

Little Italy Association
General Board of Directors Meeting
June 2, 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 / Pat Brunetto / Marianna Brunetto / Tom Cervello / John Contasti / Sandi Cottrell / Dino Cresci / David Crum / Jim DeSpenza / Steve Galasso / Rich Gustafson / Larry Kuntz / Perry Meyer / Danny Mocerri / James Pieri, Jr. / Demetrios Sparacino / Frank Stiriti / Fr. Joseph Tabiguo / Luke Vinci / Catt White / Tom Zolezzi

Board Members Excused

Domenic Brunetto / Charlie Coradino / Tom Di Zinno / Pasquale Ioele / Lou Palestini / Jack Pecoraro

Guests

Michelle Danks, ArtWalk / Mark Shulman, The Physical Therapy Effect / Julio DeGuzman, City Attorney's office / Umberto Falcone, resident / Nicole Paquette, Washington Elementary School / Roberto Alcantar, Senator Marty Block / Ciro Villa, Torrey Pines Bank / Jennifer DeCarlo, jdc Fine Art / Jodi Doucette, Doucette Law Group / Tom Tarantino, Roma Market / Brandi Kirschbaum, MadFix Coffee / Connie Hodgkins, Grand Avenue Fine Estates / Joseph Scaglione, USO / Kathi Meyer, Meyer Fine Art / Melissa Scofield, CBRE / Annie Eichman, LIRA / Susan Keating, LIRA / Sumrall Howell, Hairy & Merry / Christopher Morgan, Hairy & Merry / Marla Saltzman, Amici Pet Hospital / Peter Impala, Roma Market / Samantha Hewitt, Olive PR / John Falcone, Sal D'Aquisto Realty / Dr. Mike McQuary, SDUSC / Pete Molinari, resident / Mike Zarconi, Sullivan-Hill / Kate Webb, Draw From Within / Curt Brooker, ArtWalk / Anthony Bernal, Todd Gloria's office

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Chris Gomez, Jeri Keiller

1. Introductions

President Steve Galasso called the June 2015 meeting to order at 8:40 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. May 5th, 2015 Board Minutes

Luke Vinci moved to accept the May 5th, 2015 Board minutes. Frank Stiriti seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Julio DeGuzman from the City Attorney's office spoke on the following issues:
 1. Criminal Division of the City Attorney's office
 2. Community Courts
 3. Stay-away orders

Julio reminded everyone to be diligent in reporting issues to the Police Report and to obtain incident or case numbers, this way it is easier to prosecute repeat

offenders. Chris informed the Board that a new Security Task Force has recently been formed, e-mail Security@LittleItalySD.com with any Security issues.

- Anthony Bernal from Todd Gloria's office spoke on the following issues:
 1. City Budgets will be approved next week
 2. Reminded everyone to use the SDPD Non-emergency Line (619) 531-2000
 3. MAD Budgets are set to be approved next week. Anthony has asked Marco to attend an upcoming PSNS Committee meeting to discuss waiving or reducing the 4% that the City charges the MADs at this point. This has been an issue the LIA has been fighting for over 8 years now.
- Jason from the SDPD introduced himself to the Board and asked if anyone had anything that required their attention.
- Annie Eichman from LIRA reported that SANDAG will not be pursuing their Bus Lot plan directly south of the Little Italy boundary. They will instead use (2) lots that were proposed by the Association closer to Broadway. Annie thanks Marco and John Li Mandri for their work on this issue.
- Roberto Alcantar from Senator Marty Block's office reported on the following issues:
 1. LIA's use of the CALTRANS triangular lot across the street from the Little Italy office. Instead of leasing or purchasing the lot LIA may be able to "adopt" the lot, which would be a much simpler process.
 2. ABC railings issue. The Senator's office will provide us with a letter outlining the legal interpretation of this ordinance so we may present it to the City.
 3. A cost analysis was requested on the Sound Wall proposed for the East side of the Washington Elementary School / Amici Park property.

