



Little Italy Association of San Diego – DI&P Committee

Friday, September 23, 2022 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>

or call 1-669-900-6833 / Meeting ID: 830 0333 3549 / Password: 3898

1. Zoom Meeting Protocol & Introductions / Perry Meyer, Chair

All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.

2. Continuing Virtual Meetings Pursuant to AB 361

Action Item

Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. Non-Agenda: Public Comment & Announcements

4. Approval of August 25, 2022 Minutes

Action Item

5. Confirmed Events

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|---|------------------------|
| a. Little Italy Mercato & Wednesday Market / Catt White | Every Sat. & Wed. |
| b. Little Italy Urban Challenge / Lindsey Peirce | Wrap-Up |
| c. Consulado de Mexico's GRITO Celebration / Chris | Wrap-Up |
| d. Casino di Piazza / Chris | Wrap-Up |
| e. Little Italy State of the Neighborhood / Chris | Wrap-Up |
| f. An Evening You Can't Refuse with Gianni Russo / Dan Springer | Fri., 9/30 |
| g. Trick-or-Treat on India Street | Fri., 10/28 |
| h. Small Business Season | Sat., 11/26 (Kick-Off) |
| i. Little Italy Tree Lighting & Christmas Village | Sat., 12/3 |

6. New Events, Promotions, Fundraising & Councils

- Olive Creative Strategies / Larisa Medina & Cree Jones
- Italian Heritage Concert – Postpone to 2023 / Curt
- Little Italy Experiences & Tours / Anthony Davi

7. Streetscape Improvements & Venues

- Little Italy Venues / Curt

8. Chief Executive Administrator Report

9. Other

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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10. Old Business

It is the practice of the LIA to formally request that an item under Old Business be pulled from the Agenda and placed on a future Agenda for Discussion and/or Action.

- a. Donor Opportunities Guide
- b. Hospitality Task Force
- c. Public Art Task Force
- d. Little Italy Restaurant, Retail & Hotel Councils
- e. Piazzas & Quasi-Public/Public Spaces

11. Adjournment

Action Item

12. Next Meeting: **Third Friday of the Month at 9:00am via Zoom**
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BROWN ACT. Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and on the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619-233-3898 or via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview

9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Little Italy Association of San Diego – DI&P Committee

Thursday August 25, 2022, at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>

Or call 1-669-900-6833/ Meeting ID: 830 0333 3549/Password: 3898

Present Danny Mocerri, Steve Galasso, Perry Meyer, Kathi Meyer, Curt Brooker, Jeri Keiller, Jack Pecoraro, David Roger, Joselyn Marcus, Cassie, Juliana, Dina Ramos, Susan Ranft

Staff Christopher Gomez, Dianne Serna De Leon, Larisa Medina, Catt Fields White, Alicia Douglas

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions/Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris stated that the Board and Committee need to ratify a vote during each meeting that states that we will continue to meet via Zoom until The Board and Committee are comfortable with resuming in-person meetings.	2. Danny Mocerri moved to accept the vote to continue meeting via Zoom. Steve Galasso seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Nothing to report	3. No action taken
4. Approval of July 15, 2022, minutes.	The minutes from July 15, 2022, were reviewed.	4. Perry Meyer moved to accept the Minutes. Steve Galasso seconded the motion. Unanimously approved.

