



**Board of Directors Meeting
Little Italy Association
Tuesday, July 2, 2019 - 8:30 a.m.
Our Lady of the Rosary Parish Hall
1954 State Street – San Diego, CA 92101**

Present: Vito Altieri, Debi Besmer, Courtney Rose for Jenn von Stauffenberg, Renata Brunetto for Domenic Brunetto, Charlie Coradino, Sandi Cottrell, Dino Cresci, Steve Galasso, Rich Gustafson, Pasquale Ioele, Christie Kong, Perry Meyer, Lou Palestini, Jack Pecoraro, Frank Stiriti, Bryan Thompson, Luke Vinci, Catt White

Excused Absence: Jim DeSpensa, Tom Di Zinno, Annie Eichman, Danny Mocerri, Fr. Joseph Tabigue, Tom Zolezzi

Unexcused Absence: Joe Cordileone, David Crum, Jonathan Herbert

Guests: Gary Mansour, Ralph H, Ted Keiller, Jocelyn Marcus, Dolores Duron, Melanie Eckler, Kathi Meyer, Curt Brooker, Jack D’Acquisto, Rich Berland, Marysol Victoria, Karen Gibbons, Wendy Cirello, Ciro Villa, Susan Keating, Mike Huber, Marsha Lyon, Joseph Scaglione, Mike Zarconi

Staff: Marco Li Mandri, Chris Gomez, Rosie DeLuca, Jeri Keiller, Joey LiMandri,

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:40 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 June 4, 2019 Board Minutes	Minutes of June 4, 2019 were reviewed.	Frank Stiriti moved to accept the Board minutes. Perry

		Meyer seconded the motion. Unanimously approved.
3. Non-Agenda / Public Comment, Introductions and Announcements a. Jeri Keiller – Shake Shack fundraiser b. Brian Elliot c. New proxy for Catt White	<p>3.a. Jeri spoke about an upcoming fundraiser with Shake Shack. 25% of all profits generated during the fundraiser will go to the Association.</p> <p>3.b. Brian Elliot from Councilmember Chris Ward’s office addressed the Board regarding the following items:</p> <ul style="list-style-type: none"> • Downtown Park Ranger has been funded • Brittney Bailey will be our new Council rep. <p>Marco thanked Brian publicly for all of this help with the many ongoing Little Italy issues. The Board gave Brian a round of applause.</p> <p>3.c. Brijet Meyers will serve as proxy for Catt White when Catt is unable to attend future board meetings.</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. Sidewalk Vendor and Busker Ordinance to the City – Status	<p>4.a. Lou Palestini reported on the year-to-date financials.</p> <p>4.b. Marco has written an ordinance to manage the Buskers in the public right of way. Fenton is paying for a Lobbyist to help get a City ordinance passed which will set guidelines. Will go to City Council at the end of July, if passed it will become a law within the City of San Diego.</p>	<p>4.a. Vito Altieri moved to accept the financial report. Dino Cresci seconded the motion. Unanimously approved.</p> <p>4.b. No action taken</p>

<p>c. Update from Nominations Committee for Annual Nominations to the Board</p>	<p>4.c. Marco reported that the nominations mailer will be sent out soon.</p>	<p>4.c. No action taken</p>
<p>d. "Get or Give" Policy Amendment</p>	<p>4.d. Steve Galasso reported that the "Get or Give" policy was adopted a few years ago, but not strictly enforced. The Org Committee is recommending a new annual fundraising threshold of \$1500, with volunteer time valued at \$75/hour.</p> <p>Marco asked that Board members consider the new policy, it will be voted on at the September Board meeting.</p> <p>Chris added that any excess dollars raised within a year would be rolled over to the next fiscal year.</p>	<p>4.d. No action taken</p>
<p>e. No August Board Meeting</p>	<p>4.e. The Org Committee is recommending that there be no Board meeting held in August.</p>	<p>4.e. Vito Altieri moved to "go dark" for the August Board meeting. Rich Gustafson seconded the motion. Almost unanimously approved; Luke Vinci and Catt White opposed.</p>
<p>f. Board Retreat – Thursday, August 15 / Location TBD. Setting goals for next 5 years.</p>	<p>4.f. Marco reported on an upcoming Board retreat proposed for Thursday, August 15, location TBD. We would be setting goals for the next five years.</p>	<p>4.f. Catt White moved that we designate August 15th as the date for the Board retreat. Due to conflicts with Ferragosto, Luke Vinci requested that we come up with another date for the retreat. The retreat was unanimously approved; day will be announced at another date.</p>
<p>g. Sidewalk Stickers</p>	<p>4.g. Marco reported that we will be placing large sidewalk neighborhood identity stickers to discourage scooter and bike riding on the sidewalks, in high profile areas. We will use Parking Meter revenues to pay for these stickers.</p>	<p>4.g. No action taken</p>