Marco publically thanked Roberto for his assistance in moving these projects along, the Board gave him a round of applause.

- Dr. Mike McQuary from the SD Unified School District spoke about the Amici Park Improvements and acknowledged the partnership between the School District and LIA. He looks forward to continuing the great relationship that has been established.

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

- Peter Impala from Roma Markets announced that a formal lease for a new Roma Market in Little Italy has been signed at 555 W. Beech Street. The timeline for the market's opening is approximately one year.

5. Committee Reports

(Organization Committee) – Steve Galasso, Chair

- Year to date Financial Report The YTD Financial report was distributed to the Board, however the Treasurer Lou Palestini was not present so no vote took place.
- Jeri Keiller update on re-working of finances Jeri updated the Board on the progress LIA's finances.
- Appointment of Nominations Committee to commence annual nomination of Board Members, authorization to send out nomination cards

Motion: *Danny Mocerri moved to nominate the President Steve Galasso, as well as Frank Stiriti and Jim DeSpensa to sit on the nominations committee and authorized them to send out Board nomination cards. Luke Vinci seconded the motion. Unanimously approved.*

- Status of lighting of bridges, from surplus parking meter revenues Chris Gomez reported that and RFP has been submitted for installation of lighting under (3) bridge underpasses. This will be used as a security measure for pedestrians at night, as well as a way to discourage the homeless from sleeping there.
- New City America contract review and extension, authorize President to create review Committee, make recommendations for new agreement The Org Committee is recommending that the President Steve Galasso be authorized to create a review committee to make recommendations on an updated New City America agreement.
Motion: Luke Vinci moved to authorize Steve Galasso to appoint a review committee for the Administration contract. Danny Mocerri seconded the motion. Unanimously approved.

(DISI Committee) – Marianna Brunetto, Chair

- Mercato Update Catt White updated the Board on the current activities of the Mercato.
- Olive PR Report, Savor San Diego Marco referred to an article on new Little Italy Restaurants provided in the Board packet, and thanked Olive PR for their work on it. Samantha gave a report on PR work they are currently doing for the Association.
- Ferragosto sponsorships and update Luke Vinci reported on the Ferragosto event that is scheduled for Saturday, August 15th. They are still selling raffle tickets, and are also still seeking event sponsors.
- Festa Task Force update Sandi Cottrell reported on the first Festa Task force meeting that recently took place. We are still looking for Chalk sponsors and major sponsors.
- Taste of Little Italy Sandi Cottrell reported on the Taste of Little Italy that will take place on Wednesday, June 17th.
- New Little Italy website Chris Gomez reported on the new Little Italy website that is under design.
- Welcome Letter for new Little Italy businesses Chris Gomez reported that the DISI Committee helped design a welcome letter for new Little Italy businesses that gives a background on Little Italy and also describes ways that they can get involved with the Association. Marco mentioned that we should also tailor a letter for new residents.
- Budget for Little Italy Facebook (\$250/month) Samantha from Olive PR gave a brief overview on possible advertising within Facebook. Chris added that Facebook is now looking for ways to generate revenues, so all advertising must be paid for. This has been approved by the DISI Committee.
- Freeway mural by Washington Elementary (not to exceed \$1,500) The DISI Committee has approved expending up to \$1,500 towards materials for a new freeway mural on the Grape & I-5 underpass. The mural will be created by Washington Elementary School students.
- Webble endorsement of one-year partnership Chris reported that Webble would like to enter into a one-year partnership. Webble is where the web meets the world. Businesses & consumers are able to interact with each other 24-7. This partnership would be of no cost to the Association.

Marco informed the Board that the DISI Committee does not wish to exceed \$5,000 for these items :

1. Facebook Advertising
2. WES Freeway Mural

3. Webble one-year partnership

Motion: *Luke Vinci moved to approve these three items, with costs not to exceed \$5,000.00. John Contasti seconded the motion. A brief discussion took place. Unanimously approved.*

- Deco Bike Location (State & W Cedar) Chris reported that Deco Bike recommended the following locations in Little Italy:
 1. State & Cedar Streets
 2. India & Date Streets

The DISI Committee did not approve of these locations.

