



Board of Directors Meeting
Little Italy Association
Tuesday, June 4, 2019 - 8:30 a.m.
Our Lady of the Rosary Parish Hall
1954 State Street – San Diego, CA 92101

Present: Vito Altieri, Debi Besmer, Jenn von Stauffenberg, Joe Cordileone, Sandi Cottrell, Jim DeSpensa, Tom Di Zinno, Annie Eichman, Steve Galasso, Rich Gustafson, Jonathan Herbert, Pasquale Ioele, Christie Kong, Perry Meyer, Danny Mocerri, Lou Palestini, Jack Pecoraro, Frank Stiriti, Fr. Joseph Tabigue, Bryan Thompson, Luke Vinci, Brijet Meyers for Catt White

Excused: Domenic Brunetto, Charlie Coradino, Dino Cresci, Tom Zolezzi

Absent (unexcused): David Crum

Guests: Rich Berland, Melissa Upshaw, Lee Scribner, Nancy Nichols, Jocelyn Marcus, Rick Jeffries, Diane Mansour, Zina Busalacchi, Pete Molinari, Jack D’Acquisto, Susan Keating, Kathi Meyer, Franco Macklis, Mike Zarconi, John Falcone, Melanie Dellas, Lt. Kevin Wadhams, Officer Marlo Woods, Councilmember Chris Ward, Brian Elliot

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

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

<p>2. Review of May 7th, 2019 Board Minutes</p>	<p>Minutes of May 7, 2019 were reviewed.</p>	<p>Frank Stiriti moved to accept the Board minutes. Vito Altieri seconded the motion. Unanimously approved.</p>
<p>3. Non-Agenda / Public Comment, Introductions and Announcements</p> <p>a. Council Member Chris Ward</p>	<p>3.a. Council Member Chris Ward introduced himself to the Board and spoke about projects and issues that his office is working on. Items discussed were Homelessness and Behavioral Health Facilities, Scooters, City Budget, Downtown Mobility Plan, and transformation of Civic San Diego in the next fiscal year.</p> <p>Chris then opened the floor for questions. Susan Keating: Will DCPC still exist? Council Member Ward: Will still exist. They will advise directly to the City. Marco: There is inequity in financial assistance for Little Italy compared to Balboa Park and East Village Green. Council Member Ward: This is something that they will try to work out. Marco: We should be using Developer Impact Fees generated in Little Italy, here in Little Italy. Council Member Ward: In agreement. Marco: Thanked Council Member Ward for assigning “geofencing technology” to the Piazza della Famiglia. Marco suggested a “Scooter Task Force” to establish regulation. Council Member Ward: Would like to hold Scooter Companies to a higher standard. Tom Di Zinno: Skyrocketing insurance costs need immediate attention; this could potentially level an organization. Council Member Ward: They will work on this issue. Possible insurance under the City umbrella. Lou Palestini: New East Village Green will increase homeless problem. How can SDPD cover this new area?</p>	<p>3.a. No action taken</p>

<p>b. Kathi Meyer</p> <p>c. Tom Di Zinno introduced Live-Well-Live-Safe employees</p>	<p>Council Member Ward: DT Park Ranger would control this public space. Steve Galasso: Misconception on revenue stream; LIA doesn't receive adequate assessments on apartments vs. condos. Marco: we should be able to use Parking Meter Revenues for SDPD services. Annie Eichman: AB 1112 regarding Shared Mobility Devices – where did this come from? Council Member Ward: Levels of local control is necessary. Contact Senator's office to voice concerns.</p> <p>3.b. Meyer Fine Art will be having a new Vintage Poster show in June. The reception will be held on June 8th.</p> <p>3.c. Tom Di Zinno introduced several Live-Well-Live-Safe employees to the Board. Each employee spoke briefly; they are getting people the help that they need. Marco urged the Board to find supporters in the community for this program or it may end in November.</p>	<p>3.b. No action taken</p> <p>3.c. No action taken</p>
<p>4. Committee Reports Org Committee: Steve Galasso;</p> <p>a. YTD Financial Report</p> <p>b. Scooters in Little Italy, LIRA – New City Ordinance</p> <p>c. Sidewalk Vendor and Busker</p>	<p>4.a. Lou Palestini reported on the year-to-date financials.</p> <p>4.b. Marco referred to a handout regarding scooter regulations. A discussion took place. The main issue is parking and launching rides from sidewalks. Marco encouraged all to contact Senator Toni Atkin's office, or Assemblymember Todd Gloria's office. Senator Atkins: 916-651-4039 Assemblymember Gloria: 916-319-2078</p> <p>4.c. Marco is still working with the City Council to manage the sidewalk vending and Buskers in the public right of way. Fenton is</p>	<p>4.a. Jim DeSpensa moved to accept the financial report. Joe Cordileone seconded the motion. Unanimously approved.</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>

