



**Little Italy Association**  
**General Board of Directors Meeting**  
**June 7, 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 / Domenic Brunetto / Pat Brunetto / Marianna Brunetto / John Contasti / Charlie Coradino / Curt Brooker for Sandi Cottrell / Dino Cresci / David Crum / Jim DeSpensa / Steve Galasso / Rich Gustafson / Pasquale Ioele / Perry Meyer / Danny Mocerri / Christopher Morgan / Lou Palestini / James Pieri, Jr. / Frank Stiriti / Luke Vinci / Catt White

**Board Members Excused**

Tom Cervello / Joe Cordileone / Tom Di Zinno / Jack Pecoraro / Demetrios Sparacino / Fr. Joseph Tabigue / Tom Zolezzi, Steve Galasso

**Guests**

Sumrall Howell, Hairy & Merry / Julio DeGuzman, City Attorney's office / Aaron Osborne, Porto Vista Hotel / Michele Basile, Village Walk / Nate Benedetto, Next Wave Commercial / Samantha Hewitt, Olive PR Solutions / Rosalie Andrews, Retail Insite / Brijet Myers, Little Italy Mercato / Nick Bruno, property owner / Michael Zarconi, SHLRE / Tom McMahan, PVH / Pete Molinari, resident / Sean Christensen, ArtWalk & Little Italy Events / Susan Keating, LIRA / Crystal Vahom, Amici Pet Hospital / Mark Shulman, PT Effect / Elaine Allen, Wildside Unlimited / Greg & Julie Burnham, Bennion Deville / Marlo Woods, SDPD

**Staff (Non-Voting)**

Marco LiMandri, Rosie DeLuca, Jeri Keiller

**1. Introductions**

Vice President Danny Mocerri 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. May 3, 2016 Board Minutes**

Vito Altieri moved to accept the May 3, 2016 Board minutes. Perry Meyer seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

**3. Community Reports**

- Susan Keating from LIRA announced that the next meeting will be held on June 22<sup>nd</sup> at the Firehouse Museum.

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

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- Marlo Woods from SDPD updated the Board on neighborhood issues.
- David Crum from Washington Elementary School reminded the Board of the VanGo! Event that will take place on Saturday from 12-6.

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

- Kevin Melton, Candidate for District 78 Assembly introduced himself to the board.
- Perry Meyer from Meyer Fine Art announced the 10-year anniversary of the gallery.

#### 5. **Committee Reports**

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

- YTD Financial Report: Lou Palestini gave the YTD financial report.  
*Motion:* *Luke Vinci moved to accept the YTD financial report. Jen von Stauffenberg seconded the motion. Unanimously approved.*
- Update from Nominations Committee, select new Board in July: Marco announced that the nominations postcard has been mailed out, and that the results will be announced at the July Board meeting.
- Nomination for 3-year term for Treasurer The current 2-year term for Treasurer is up for a new 3-year term.  
*Motion:* *Luke Vinci nominated Lou Palestini as Treasurer for a 3-year term. Frank Stiriti seconded the motion. Marco requested more nominations for Treasurer. Hearing none, the Board voted unanimously in favor.*
- Requirement of Board members to purchase Annual Dinner and Vespa Raffle Tickets – July 27<sup>th</sup>, roof of County Parking Structure Marco reminded the Board of the State of the Neighborhood event that will take place on Wednesday, July 27<sup>th</sup> from 5:30 pm to 8:30 pm. Tickets are \$45/each, and as part as the Board’s new “Give or Get” policy, each Board member is required to purchase or sell (4) tickets.
- Nick Macchione from County Health Services to address Board in July: Marco reported that Nick Macchione from County Health Services will address the Board in July. Nick should also have recommendations on how Little Italy can administer a new mental health and homes mitigation program.
- Election Day Marco reminded everyone to get out and vote!
- Major opening for the Piazza Famiglia – in the works Marco reported that a major grand opening for the Piazza Famiglia is in the works for late April 2017.
- Status of Amici Park/Bocce Ball and recycling issues Marco reported that these issues that have been reviewed by our Attorney Mike Zarconi from Sullivan Hill seem to have been resolved. Marco thanked Mike Zarconi for his help on these issues.
- Installation of the Big Red Chair The Big Red chair has been installed in front of Filippi’s Pizza Grotto with the Little Italy sign as the backdrop. This has worked out well, and has proved to be quite popular.

