. This District is paid for by the property owners, which generates close to \$1 million. LIA is a District Management Corporation that implements three contracts to create this venue. Little Italy consists of 48 Square Blocks from Laurel St. to Ash St. and from Front St. up to Pacific Highway.</p> <p>5.b. Marco stated that in FY07, LIA generated \$1 million. As of FY19, LIA has generated \$3.6 million. The Parking District is the main reason why LIA's income trends have gone up, however, LIA is spending the money as it comes in, so there is no money left over at the end of the year. Ideally, it would take about \$6-\$7 million to run the district.</p> <p>5.c. LIA has approximately 25 Full-time employees, 6 Part-time employees and 19 valet Employees</p> <p>5.d. LIA's assets consist of 1 Golf Cart, 1 Box Trailer, 5 F-150 Trucks, 2 Pressure Washers, 1 Push Scrubber and 1 Watering Trailer.</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>5.d. No action taken</b></p>

<p><b>e. Review of tasks- presentation on the New City America (NCA)</b></p>	<p>5.e. Marco stated that there are many tasks provided to LIA by NCA. Some of the current tasks that need funding are Amici Park, Washington Elementary, The Caltrans Nursey, The Bollard Program and Piazza Constanza.</p>	<p><b>5.e. No action taken</b></p>
<p><b>6. Discussion a. Succession Plan</b></p>	<p>6.a. Jack Pecoraro asked about the succession plan for the future in light of Marco’s planned retirement in around 5 years. Marco stated that any succession would be approved by the Board, but from a succession standpoint of New City America, Joey and Dominic LiMandri, Chris Gomez and Rosie DeLuca would be involved in the continued management of the Little Italy Association.</p>	<p><b>6.a. No action taken</b></p>
<p><b>7. Adjournment</b></p>		<p><b>4.a. Danny Mocerì moved to Adjourn the December Board Meeting</b></p>

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