<p>Ordinance to the City – Status</p> <p>d. Selection of Nominations Committee for annual nominations to the Board, President and two other appointees (see bylaws)</p>	<p>paying for a Lobbyist to work with Marco and the Association to help get a City ordinance passed which will set guidelines.</p> <p>4.d. Marco informed the Board that it is time for annual elections. Copies of Board membership and eligibility requirements were provided in the Board packet, a nominations form will go out soon. We are seeking volunteers to serve on the Nominations Committee. Steve Galasso recommended that Jim DeSpensa and Frank Stiriti both serve on the Nominations committee, as they have for the past several years. Both Jim and Frank agreed to serve.</p>	<p>4.d. Steve Galasso moved that Jim DeSpensa and Frank Stiriti serve on the Nominations Committee. Tom Di Zinno seconded the motion. Unanimously approved.</p>
<p>4. Committee Reports <i>DISI Committee:</i> <i>Chris Gomez;</i></p> <p>a. Little Italy Mercato, Wednesday Market – Catt White</p> <p>b. Olive PR Report</p> <p>c. Piazza della Famiglia Events</p> <p>d. Taste of Little Italy</p>	<p>4.a. Brijet Meyers reported on current Mercato & Wednesday Market activities.</p> <p>4.b. Courtney Rose from Olive Creative Strategies gave an update on Little Italy PR, as well as Social Media activity. Working on promoting Taste of Little Italy.</p> <p>4.c. Sandi Cottrell gave an update on Little Italy event scheduling at the Piazza, including the Pride Brunch that is scheduled to take place on Sunday, July 14th, 2019.</p> <p>4.d. Sandi Cottrell reported that the Taste of Little Italy tickets are selling quickly. This year’s event will take place on Wednesday, June 19th. 22 restaurants are on each route.</p> <p>4.e. Debi Besmer reported that they just held their 4th meeting and are currently at</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>e. Hotel Council meeting-Debi Besmer</p> <p>f. Ferragosto</p>	<p>50% participation. Speakers are enthusiastic to be involved. The next meeting will take place on Friday, June 14th.</p> <p>4.f. Luke Vinci gave a brief background on this year’s Ferragosto event which will take place on Saturday, August 17th. Early Bird ticket sales ended on May 24th. This year’s theme will be “Pirates Invade Sicily”.</p>	<p>4.e. No action taken</p> <p>4.f. No action taken</p>
<p>4. Committee Reports <i>Sidewalk Operations:</i> <i>Rich Gustafson;</i></p> <p>a. Recommendation for 5% increase in MAD budget for FY 20, approved by SOBO and Finance Committee</p> <p>b. Nursery Update</p> <p>c. Meeting to review Budget – FY 20 Recommendations (pending)</p> <p>d. Work related to Amici Park, hiring of Civil Engineer & Landscape Architect</p>	<p>4.a. Marco reported that SOBO Committee has met and reviewed the budget and is recommending a 5% increase in FY 20 MAD budget, it has also been approved by the Finance Committee. Cost regarding minimum wage, gas, the huge hike in insurance premiums, the management of the Piazza, deferred maintenance issues, etc have all contributed to the increase in the budget. Discussion followed.</p> <p>Marco gave an update on the status of the transfer of Cal Trans land to the City and then to the Association. This must be done by the end of July.</p> <p>4.c. A meeting will take place to review the FY 20 MAD Budget.</p> <p>4.d. Marco will call a meeting of the WES Foundation, School District and Board members when conceptual plans have been developed by David Reed Landscape Architects</p>	<p>4.a. Rich Gustafson moved to authorize a 5% increase in FY 20 MAD Budget. Vito Altieri seconded the motion. Unanimously approved.</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p> <p>4.d. No action taken</p>
<p>4. Committee Reports <i>Finance Committee:</i> <i>Frank Stiriti</i></p> <p>a. Amendment of NCA</p>	<p>4.a. Amendment of New City America</p>	<p>4.a. No action taken</p>

