



Little Italy Association
General Board of Directors Meeting
July 12, 2016 - 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 / Jenn Borba von Stauffenberg / Marianna Brunetto / Tom Cervello / Joe Cordileone / Curt Brooker for Sandi Cottrell / David Crum / Jim DeSpensa / Tom Di Zinno / Steve Galasso / Pasquale Ioele / Perry Meyer / Danny Mocerri / Christopher Morgan / Lou Palestini / James Pieri, Jr. / Frank Stiriti / Fr. Joseph Tabigue / Luke Vinci / Catt White

Board Members Excused

Jim Barone / Domenic Brunetto / Charlie Coradino / Dino Cresci / Rich Gustafson / Jack Pecoraro / Tom Zolezzi

Guests

Julio DeGuzman, City Attorney's office / Ted Keiller, resident / Hans Parge, Jacqueline E Laven St G / Victor Garcia, 7-Eleven / John Falcone, D'Acquisto Realty / Sean Christensen, ArtWalk / Brijet Myers / Susan Keating, LIRA & resident / Mike Zarconi, SHLRE / Roberto Alcantar, Senator Marty Block's office / Han Hershman, City Attorney's office / Sumrall Howell, Hairy & Merry / Michelle Danks, ArtWalk & Little Italy Events / Kathi Meyer, Meyer Fine Art / Aaron Osborne, Porto Vista Hotel / Christie Kong, Meissner Jacquet / Sinan Zalcaria, Prestige Realty / Rosalie Andrews, Retail Insite / Joe Scaglione / Nick Macchione, County of San Diego / Annie Eichman, LIRA / Courtney Rose, Olive PR Services

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Chris Gomez, Jeri Keiller

1. Introductions

President Steve Galasso called the June 2016 meeting to order at 8:35 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. June 5, 2016 Board Minutes

Frank Stiriti moved to accept the June 5, 2016 Board minutes. Jenn von Stauffenberg seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- DCPC Marco reported on Gateway Signs and Dual Acorn lights, and that all developers need to install lights, trees and trash cans as part as their new

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developments. He reported that this has NOT been happening and it is an issue of ongoing concern.

- Julio DeGuzman from the City Attorney's office spoke about prosecuting neighborhood offenders, and current stay-away orders. Marco and Chris mentioned that we have ongoing issues with a few individuals who are constantly cursing at loud, harassing visitors and businesses and creating ongoing disruption.
- Marlo Wood from SDPD updated the board on the rising number of homeless in the downtown areas. He also informed the board that homeless can't be taken away just for "being there", but the PD will respond to any sort of threat. Tom Di Zinno added that if you have an incident you must file a complaint, otherwise don't complain.
- Roberto Alcantar from Senator Marty Block's office updated the Board on the status of current Little Italy projects/issues. He also reported that they were able to get the liquor license permit through for Bar One, Marco thanked Roberto and the Senator of their help in this matter. Roberto also stated that he continues to work with Cal Trans on the use of the lot next to the LIA office for our nursery.
- Resignation letter from Board member Pat Brunetto Marco reported that Pat Brunetto has resigned from the Little Italy Board of Directors.
- Annie Eichman from LIRA reported on the upcoming meeting.

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

5. Committee Reports

(Organization Committee) – Steve Galasso, Chair

- YTD Financial Report: Lou Palestini gave the YTD financial report, Jeri Keiller added comments.
Motion: Tom Di Zinno moved to accept the YTD financial report. Luke Vinci seconded the motion. Unanimously approved.
- Approval of Curt Brooker as alternate for Sandi Cottrell Sandi Cottrell submitted a letter asking the Board to accept Curt Brooker as her proxy for Board Meetings, as well as a spokesperson for ArtWalk and Little Italy Events.
Motion: Luke Vinci moved to accept Curt Brooker as a representative for Sandi Cottrell. Tom Di Zinno seconded the motion. Unanimously approved.
- Update from Nominations Committee, recommendations for Board Seats Marco reviewed the list of Board members that had been reviewed by the Nominations Committee, who have been determined as qualified and are up for re-nomination, as follows:

Business Directors (3 Recommended)

1. Sandi Cottrell
2. Catt White
3. Luke Vinci

Property Owner Directors (7 Recommended)

1. Jim Barone

2. Tom Cervello
3. David Crum
4. Rich Gustafson
5. Jack Pecoraro
6. Fr. Joseph Tabigue
7. Daniel Mocerì

Community-at-Large Representatives (6 Recommended)

1. Marianna Brunetto
2. Joe Cordileone
3. Tom Di Zinno
4. Lou Palestini
5. James Pieri, Jr.
6. Frank Stiriti

Residential Tenant (0 Recommended)