***(DISI Committee) – Christopher Morgan, Chair***

- Next meeting Christopher Morgan announced that the next DISI Committee meeting would be held on Friday, June 17<sup>th</sup>.
- Mercato Update Catt White updated the Board on current Mercato activities.
- Olive PR Report Samantha Hewitt updated the Board on current PR and Social Media activities.
- Taste of Little Italy coming up Curt Brooker reported that 1,500 tickets for the Taste of Little Italy can be purchased online.
- Use of Amici Park by performers We will hold off on allowing performers to play at Amici Park until the permit process has been established.
- Festa fundraising efforts, seeking major sponsors Curt Brooker announced that we will raffle off a new 2014 S150 Vespa at this year's Festa. The tickets cost \$10/ea, each Board member is required to sell (10) tickets.
- Little Italy Summer Film Festival The Little Italy Association and Cinema Little Italy will host the Little Italy Summer Film Festival every Saturday starting June 18<sup>th</sup> until August 27<sup>th</sup>.

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

- Downtown Mobility Plan Luke Vinci reiterated the specifics of the Downtown Mobility Plan. The Little Italy Board has taken a stand against the plan as presented, as Class IV (designated lanes) proposed for State & Beech Street will eliminate at least 50 parking spaces. Civic San Diego has ignored our recommendations thus far, and Todd Gloria has endorsed the original plan. The issue will go to City Council on June 21<sup>st</sup> @ 2:00 pm, everyone needs to attend.

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

- Update on Amici Dog Park Crowdfunding Catt White reported that \$18,600 was brought in on the recent crowdfunding campaign. We will consider launching another campaign called "Make Your Mark on the Park".
- Entrada and CUP issue with Civic San Diego Marco reported that he is unsure of the status on Entrada's previously revoked CUP.
- ABC delay of issuing liquor licenses Marco reported that there has been a delay in issuing liquor licenses through the ABC. Marco will go through the Senator's office to remedy the matter.

***(SOBO Committee) – Rich Gustafson, Chair***

- New CBD Meeting to go over YTD Budget, Increase Next Year, Setting FY 17 Budget A meeting will take place to review the YTD MAD Budget.
- Adoption of new MAD Ordinance, policy to follow in July, request to Council District 3 office to waive City Admin fee for THIS fiscal year, as per new policy Marco reported that the City Council hearing on the new MAD ordinance has been pushed back until July. We are still determining the general benefit component and the City administrative cut for the next fiscal year before we can set the budget for next year.

- Proposal Increasing the Maintenance Assessment District assessments by 5% for FY 17, based upon:
  - New minimum wage taking effect
  - New Federal policy on salaries
  - Reducing underwrite from Programs budget
  - Increased activity
  - Opening of new Piazza in April 2017

Motion: Danny Mocerì moved to increase the MAD Assessments for FY 17 by 4.91%. Jim Barone seconded the motion. A brief discussion took place; the MAD Assessments have been increased only once in the past 8 years. The Board voted unanimously in favor.

- 30-minute time limit on tables We have installed signs on our tables in the public right-of-way requesting a 30-minute time limit on the tables. These signs are strictly advisory and will not be enforced.

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

- Status of Piazzas: Lo Vecchio, Giannini, Costanza, Pescatore, Tom Fat Marco gave a brief update on the status of the proposed Little Italy Piazzas.
- Next meeting: Monday, June 13<sup>th</sup>, 10:00 am at Caffè Italia Charlie Coradino reported that a Legacy Committee meeting will take place on June 13<sup>th</sup>. New members will be added to the Committee.

Danny Mocerì gave a brief explanation of the Legacy vs. the Finance Committees.

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

- Update on Pop-up Shop with Hairy and Merry at Amici Park – Pilot Program Christopher Morgan reported that the profit on the pop-up shop pilot program that began on March 19<sup>th</sup> was \$643.19.
- Budgets presented in June, to the Board in July Marco reported that we are currently working on the MAD and Program Budgets, they will be presented to the Board in July.

**6. Next Meeting:** The next meeting will take place on July 12th, 2016 8:30 a.m. at Our Lady of the Rosary Church Hall.

**7. Motion to adjourn**

Motion: *Danny Mocerì moved to adjourn the June Board meeting. Frank Stiriti seconded the motion. Unanimously approved.*

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