<p>management contract (closed session)</p> <p>b. Review of East Village Green funding</p> <p>c. Finance Committee retreat/orientation set for August, date to be determined.</p>	<p>management contract be reviewed and considered during closed session.</p> <p>4.b. Marco briefly discussed the proposed East Village Green project, and the funding. The cost of the project will run \$46 million, but this does not include the fees that will be required to operate the park once it opens. Those costs will be absorbed by the city's parks and recreation department. This is a problem.</p> <p>4.c. Marco reported that a Finance Committee/ Board retreat will propose a date for a financial orientation in August. We will be setting goals for the next five years.</p>	<p>4.b. No action taken</p> <p>4.c. Perry Meyers moved to authorize the Finance Committee to move forward with planning a retreat for August. Lou Palestini seconded the motion. Unanimously approved.</p>
<p>4. Parking District: Luke Vinci</p> <p>a. Parking budget for FY 20 – see attached</p> <p>b. Bollard Program – Phase 1</p>	<p>4.a. Marco reported that the \$1.2 million Parking District budget has been approved for FY 20.</p> <p>4.b. The Bollard Program will be funded by the City of San Diego but implemented through the Parking District. We are still working with Development Services to determine where bollards will be stored.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>4. Legacy Committee: Charlie Coradino</p> <p>a. Speaker series</p> <p>b. Tile sales</p>	<p>4.a. Marco reported that we are currently working on developing a speaker series.</p> <p>4.b. Marco reported that we will continue with tile sales at the Piazzas to raise funds.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>5. Community Reports</p> <p>a. SDPD</p>	<p>5.a. Marlo Woods reported on neighborhood activity.</p>	<p>5.a. No action taken</p>

<p>b. LIRA</p> <p>c. OLR</p> <p>d. Articles</p>	<p>Lt. Kevin Wadhams gave an additional report regarding enforcement.</p> <p>5.b. Annie Eichmann reported that the next LIRA meeting will take place on July 24th.</p> <p>5.c. Fr. Joe Tabigue thanked everyone for their participation and encouraged all to attend mass.</p> <p>Marco spoke about the Church’s fundraising drive.</p> <p>5.d. Marco referred to articles that were provided in the Board packet.</p>	<p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p>
<p>6. CLOSED SESSION TO DISCUSS RECOMMENDATIONS OF FINANCE COMMITTEE ON CONTRACTUAL RELATIONSHIP WITH MANAGEMENT CORPORATION</p>	<p>6. Marco referred to “exhibit B” on handout that was provided to the Board. The Finance Committee has proposed an amendment to the NCA contract regarding the annual bonus compensation. A discussion took place. Marco and staff then left the conference room, and a closed session meeting took place on Finance Committee recommendations</p>	<p>No action taken. Mike Zarconi was asked to review the current NCA-LIA agreement and report to Finance.</p>
<p>7. Open Closed Session to the public – announce decisions, if any</p>	<p>Guests did not remain outside of the closed meeting, no decisions to announce.</p>	<p>Meeting was opened back up to the public.</p>
<p>8. Next meeting</p>	<p>Next meeting: Tuesday, July 2nd, 2019 @ 8:30 am, OLR</p>	
<p>9. Motion to adjourn</p>		<p>Danny Mocerri moved to adjourn the June Board meeting and Jack Pecoraro seconded. The motion was approved by consensus.</p>

Minutes recorded and taken by Rosie DeLuca, staff.