



**Board of Directors Meeting
Little Italy Association
Tuesday, February 5th, 2018 - 8:30 a.m.
Our Lady of the Rosary Parish Hall
1954 State Street – San Diego, CA 92101**

Present: Vito Altieri, Renatta Brunetto for Dominic Brunetto, Courtney Rose for Jenn Borba Von Stauffenberg), Charlie Coradino, Sandi Cottrell, Dino Cresci, Kari Topzand for David Crum, Tom DiZinno, Annie Eichman, Steven Galasso, Rich Gustafson, Jonathan Herbert, Pasquale Ioele, Christie Kong, Perry Meyer, Danny Mocerri, Lou Palestini, Jack Pecoraro, Frank Stiriti, Father Joseph Tabigue, Bryan Thompson, Luke Vinci, Catt White, Tom Zolezzi

Excused: Joe Cordileone

Guests: Tanya Myers, Gary Mansour, Diane Mansour, Pete Molinari, Talia Urista, Teresa Therault, Jim DeSpenza, John Falcone, Kathi Meyer, Mike Sabella, Curt Brooker, Julieta, Vito Altieri, Rick Jeffries, Jack D’Acquisto, Zina Busalachi, Dolores Duran, Raul Duran, John Capizzi, Mark Robertson, Mike Zarconi, Rich Gustefson, Jocelyn Marlers, Meaghann Cobb-Ibba, Melanie Eckler, Wendy Cirello, Joe Scaglione

Staff: Marco Li Mandri, Joey LiMandri, Jeri Keiller, Chris Gomez, Allicia Martinez

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 A.M. by the President, Steve Galasso. Self-introductions of everyone present were made. Steve introduced Marco Li Mandri, Chief Executive Administrator of the Association (non-voting)	No action taken
2. Review of December 4th, 2018 Board Minutes	Minutes of December 4 th , 2018 were reviewed.	Vito Altieri moved to accept the board minutes. Frank Stiriti

		seconded the motion. Unanimously approved.
3. Non-Agenda / Public Comment, Introductions and Announcements a. Talia Urista b. Joe Scaglione	<p>3.a. Talia reported that 423 toys were collected for the toy drive this year and they are hoping to reach 500 next year.</p> <p>3.b. Talia Urista stated that the Toy Drive is extended until Dec. 19th.</p> <p>3.c. Joe gave thanks to the Association for helping the USO with events.</p>	<p>3.a. No action taken</p> <p>3.b. No action taken</p> <p>3.c. No action taken</p>
4. Committee Reports Org Committee: Steve Galasso; a. YTD Financial Report b. Board Resolution approving: 1. Entering into/extending BID agreement with the City of San Diego 2. Designating Steve Galasso to sign the agreement, disbursement reconciliation c. Christopher Morgan Letter of Resignation d. Recommendation that Debi Besmer from Porto Vista Hotel fill property owner's seat, meets requirement of Board	<p>4.a. Lou Palestini reported on the year-to-date financials. Jerri reported that the year -end audit is finished and there was a loss of \$78,000 in 2018, but a profit of \$150,000 in 2017. There was \$226,000 in restricted money for the Piazza della Famiglia. The Association is looking at Various ways to cut back expenses.</p> <p>4.b. Marco explained the process for Board Resolution for the BID including:</p> <ol style="list-style-type: none"> 1. The Little Italy Association must extend the agreement with the City of San Diego for the Business Improvement District; 2. The Board needs to recommend designating Steve Galasso to sign the agreement. <p>4.c. Marco declared that Christopher Morgan stepped down from the Board due to relocating out of state.</p> <p>4.d. The Org Committee is proposing Debi Mesner be appointed to the Board. She is active in the community and DISI Committee and meets the requirements.</p> <p>4.e. Marco stated that Little Italy will host around 60 Wounded Warriors, from the USO, for lunch at various restaurants on February 25th. Marco asked for</p>	<p>4.a. Dino Cresci moved to accept the financial report. Catt White seconded the motion. Unanimously approved.</p> <p>4.b. Lou moved to approve the resolution and Sandi Cottrell seconded the motion. Unanimously approved.</p> <p>4.c. No action taken</p> <p>4.d. Luke moved to that Debi Mesner be added to the Board in a property owner seat for the Porto Vista Hotel, Perry seconded to approve the motion. Unanimously approved.</p>

