

**Little Italy Association  
General Board of Directors Meeting  
February 3, 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 / Domenic Brunetto / Pat Brunetto / Marianna Brunetto / Tom Cervello / John Contasti / Charlie Coradino / Sandi Cottrell / Dino Cresci / David Crum / Jim DeSpenza / Tom Di Zinno / Steve Galasso / Rich Gustafson / Pasquale Ioele / Larry Kuntz / Perry Meyer / Danny Mocerri / Lou Palestini / Jack Pecoraro / James Pieri, Jr. / Demetrios Sparacino / Frank Stiriti / Fr. Joseph Tabigue / Luke Vinci / Catt White

**Board Members Absent (unexcused)**

Tom Zolezzi

**Guests**

Hayley Croop, Olive PR / Samantha Hewitt, Olive PR / Anthony Napoli, ANRE / Julio DeGuzman, City Attorney's office / Sean Christensen, ArtWalk / Susan Keating, guest / Jayne Barnett, WES / Michelle Danks, ArtWalk / Dallas Stapleton, Chase Business Banking / Brijet Meyers, Mercato / Annie Eichman, LIRA / Suzy de la Pena, SDPD / Darren Roach / Cynthia Lamont, Passport to SD / Yana Shayne, SDCNN / John Pergolizzi, Our World Friend / Scott Gray, Porto Vista / Erick Smith, 7-Eleven / Madeleine Falco, Intrax English Institute / Tonni Bailey, Ruff Haus Design / Teresa Therault, New Alternatives / Mark Shulman, The Physical Therapy Effect / Kathi Meyer, Meyer Fine Art / Rosalie Rhize, CBRE / Joseph Scaglione / Jodi Doucette, Sullivan Hill / Connie Hodgkins, Grand Avenue Realty / Kate Webb, Draw From Within / Anthony Bernal, Todd Gloria's office / Gail Roberts, resident / Umberto Falcone, resident / John Falcone, Real Estate / Vincent Ferrer, McMillin / Mike Zarconi, Sullivan Hill / Callie Taylor, JP Morgan Chase

**Staff (Non-Voting)**

Marco LiMandri, Rosie DeLuca, Chris Gomez

**1. Introductions**

President Steve Galasso Mocerri called the February 2015 meeting to order at 8:37 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. December 2, 2014 Board Minutes**

Frank Stiriti moved to accept the December 2, 2014 Board minutes. Jim Barone seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

**3. Community Reports**

- Julio DeGuzman from the San Diego City Attorney's office spoke about his office and how violators are prosecuted.
- Suzy de la Pena from the SDPD spoke about issues with homeless in the district. Also, problems at Vantaggio Suites. Marco asked everyone affected by noise

from Vantaggio Suites to e-mail the Little Italy office so we can begin documenting.

- Anthony Bernal from Councilman Todd Gloria's office gave a community update.
- Luke Vinci on behalf of DCPC informed the Board that they would not hear LIA's alternate proposal on the bike lanes.
- Annie Eichman from LIRA gave an update on SANDAG's Bus Rapid Transit project.
- Fr. Joe Tabigue from OLR announced that Ash Wednesday was on February 18<sup>th</sup>, followed by the Fish Fry on February 20<sup>th</sup>.
- Teresa Therault from New Alternatives thanked the Board and participating businesses for the annual Holiday Toy Drive, it was a great success.

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

- Dr Crystal from Amici Pet hospital announced that they are celebrating their One-Year Anniversary with an Open House on Valentine's Day.
- Tom DiZinno mentioned that the situation with the lack of cooperation with the **City of San Diego and the management of the MAD account** has been a problem for 8 years. Either legal action or some type of community forceful action might be necessary to resolve this. Marco stated that Councilman Gloria had asked the City Attorney if the 10% mandated reserve was legally required or a policy issue. We are awaiting that issue. In addition, the City's 4% overhead factor has made the Association pay the City over \$150,000 over the past 5 years to provide virtually no service to the Association. The system of managing these districts from the City perspective is broken. Marco stated that before we take formal action we wait to see if Mayor Faulconer's office and Councilman Gloria's office can fix this by April. Discussion followed. Board members expressed deep dissatisfaction with the way the City handles our funds and the maintenance district management.