Motion: *Jim De Spenza moved to accept the proposed new Board members as recommended by the Nominations Committee. Perry Meyer seconded the motion. Unanimously approved.*

- Nomination of Lou Palestini for 3-Year Term as Treasurer (Summer 2019)

Motion: *Luke Vinci moved to reaffirm Lou Palestini as Treasurer to the Little Italy Board of Directors. Vito Altieri seconded the motion. Unanimously approved.*

- Give-or-Get Policy Chris reiterated the Board's new Give-or-Get policy that was implemented on July 1, 2016. The expectation for each Board member will be to:
 1. "Get" monies via donations
 2. Volunteer for Special Events
 3. "Give" monies
- Requirements of Board Members to purchase Annual Dinner & Vespa Raffle Tickets Chris reminded the Board of the need to purchase (4) Annual Dinner tickets and (10) Vespa Raffle tickets. This will go towards their obligations in the Give-or-Get policy.
- New Council District 3 Representative as of December 2016 Marco reported that as of December 2016, Chris Ward will be the new Council District 3 Representative.
- Meeting with Speaker Toni Atkins about Cal Trans issues Marco will meet with Speaker Toni Atkins regarding the Cal Trans Landscape yard (across from the LIA office) and the sound wall at Washington Elementary School.
- Skip August Board meeting The Org Committee is proposing that we go "dark" in August, to accommodate for summer vacations.

Motion: *Tom Di Zinno moved to skip the August Board meeting. Frank Stiriti seconded the motion. The Board voted almost unanimously in favor, Luke Vinci opposed the motion.*

- Join the Greater San Diego Regional Chamber, \$1,250 per year The Org Committee is recommending that we join the Greater San Diego Regional

Chamber of Commerce at an annual cost of \$1,250, to be paid from the Program Account.. Now under the leadership of former San Diego Mayor and Police Chief Jerry Sanders, the Chamber is the largest on the West Coast, with 2,500 member businesses representing 300,000 employees.

Motion: Marianna Brunetto moved to approve the joining of the Greater San Diego Regional Chamber of Commerce. Tom Cervello seconded the motion. A brief discussion took place. Unanimously approved.

(DISI Committee) – Christopher Morgan, Chair

- Mercato Update Catt White updated the Board on current Mercato activities.
- Olive PR Report Courtney Rose updated the Board on current PR and Social Media activities.
- Taste of Little Italy Curt Brooker updated the Board on the very successful Taste of Little Italy.
- Festa Curt Brooker reported on the Festa scheduled for October 9th, and asked everyone to please consider sponsoring a \$500 Gesso square.
- Little Italy Summer Film Festival Chris reviewed the Income & Expenses on the Little Italy Summer Film Festival.
- Marine Band San Diego Summer Concert Marco reported that Torrey Pines Bank and Solar City are sponsors to the upcoming Marine Band San Diego Summer Concert event; we are currently seeking additional sponsors.
- Next meeting The next DISI Committee meeting will be held on July 29th

(Parking Committee) – Luke Vinci & Tom Cervello, Co-Chairs

- Downtown Mobility Plan Luke Vinci reported that despite our recommendations the Downtown Mobility Plan was passed unanimously as proposed. We will need to fight the project at the implementation stage, as it will eliminate a net gain of 50 parking spaces in Little Italy.
- Recommendation for W. Grape Street Lane Chris reported that he is working with City Staff to transition traffic from all northbound and southbound lanes onto W. Grape Street more efficiently.

Motion: Luke Vinci moved to support Staff's recommendation in working with the City on the traffic transition onto W. Grape Street. Vito Altieri seconded the motion. A brief discussion took place. Unanimously approved.

(Finance Committee) – Marianna Brunetto & Tom Cervello, Co-Chairs

- Amici Park Agreement & New Rental Rates Marco reported that Chris has put together a rate structure for Amici Park rental. It will be made available on the Little Italy website.

- 6. Articles:** Marco referred to articles that were provided in the board packet, as follows:
1. Malls
 2. Boost in Web Shopping
 3. Tiny Homes
 4. NoLIta: Mixing Hip and Historic (they borrowed our slogan)

7. Presentation by Nick Macchione

Nick Macchione from the County of San Diego presented the “Live Well” program to the Board. This is a County program that provides wrap-around services for the mentally ill. Four components to the program are:

1. Financial Investment
2. Treatment & Services
3. Housing
4. Metrics

Marco reported that the Little Italy component of this is the “Live Well, Live Safe” program. We are hoping to fund and roll out the project in 2017.

- 8. Next Meeting:** September 13, 2016, 8:30 a.m., Our Lady of the Rosary.

Motion: *Danny Mocerri moved to adjourn the July Board meeting. Luke Vinci seconded the motion. Unanimously approved.*

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