<p>5. Confirmed Events</p> <p>a. Little Italy Mercato & Wednesday Market</p> <p>b. ArtWalk Summer Series</p> <p>c. Little Italy Summer Film Festival</p> <p>d. San Diego Padres Italian heritage</p> <p>e. Marine Band San Diego Summer Concert</p> <p>f. Little Italy Urban Challenge</p> <p>g. Consulado de Mexico's Grito Celebration</p>	<p>5.a. Alicia Douglas gave an update on the Little Italy Mercato and Saturday Market.</p> <p>Alicia shared that the Wednesday and Saturday markets have been doing well and they are beginning to prep for the Christmas Village.</p> <p>5.b. Curt Brooker wrapped up the ArtWalk Summer series. There were four events between June & July, with \$1,500 net going to the Association.</p> <p>5.c. Chris wrapped up the LI Summer Film Festival. The attendance was lighter than usual, but steady. The Association should break even or receive a low net for this event.</p> <p>5.d. Chris reported that the San Diego Padres Italian Heritage night was a success. \$3.00 for every ticket sold will be split between LIA, ICC, and Convivio.</p> <p>5.e. Chris shared that the Marine Band SD Summer Concert was one of the largest groups of band members we have had; there was also a breakout brass band.</p> <p>Danny Mocerri added that the event went very well.</p> <p>5.f. Cassie gave an update of the LI Urban Challenge. 26 tickets sold, which will be 52 participants. They should break even for this event.</p> <p>Chris thanked Cassie and Lindsey for doing a great job.</p> <p>5.g. Chris shared that the Consulado de Mexico's, Grito Celebration will take place on September 15, 2022, from 5:00pm-9:00pm. India Street will be closed between Beech and Cedar;</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> <p>5.f. No action taken</p> <p>5.g. No action taken</p>
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<p>h. Casino di Piazza</p>	<p>traffic will be redirected.</p> <p>5.h. Chris shared that the Casino di Piazza event will take place on September 16, 2022. There's a projected net of \$5,000 to the Association.</p> <p>There will be 2 live performers and a raffle.</p> <p>Perry and Kathi Meyer will be donating an art piece as one of the prizes.</p> <p>Board members will be required to buy or sell 2 tickets each. So far, 91 tickets have been sold.</p>	<p>5.h. No action taken</p>
<p>i. Little Italy State of the Neighborhood</p>	<p>5.i. Chris reported that the LI State of the Neighborhood event will take place on Thursday, September 22, 2022, from 6:00pm-8:00pm.</p> <p>Board members will be required to buy or sell 4 tickets for this event.</p>	<p>5.i. No action taken</p>
<p>5.j. An Evening You Can't Refuse with Gianni Russo</p>	<p>5.j. Jack Pecoraro gave an update on the Godfather's 50th Anniversary event with Gianni Russo. There are 2 VIP tables left. Tickets are \$175.00 each, plus an additional \$75.00 for the meet and greet, which will include a photo, t-shirt, and swag.</p> <p>This event will take place on September 22, 2022, from 5:30-8:00pm.</p>	<p>5.j. No action taken</p>
<p>6. New Events, Promotions, Fundraising & Councils</p> <p>a. Clarity Request to Turn String Lights Teal</p>	<p>6.a. Chris presented the Clarity Foundation's request to turn the string lights Teal for the month of September, in support of Ovarian Cancer.</p>	<p>6.a. Danny Mocerri moved to support the Clarity Foundation's request. Perry Meyer seconded the motion. Unanimously</p>

<p>b. Italian Heritage Concert</p> <p>c. Little Italy Christmas Task Force</p> <p>d. Olive Creative Strategies</p> <p>e. Little Italy Experiences & Tours - Update</p>	<p>6.b. Curt gave an update on the Italian Heritage concert. He suggested hiring someone to perform Italian themed music or a string quartet on a Saturday in October. Entertainment should cost \$1,000 or less.</p> <p>6.c. Chris asked for volunteers to join the Christmas Task Force. Kathi Meyer, Danny Mocerri, Alicia Douglas, and Catt Fields White will discuss activations for Christmas and report back to the committee in September.</p> <p>6.d Larisa Medina gave an update on Olive Creative Strategies.</p> <p>6.e. Chris reported that Anthony Davi has been spoken to about the LI Tours. If the Association pulls the plug on the Little Italy Tours & Experiences, Anthony will not be permitted to conduct LI Tours for 6 months.</p>	<p>approved.</p> <p>6.b. Danny Mocerri moved to support this event. Steve Galasso seconded the motion. Unanimously approved.</p> <p>6.c. No action taken</p> <p>6.d. No action taken</p> <p>6.e. No action taken</p>
<p>7. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues</p>	<p>7.a. Curt gave an update on LI Venues. Curt shared that he is waiting for Sysco Technology to finalize their September date for an event at the Pizza della Famiglia.</p>	<p>7.a. No action taken</p>
<p>8. Chief Executive Administrator Report</p>	<p>8. Nothing to report</p>	<p>8. No action taken</p>
<p>9. Other</p>	<p>9. Nothing to report.</p>	<p>9. No action taken</p>
<p>10. Old Business</p>	<p>10. Nothing to report.</p>	<p>10. No action taken</p>
<p>11. Adjournment</p>	<p>11. Meeting Adjourned.</p>	<p>11. Danny Mocerri moved to adjourn the meeting. Jack Pecoraro seconded</p>

		the motion. Unanimously approved.
12. Next Meeting	12.The Next Meeting will be on the 3 rd Friday of the month at 9:00 a.m., via Zoom.	12. No action taken

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