#### 5. Committee Reports

##### **(Organization Committee) – Steve Galasso, Chair**

- Year to date financial report: Lou Palestini reported on the YTD financials for November & December, 2014.

Marco added that we are still working to resolve the issue with the City of SD regarding the 10% MAD Reserve Requirement. Also, all Board members will be required to purchase/sell (4) Casino Night tickets @ \$30.00 each.

Lou also mentioned that we are still working on a bank change for the Association, and reminded members to forgot their LIA pin to please donate \$5.00 to the "I forgot my pin" fund.

Motion: *Danny Mocerri moved to accept the Year-to-date Financial Reports. Vito Altieri seconded the motion. Unanimously approved.*

- Location of Piazza Pescatore – India and Ivy Marco reiterated that an agreement could not be reached with Broadstone regarding the Piazza Pescatore, so the DISI Committee is recommending that it be relocated to India & Ivy Streets.

Motion: *Luke Vinci moved to accept the proposed relocation of the Piazza Pescatore to India & Ivy Streets. Tom Di Zinno seconded the motion. Unanimously approved.*

- Location of Casino Night, date Chris Gomez reported that the upcoming Casino Night will take place on Saturday, February 28<sup>th</sup> from 6 – 10 pm at the Convivio site. Board members will be required to purchase/sell (4) tickets at \$30.00 each.

Motion: James Pieri, Jr. moved to authorize staff to move forward with the event as proposed. Dino Cresci seconded the motion. Unanimously approved.

- Update on Amici Park takeover (Dog Park, Basketball Courts, Restrooms) Marco showed the Board a diagram of the proposed Amici Park that was drawn up approximately 20 years ago. The new design is similar in concept with a promenade, a recreational area, and public spaces. We are starting to fundraise to offset the costs of maintaining this project.
- Update on construction around the Fenton project Marco updated the Board on the Fenton construction project on Date Street between India & Columbia Streets.
- Letter to Senator Block A copy of a letter that was written to Senator Marty Block was provided to the Board in the packet. Topics included:
  - Plant nursery across from office
  - Sound wall at WES
  - ABC and Alcohol
- Upcoming Wounded Warriors event Joe Scaglione updated the Board on the upcoming Wounded Warriors event which is planned for March 2, 2015. 140 athletes are scheduled to come to Little Italy for lunch on that day, Joe is looking for restaurants to volunteer food for the event.

**(DISI Committee) – Marianna Brunetto, Chair**

- Mercato Update Catt White updated the Board on the current activities of the Mercato.
- Olive PR Report Haley Croup gave a recap of January PR. Also, a Storage Wars episode filmed in Little Italy is set to air on April 8<sup>th</sup>, 2015. Samantha gave a Social Media update.
- Ferragosto sponsorships and update Luke Vinci updated the Board on Ferragosto. Sponsorships and ticket sales are up, as compared to the same time of the last event. The event will take place on Saturday, August 15<sup>th</sup> at 6:00 at Amici Park. This event's theme is Pompeii.
- Staff to investigate cost and location of Trolley Stop signage, to be paid for by non-assessment district revenues and/or parking meter revenues Marco reported on proposed signage for the Trolley Stop, staff will determine if this can be paid for using parking meter revenues, or non-assessment revenues.

Motion: Perry Meyer moved to authorize staff to move forward with investigation of cost and location for Trolley Stop signage. Dan Mocerri seconded the motion. Unanimously approved.

- Approval for Hairy & Merry to use the LI logo for 1-year on “Dog Friendly Businesses” map Marco reported that Hairy & Merry has asked permission to use the Little Italy logo for 1-year on their “Dog Friendly Businesses” map.