<p>e. Wounded Warriors lunch on February 25th</p> <p>f. Letter to Port Authority on bringing the airport to the Trolley</p> <p>g. Scooters in Little Italy, LIRA</p>	<p>restaurants to sponsor lunch for the Wounded Warriors. Joe Scaglione corrected that the lunch is March 25th.</p> <p>4.f. Marco referenced the letter to the Airport Authority on page 11 about the position Little Italy is taking on the proposed traffic plan. Marco stated that the goal is to make the SpaWar site in Old Town the HUB for connecting passengers.</p> <p>4.g. Annie Eichman stated the LIRA meeting was a success. A presentation from Jonathan Freeman was given, and he is going to be an advocate on scooter issues. Annie recommended that people need to make contact with all council members to speak on the scooter issue, and when you email, CC Jonathan Freeman, the advocate.</p> <p>Brian Elliot stated that council is waiting on the Mayor’s proposal/framework. On February 20th, the Active Transportation Committee will review the proposal.</p> <p>Marco met with Greg Block of the Mayor’s office and it was communicated that scooter companies will have to pay a fee, and there will be restrictions on placement of scooters. Companies will be approved for six-month periods. Marco suggested Geo Fencing certain areas, especially Piazza della Famiglia.</p> <p>Captain Wadham stated SDPD will start up scooter enforcement with grant money. Effective January 1st there is no helmet required if over eighteen.</p>	<p>4.e. No action taken</p> <p>4.f. No action taken</p> <p>4.g. No action taken</p>
<p>4. Committee Reports <i>DISI Committee:</i> <i>Chris Gomez;</i> a. Little Italy Mercato, Wednesday Market – Catt White</p>	<p>4.a. Catt White reported on the weekly Farmers Market, and the rain is slowing down market. There is attrition in January, Wednesday Market is getting new farmers. Vendors are required to bring tent weights to reduce liability of tents flying away. The cost for a sponsor booth</p>	<p>4.a. No action taken.</p>

<p>b. Olive PR Report</p> <p>c. Piazza della Famiglia events</p> <p>d. Christmas Tree Lighting and Village-update</p> <p>e. Hotel Council meeting- Debi Besmer</p> <p>f. Art for People/Little Italy Events to book the Piazza</p> <p>g. Da Vinci Days</p> <p>h. Retail and Restaurant Council</p> <p>i. Next Meeting</p>	<p>will be around \$850-\$1000.</p> <p>4.b. Courtney Rose from Olive Creative Strategies gave an update on Little Italy PR, as well as Social Media activity.</p> <p>4.c. Chris notified everyone that Diego Duran will take over scheduling music at PDF. Chrystal Kwast and Rebecca Bradley will be site contacts during scheduled music entertainment. The Food Hall is sponsoring a couple movie nights at PDF on Sundays.</p> <p>4.d. Marco gave a recap on the cost of the event, and noted that the event broke even. Marco thanked SYSCO for their donation, and he thanked other donors. This coming year there will be a Christmas Task force, headed by Danny M., to coordinate the event.</p> <p>4.e. Marco stated that the objective of this council is to figure out how to integrate visitors and keep them in Little Italy.</p> <p>4.f. Marco informed everyone that LIA has decided to work with FUSE Events to do booking for large events at PDF. The Piazza maintenance is expensive for the Association to operate and we need to make it revenue neutral.</p> <p>4.g. Marco stated there will be a task force created in April</p> <p>4.h. Marco would like to create a Council related to Restaurants and Retailers</p> <p>4.i. Next DISI meeting: March 1st, at 9:00a.m.</p>	<p>4.b. No action taken.</p> <p>4.c. No action taken</p> <p>4.d No action taken</p> <p>4.e. No action taken</p> <p>4.f. No action taken</p> <p>4.g. No action taken</p> <p>4.h. No action taken</p> <p>4.i. No action taken</p>
<p>4. Committee Reports Sidewalk Operations: Rich Gustafson; a. Nursery Update</p>	<p>4.a. Marco updated that he is still moving forward with acquiring the lot on the Cal Trans lot next to the office.</p>	<p>4.a. No action taken</p>