Motion: *Vito Altieri moved to oppose the Deco Bike locations as proposed. Luke Vinci seconded the motion. Unanimously approved.*

(Parking Committee) – Luke Vinci, Chair

- Approval of FY 16 Parking District Budget Chris is working with Civic San Diego on this.
- Community Valet (roving) Chris updated the Board on the status of this roving Valet service funded by Ace Parking.

(Community Advisory Board) – Jack Pecoraro, Chair

- Washington Elementary School Soapbox derby race – update David Crum updated the Board on their upcoming Soapbox derby event.
- Vantaggio issues Marco informed the Board about noise complaints and issues occurring from Vantaggio residents. They are congregating on State Street between Beech & Elm, as well as Amici Park and are causing concern over noise, trash, loud parties, and other disturbing nuisances in the area. A letter was written to Vantaggio residents by the Vantaggio owners informing them that severe measures will be taken to ensure that proper noise levels and conduct are followed by all.

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

- Meeting with City on budget, mandated reserve: Waiting for number for FY 15 Marco reported that we are still waiting for a final FY 15 income number from the City of San Diego, there should be a resolution soon.
- Consideration of 5% increase for next fiscal year Marco reported that we are operating the MAD at a deficit and currently being supplemented by non-assessment district revenues. Marco explained where the money is being spent. We will request a 5% Assessment increase for FY 16 to cover the deficit.
- Approval of CBD/MAD budget for FY 15-16 A copy of a projected income budget was provided to the Board in the packet.

Motion: *Perry Meyer moved to accept the projected income budget, and approve of the 5% increase in the Maintenance Assessment District. Sandi Cottrell seconded the motion. The Board voted almost unanimously in favor; Luke Vinci abstained.*

- Amici Park Task Force – Luke Vinci, meeting on June 1st update Luke Vinci reported we posted new signage at Amici Park and are trying to establish a divider between children and animals. Marco reported that we will be taking interim steps to manage the Dog Park, as follows
 1. Alter existing signs to read “No Dogs allowed after 7:00 am and before 4:00 pm
 2. Summer Hours
 3. Permanent fence to be installed by Labor Day weekend

4. Decide what is needed at Dog Park
5. Develop Fund Raising strategies

A new e-mail address has been established for all Dog Park / Amici Park correspondence: Mail@AmiciParkSD.com

(Neighborhood Plan/Project Review) – Jim Barone, Chair

- Broadstone report on use of outdoor space – update on encroachment Marco reported that Broadstone has reentered into discussion regarding the use of their outdoor space for a Piazza.

(Legacy Committee) – Charlie Coradino, Chair

- John Asaro Art Show – VIP Reception on July 18th – Perry Meyer Perry reported that the private reception for this show will take place on July 18th from 6:00-9:00 pm. The entirety of the show will from July 9th through August 1st, and will be entitled “Coming Back to Famiglia”, works of John Asaro.
- San Diego Foundation and other donors We would like to invite the SD Foundation to a Board meeting to assist us in our fundraising strategies.

(Security Task Force) – Tom Di Zinno, Chair

- Update from meeting on May 29th A meeting took place and it was proposed that we hire (1) Armed and (2) Unarmed Officers to help patrol the district on Thursdays, Fridays and Saturdays. The projected costs will be \$85,000/year and will be paid by fund-raised non-assessment dollars. The goal will be “Enforcement, Education & Communication”. A new e-mail address has been established for all Little Italy Security correspondence: Security@LittleItalySD.com.

6. Other

- Article on “Homeless Surge” here in San Diego was provided to the Board in the packet.

7. Next meeting: July 7, 2015 – 8:30 a.m. at or Our Lady of the Rosary Church Hall

- Luke Vinci moved to adjourn June Board meeting. Sandi Cottrell seconded the motion. Unanimously approved.

Minutes for Board meeting submitted by Rosie DeLuca, staff.