Motion: Steve Galasso moved to grant permission for Hairy & Merry to use the Little Italy for 1-year on their map. Danny Mocerri seconded the motion. Unanimously approved.

- Support WES VanGo Event with Equipment and staff support The DISI Committee is recommending that we provide staff and equipment support to WES for their VanGo Event.

Motion: Luke Vinci moved to approve the Association to provide WES with equipment and staff support for their VanGo Event. Marianna Brunetto seconded the motion. Unanimously approved.

- Little Italy website re-design, cost not to exceed \$16,000 Chris Gomez reported that it is time to upgrade the website. We were quoted \$16,000; \$8,000 could come out of FY 15 budget and \$8,000 from FY 16.

Motion: Jim Barone moved to approve of the Little Italy website redesign, costs not to exceed \$16,000. Catt White seconded the motion. Unanimously approved.

- Mural removal at Grape and I-5, not to exceed \$2,000 Marco reported that due to the weathered condition of the Little Italy mural located at Grape & I-5, it is time for the mural to be removed.
- WES to create new freeway mural, authorization to move on this Marco reported that WES would like to create a new mural for the location at Grape & I-5.

Motion: Marianna Brunetto moved to authorize the removal of the mural located at I-5 and Grape Street, and to approve WES to create a new mural for that location. Dino Cresci seconded the motion. Unanimously approved.

- SanDiego.com Media Partnership for one year, no cost Hayley Croop from Olive PR reported that SanDiego.com would like to enter into a media partnership with the Association for 1-year. They would place their logo on our website, with a link to their blog on Little Italy.

Motion: Luke Vinci moved to approve a Media Partnership with SanDiego.com for 1-year. Vito Altieri seconded the motion. Unanimously approved.

**(Parking Committee) – Luke Vinci, Chair**

- Unspent funds in Parking District Marco reported that funds that are not spent in community Parking Districts will be taken back. We would like to find a way to tap into the recaptured funds.

**(Community Advisory Board) – Jack Pecoraro, Chair**

- Discussions were held and recommendations on these projects:
  - Brian Malarkey restaurant (Eatery Green, LLC, minutes attached)

- Auto Radio Specialist (minutes attached)
- Bottlecraft railings
- City position on sidewalk encroachment, Vice Dept. Marco stated that at this point, Civic San Diego is no longer required to inform the Association of alcohol encroachment permits or alcohol permits in general. He stated that he wanted to get Board authorization to work with Vice to pursue any and all alcohol applications in the district. Discussion followed. The Board gave Marco the authorization to work with Vice to monitor all future alcohol applications.

***(Sidewalk Operations, Beautification and Order - SOBO) – Rich Gustafson, Chair***

Meeting with City on budget, mandated reserve Marco reported that we are still working with the City on an amended reserve.

***(Legacy Committee) – Charlie Coradino, Chair***

Working on Legacy brochure Charlie Coradino reported that we are developing a brochure that will be used for potential donors to Little Italy projects.

Golf/Hole-In-One Tournament, need volunteer to coordinate We would like to create a Hole-In-One Tournament to raise money for the Association, looking for a volunteer to coordinate this.

Creation of a new Amici Park Task Force to oversee all aspects of the development of the grounds, need Chair We will need an Amici Park Task Force to oversee all aspects of the development of the park grounds. Luke Vinci volunteered as Chairman for this Task Force.

Motion: *Marianna Brunetto moved to create an Amici Park Task Force, and designated Luke Vinci as Chair. Dino Cresci seconded the motion. The Board voted almost unanimously in favor, Luke Vinci abstained from the vote.*

6. **Next meeting:** March 3, 2015 – 8:30 a.m. at or Our Lady of the Rosary Church Hall

Luke Vinci moved to adjourn February Board meeting. Larry Kuntz seconded the motion. Unanimously approved.

*Minutes for Board meeting submitted by Rosie DeLuca, staff.*