

Little Italy Association
General Board of Directors Meeting
March 3, 2015 - 8:30 a.m.

Our Lady of the Rosary Parish Hall
1654 State Street
San Diego, CA 92101

Board Members Present

Vito Altieri / Marianna Brunetto / John Contasti / Charlie Coradino / Sandi Cottrell / David Crum / Steve Galasso / Pasquale Ioele / Perry Meyer / Danny Mocerri / Lou Palestini / James Pieri, Jr. / Demetrios Sparacino / Frank Stiriti / Fr. Joe Tabigue / Luke Vinci / Catt White / Tom Zolezzi

Board Members Excused

Jim Barone / Domenic Brunetto / Pat Brunetto / Tom Cervello / Dino Cresci / Jim De Spenza / Tom Di Zinno / Rich Gustafson / Larry Kuntz / Jack Pecoraro

Guests

Louisa De Marino, guest / Jayne Barnett, WES / Anthony Napoli / Michelle Danks, ArtWalk / Vince Mario, AFLAC / Susan Ranft Keating, resident / Erick Smith / Anthony Bernal, Council Member Todd Gloria's office / Julio DeGuzman, City Attorney's office / Dallas Stapleton, Chase Business Banking / Sean Christensen, ArtWalk / Roberto Alcantar, Senator Marty Block's office / Joyce Summer / Jennifer Hooper, WES / Curt Brooker, Fuse Events / Robert Weichelt, Weichelt Group / Donna Sanfilippo, Weichelt Group / David Roach, Queenstown Public House / Kathi Meyer, MFA / Ciro Villa, Torrey Pines Bank / Jeri Keiller, LIA Staff / Corinne Lam, Salotto Blowdry / Joe Scaglione / Vincent Ferrer, McMillin

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Chris Gomez

1. Introductions

President Steve Galasso Mocerri called the March 2015 meeting to order at 8:37 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. February 3, 2015 Board Minutes

Frank Stiriti moved to accept the February 3, 2015 Board minutes. Perry Meyer seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Luke Vinci from DCPC informed the Board of the upcoming DCPC elections, (3) Little Italy seats are open. Luke also spoke about the CUP for the proposed Eatery Green business, so far they have proven to be flexible seem that they will be a good neighbor.
- Julio DeGuzman from the City Attorney's office spoke about the functions of the criminal division, Community Court is a good way for local violators to give back to the community. The Association is asking to be on the list of approved non-profits to use minor offenders as part of the community services in lieu of jail time program. Julio stated he has informed the office of our interests here.

- Anthony Bernal from Council Member Todd Gloria's office spoke about the Council Office infrastructure. Marco referred to a copy of a memorandum that was provided to the Board in the packet, regarding potential changes to City's Administration of Maintenance Assessment District Funds, and thanked Anthony for presenting questions to the Mayor's office.
- Roberto Alcantar from Senator Marty Block's office informed the Board that the sound wall that was requested for the back of Washington Elementary School may be an issue due to funding. Roberto advised that we can work with the Senator's office to put pressure on CALTRANS, and recommended that both LIA and the school write letters outlining the necessity of the wall. Roberto also mentioned the under-pass lighting that we have requested, we will need to work with the City on this since under the bridge is their jurisdiction. Roberto also spoke about alcohol railings.
- Fr. Joe Tabigue from Our Lady of the Rosary asked the Association for assistance in their parking needs on Easter Sunday. He also mentioned the "Supper and Stations" that will take place on every Friday of Lent from 5:30 – 6:30.
- Susan Keating from LIRA reported that their next meeting will be held on Thursday, March 5th with special guests District Attorney Bonnie Dumanis and Police Chief Shelley Zimmerman.
- Principal David Crum from Washington Elementary School gave a report on current school activities. Their "Van Go" school event will take place on Saturday, June 13th, Monday March 30th is the last day to sponsor a car. They are limited to 10 cars, the cost is \$1,000.00 per car.

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

- Louisa De Marino inquired about a few trees that are located in the back of a Little Italy business. She would like to see them earmarked and replanted in the Piazza Famiglia with designation as a historical "tree of Little Italy".
- Jacqueline from Ariel & Allegro Towers inquired over differences in street lights. Also, she asked if the US Bank lights could be dimmed at 7:00 pm since they are not turned off until 10:00 pm and they light up the interiors of the tower rooms that face the bank.
- Marco mentioned the "Italian Americans" special that aired on PBS. The mini-series was informative, but the end contained negative commentary regarding our Little Italy. Steve Galasso wrote an e-mail to Prof. Pasquale Verdicchio from UCSD criticizing his negative commentary. Steve Galasso gave his comments on the criticism of Little Italy and the legitimacy of its source.