<p>h. Update on Scooters</p>	<p>4.h. Marco reported that we are continuing to work with the City of SD and Scooter companies to manage the problem.</p>	<p>4.h. No action taken</p>
<p>4. Committee Reports DISI Committee: Chris Gomez; a. Olive PR Report b. Piazza della Famiglia Events – Curt Brooker c. Hotel Council Meetings – Debi Besmer d. Little Italy Mercato, Wednesday Market – Catt White e. Taste of Little Italy – Sandi Cottrell f. OUT in Little Italy: Pride Brunch - Sandi</p>	<p>4.a. Courtney Rose from Olive Creative Strategies gave an update on Little Italy PR, as well as Social Media activity.</p> <p>4.b. Curt Brooker reported that they continue to receive leads. They are promoting the Piazza and are getting great feedback. The longer leads are now starting to book.</p> <p>Chris reported that we can also reserve the Piazza for events under 30 persons at a lower rate.</p> <p>4.c. Debi Besmer reported that the last meeting on June 14th was well attended. The next meeting will take place on July 12th. The San Diego Tourism Authority will present “how to sell Little Italy as a destination”.</p> <p>4.d. Catt White reported on current Mercato & Wednesday Market activities.</p> <p>4.e. Sandi Cottrell reported that the Taste of Little Italy was an early sell-out and a great success. They are still working out the final numbers.</p> <p>4.f. Sandi Cottrell reported on the proposed OUT in Little Italy event that is scheduled to take place on Sunday, July 14th to coincide with the Pride Event.</p>	<p>4.a. No action taken.</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>Cottrell</p> <p>g. Marine Band Summer Concert – Lou Palestini</p>	<p>4.g. Lou Palestini reported on the upcoming Marine Band Summer Concert event that is scheduled to take place on Saturday, August 3rd at 6:00 pm. Lou added that this is a “gift” from the Association to Little Italy residents, and that all are welcome to attend.</p>	<p>4.g. No action taken</p>
<p>h. San Diego Padres Italian Heritage Night</p>	<p>4.h. Chris reported on the upcoming Italian Heritage Night at the San Diego Padres that will take place on August 9, 2019. To purchase tickets, go to www.italianheritagenight.com. Tickets purchased by Board members will go towards their “Get or Give” annual contribution, all proceeds will go to a Non-Profit foundation.</p>	<p>4.h. No action taken</p>
<p>i. Ferragosto 2019 – Luke Vinci</p>	<p>4.i. Luke Vinci reported on this year’s Ferragosto event, which will be the final event. The event will take place on Saturday, August 17th, the theme will be “Pirates invade Sicily”. For more information, or to purchase tickets, go to www.ferragostosd.org Tickets purchased by Board members will go towards their “Get or Give” annual contribution.</p>	<p>4.i. No action taken</p>
<p>j. First Responders Celebration & Marinara Cook-Off</p>	<p>4.j. Marco reported on a proposed First Responders Celebration, scheduled for August 25th. Proposed budget is \$10,000. We are currently seeking donations and volunteers. All net proceeds would be split between First Responders.</p>	<p>4.j. No action taken</p>
<p>k. Piazza Costanza – update</p>	<p>4.k. Marco reported on the Piazza Costanza located at the corner of Columbia & Ash Streets.</p>	<p>4.k. No action taken</p>
<p>l. Next Meeting: SPECIAL DATE: Friday, July 12th 2019 at 10:30 am</p>	<p>4.l. The next DISI Committee meeting will take place on Friday July 12th. The SD Tourism Authority will promote “Alipay”.</p>	<p>4.l. No action taken</p>

<p>4. Committee Reports Sidewalk Operations: Rich Gustafson;</p> <p>a. Nursery Update</p> <p>b. Work related to Amici Park, hiring of Civil Engineer & Landscape Architect</p>	<p>4.a. Marco reported that we are finally seeing movement on taking over the CalTrans lot across from the Little Italy office. We will need to raise funds for grading and leveling the lot.</p> <p>4.b. Marco reported that a Civil Engineer and Landscape Architect has been hired for the redesigning of Amici Park. Preliminary plans will be reviewed by the Board at its September meeting</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>4. Committee Reports Finance Committee: Frank Stiriti</p> <p>a. Amendment of NCA management contract – Sent to Mike Zarconi</p>	<p>4.a. Amendment of New City America management agreement is being worked on by Mike Zarconi. A “discretionary” option will be added. Revised agreement will be sent to the Board for review and approval.</p>	<p>4.a. No action taken</p>
<p>4. Parking & Mobility Committee: Luke Vinci</p> <p>a. Bollard Program – Phase 1</p> <p>b. New Enhanced LED lighting on India St</p> <p>c. Update on Parking</p>	<p>4.a. Marco updated the Board on the status of the Bollard Program.</p> <p>4.b. Chris Gomez reported that we are converting the strand lighting in the district to changeable LED lighting. Hoping to have installed by August 1st.</p> <p>4.c. Marco reported that there are no new updates on the transition from Civic San</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>

District changes – Civic SD to City of SD	Diego to the City of San Diego regarding the Parking District.	
4. Legacy Committee: Charlie Coradino a. Tile sales	4.a. Marco reported that we will continue with tile sales at the Piazzas to raise funds.	4.a. No action taken
4. Community Reports a. LIRA b. OLR c. Articles	4.a. The next LIRA meeting has been postponed until September 4.b. Luke Vinci reported that the Church is moving forward with the restoration project. 4.c. Marco referred to articles that were provided in the Board packet.	4.a. No action taken 4.b. No action taken 4.c. No action taken
8. Next meeting	Next meeting: Tuesday, September 10th, 2019 @ 8:30 am, OLR	
9. Motion to adjourn		Lou Palestini moved to adjourn the July Board meeting and Steve Galasso seconded. The motion was approved by consensus.

Minutes recorded and taken by Rosie DeLuca, staff.