<p>b. Live-Well-Live-Safe program</p>	<p>4.b. Marco requested that Tom DiZinno, from Live Well, Live Safe give a presentation at the March Board meeting to give an update on the program.</p>	<p>4.b. No action taken</p>
<p>4. Committee Reports <i>Legacy Committee:</i> <i>Charlie Coradino;</i> a. Sales of Piazza della Famiglia tiles</p>	<p>4.a. Marco reported that \$5,000 was donated to Piazza Giannini, and PDF tiles are still for sale; 25 \$50,000 tiles, 40 \$5,000 tiles. There will be an email blast of 48 \$1,000 units to be sold.</p>	<p>4.a. No action taken</p>
<p>4. Committee Reports <i>Finance Committee: Frank Stiriti</i> a. Meeting with stock agents to discuss donations in the form of stocks b. Next Meeting- TBD</p>	<p>4.a. No report 4.b. Meeting TBD- No report</p>	<p>4.a. No action taken 4.b. No action taken</p>
<p>4. Committee Reports <i>Project Review Committee:</i> <i>Marco LiMandri;</i> a. Holland/Bridge project at County building b. Airport-Authority Letter</p>	<p>4.a. Marco stated that on February 8th at 10:00am, there will be a meeting at the LIA office 4.b. Marco referenced page 17 about the Cedar Park project in regard to sidewalk seating, which LIA will be opposed to.</p>	<p>4.a. No action taken 4.b. No action taken</p>
<p>5. Community Reports a. City Attorney's Office- Mark Robertson b. Councilman Ward's Office c. SDPD</p>	<p>5.a. Mark Robertson gave an update on Richard S., he was released to a psychiatric hospital, which means he can walk out at anytime. The case was not dismissed. It is advised that no one engage with Richard S. 5.b. Brian Elliott stated that Council Member Ward has prepared his budget request which includes homeless funding. He wants to expand programs such as HEAP. Bike lanes are going in at J St. & 6th Ave, and Beech St. Scooters can ride in the bike lanes. Marco requested a resolution on Buskers, as well as finding out if LIA can tap into the City's insurance.</p>	<p>5.a. No action taken 5.b. No action taken</p>

<p>d. Our Lady of the Rosary</p> <p>e. County Tax Assessor</p>	<p>5.c. Marlo Woods stated that vehicle theft is the number one crime in Little Italy. Marlo stressed not to engage with Richard Shumate. Captain Wadham notified everyone that the facility at 1500 6th St. and Cedar is a triage center where people are only there for 24-48 hours.</p> <p>5.d. Father Joe had no comments.</p> <p>5.e. Dan McAllister gave a brief report that the City fell short of about 7,000 in reaching a million taxable parcels. There has been a 99% collection rate over the last three years. About 6.5 billion dollars will be collected.</p>	<p>5.c. No action taken</p> <p>5.d. No action taken</p> <p>5.e. No action taken</p>
<p>6. Closed Session to Discuss Contract Issues with Vendors</p>	<p>6. Marco discussed contract issues related to contracts on Solo Italiano and long term housing of the LIA office.</p>	<p>6. No action taken</p>
<p>7. Re-Open Closed Session, Report to the public on discussion topics</p>	<p>The Board meeting was re-adjourned.</p>	<p>7. Perry Meir motioned, and Tom DiZinno seconded, all in favor.</p>
<p>8. Next meeting</p>	<p>Next meeting: Tuesday, March 5th, 2019 @ 8:30 am, OLR</p>	
<p>9. Motion to adjourn</p>		<p>The motion was approved by consensus.</p>

Minutes recorded and taken by Allicia Martinez, staff.