5. Committee Reports

(Organization Committee) – Steve Galasso, Chair

- Year to date financial report: Lou Palestini reported on the YTD financials for February 2015. Marco introduced Jeri Keiller as Little Italy's new in-house CPA, to work with Rosie and Lou.
Motion: Vito Altieri moved to accept the Year-to-date Financial Reports. John Contasti seconded the motion. Unanimously approved.
- The ORG Committee is seeking a Board Resolution on the following issues:
 1. Approve LIA to enter into an agreement with the City of San Diego to manage the Little Italy BID for FY 16;
 2. Approve Steve Galasso to sign the agreement amendment;
 3. Approve Steve Galasso to sign reconciliation reports/request for reimbursements

Motion: Frank Stiriti moved to accept the Resolution as put forth by the Organization Committee. Luke Vinci seconded the motion. The Board voted almost unanimously in favor, Steve Galasso abstained from the vote.

- Postponement of Casino Night, new planned date: TBD, location to be set Marco informed the Board that we ran out of time for proper planning of the Casino Night, and that the intention was to make money, not to break even. Marco thanked James Pieri, Jr. and Jim DeSpenza for all of their time and efforts put in thus far, we are proposing a date, perhaps in May for the new event date.
- First meeting of the Amici Park Task Force, to be set after meeting Marco announced that the first meeting of the newly formed Amici Park Task Force will be set soon. So far, David Crum, Luke Vinci, Marianna Brunetto, Catt White, and Sandi Cottrell have offered to sit on the Task Force.
- Letter from the City Attorney on the legal requirement for reserve funds, letter to Mayor Faulconer if not resolved by May 1st, 2015 Marco reiterated the issue regarding the legal requirement for MAD reserve funds.
- Board for FY 2015-16 to be a fundraising Board with expectations for each member to raise funds Lou Palestini addressed the Board regarding fundraising expectations of the Board members in the next term. Every Board member may be expected to produce approximately \$2,000 per year via ticket sales, event participation, contributions, etc.
- Update on banking relationship Lou Palestini informed the Board that after hearing two bank proposals, as of July 1st, 2015, the Association will be severing their ties with City National Bank and begin transitioning over to Torrey Pines Bank.
- Update on letter to Senator Block Marco reviewed the letter that was sent to Senator Marty Block which addressed the following issues:
 1. Plant nursery across from Little Italy office on Columbia Street
 2. Sound wall at Washington Elementary School
 3. ABC and Alcohol
- Wounded Warriors Event Joe Scaglione spoke about the Wounded Warriors event, and the luncheon that took place here in Little Italy. Joe thanked the Board and the Association for their help in putting together this great event.

(DISI Committee) – Marianna Brunetto, Chair

- Mercato Update Catt White updated the Board on the current activities of the Mercato.
- Olive PR Report, San Diego Magazine cover Marco thanked Olive PR for landing Little Italy on the cover of San Diego Magazine. Courtney gave an update on PR Activities, and Samantha on Social Media.
- Christmas Tree Lighting, Income & Expense Report Marco reported on the Income & Expense of the Christmas Tree Lighting.

- Festa update, Income & Expense Sandi Cottrell reported on the Income & Expense of the Festa.
- Ferragosto Luke Vinci updated the Board on sponsorships received and ticket sales to date. To purchase tickets, visit FerragostoSD.org
- ArtWalk Sandi Cottrell reported that this year's ArtWalk will take place on April 25 & 26, and reported on various street closures.
- Festa Task Force, with Sicilian Festival organizers Sandi Cottrell reported that we need to get started in May.

(Parking Committee) – Luke Vinci, Chair

- Unspent funds in Parking District Marco reported that funds that are not spent in community Parking Districts will be taken back. We will apply to use them here in Little Italy.
- Changes in Parking Chris Gomez reported that parking is changing on several side streets from angled to head-in.

(Community Advisory Board) – Jack Pecoraro, Chair

- Meeting to discuss blanket opposition to new alcohol permits, unless reviewed by the CAB Marco informed that they will be meeting to discuss the new process for issuing Alcohol permits in Little Italy.

(Legacy Committee) – Charlie Coradino, Chair

- Working on Legacy brochure Charlie Coradino reported that we are developing a brochure that will be used for potential donors to Little Italy projects.

6. Other

- Articles:
 1. Chinese developer buys site near Staples Center, plans to build condos whose land prices are lower than that of Little Italy
 2. Concentration of bars could be leading to crime increases

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

- Steve Galasso moved to adjourn March Board meeting. Danny Mocerri seconded the motion. Unanimously approved.

Minutes for Board meeting submitted by Rosie DeLuca, staff.