



**Board of Directors Meeting
Little Italy Association
Tuesday, March 5th, 2018 - 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 Borba Von Stauffenberg, Dominic Brunetto, Charlie Coradino, Sandi Cottrell, Kari Topzand for David Crum, Steven Galasso, Rich Gustafson, Jonathan Herbert, Pasquale Ioele, Christie Kong, Perry Meyer, Danny Mocerri, Lou Palestini, Frank Stiriti, Father Joseph Tabigue, Bryan Thompson, Catt White, Tom Zolezzi

Excused: Joe Cordileone, Dino Cresci, Jim DeSpenza, Tom DiZinno, Annie Eichman, Jack Pecoraro, Luke Vinci

Guests: Melanie Eckler, Dawn Hart, Clinton Smith, Lisa Driff, Dolores, Rick Jeffries, Jack D’Aquisto, Andrew Felsburg, Stacy Dion, John Falcone, Joe Scaglione, Gary Mansour, Diane Mansour, Curt Brooker, Michael Sabella, Lee Scavoter, Kathi Meyer, Jocelyn Marcus, Melanie Dellas, Karen Martinez, Tanya Myers, Susan Keating, Melissa Upshaw

Staff: Marco Li Mandri, Chris Gomez, Allicia Martinez, Jeri Keiller, Joey LiMandri

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:34 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 February 5th, 2019 Board Minutes	Minutes of February 5 th , 2019 were reviewed.	Danny Mocerri moved to accept the board minutes. Frank Stiriti seconded the motion.

		Unanimously approved.
3. Non-Agenda / Public Comment, Introductions and Announcements a. Welcome Debi Besmer	3.a. Marco LiMandri introduced Debi Besmer, as a new Board Member	3.a. No action taken
4. Committee Reports Org Committee: Steve Galasso; a. YTD Financial Report b. Wounded Warriors c. Scooters in Little Italy, LIRA	4.a. Lou Palestini reported on the year-to-date financials. Lou noted that the \$75,000 County Grant is included in the programs account which is reflecting the positive. Lou proposed that a new report format be adopted at the finance meeting. Jeri reported that the negative in the MAD is offset by Maintenance Non-Assessment. The next Finance Committee Meeting is March 18 th at the LIA office. 4.b. Joe Scaglione stated that he gave the wrong day for the event, but lunch was a success. Having the event at Piazza della Famiglia allowed everyone to sit together and enjoy lunch together. There was a total of 60 Wounded Warriors. Joe thanked Marco LiMandri, Luke Vinci Steve Galasso for their sponsorship on the luncheon. 4.c. Brian Elliott reported that the Committee adopted rules and regulations to present to City Council which include age limits, no scooting on sidewalks, geo fencing for 3 mph at PDF, and for collected fees to go to infrastructure, and education improvements. Chris Ward is also proposing on street staging for parking. Sergeant Officer Wadhams from SDPD stated that scooter enforcement from the grant fund will start again. Marlo woods stated that one of the biggest concerns in the community is "Emiliano," a violent transient. Everyone needs to report	4.a. Perry Myer moved to accept the financial report. Tommy Zolezzi seconded the motion. Unanimously approved. 4.b. No action taken 4.c. No action taken

<p>d. Sidewalk Vendor and Busker ordinance to the City</p>	<p>any incidents. Christie Kong reported that he has been leaving packages in their building, and Federal Agents have been out to investigate.</p> <p>Debi Besmer suggested providing information to hotel guests about scooter laws and safety.</p> <p>4.d. Marco is working with Fenton to propose and submit an ordinance to City Council to manage the Buskers in the public right of way.</p>	<p>4.d. No action taken</p>
<p>4. Committee Reports <i>DISI Committee:</i> <i>Chris Gomez;</i> a. Little Italy Mercato, Wednesday Market – Catt White b. Olive PR Report c. Piazza della Famiglia events d. Hotel Council</p>	<p>4.a. Catt White mentioned that SDPD aren't showing up to clear parking for Mercato until 7:50am, which delays operations. The National Farmers Market Conference was in town visiting. Catt is working on trying to place new vendors at Amici Park. The new financial model is working well for LIA. Lt. Wadham said that he would look into the delay in having PD on site early Saturday morning.</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 "Made in SD" Ballast Point/Little Italy event.</p> <p>4.c. Sandi Cottrell started a marketing pitch for event planners, event rentals, and is going to schedule open houses to promote the space. Restaurants are open to doing buyouts.</p> <p>Chris stated that Little Italy Events is facilitating events for management and rental for PDF, and that Diego Duran is booking the entertainment.</p> <p>4.d. Debi Besmer stated that one of the goals of the council is to send a unified</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>meeting- Debi Besmer</p> <p>e. Da Vinci Days-pending</p> <p>f. Retail and Restaurant Council</p> <p>g. Forbes Magazine article</p> <p>h. Next Meeting</p>	<p>message to guests to explore what Little Italy has to offer, as well as be sensitive to other guests and residents in the community.</p> <p>4.e. Marco highlighted that it is the 500th anniversary of Leonardo da Vinci’s death and LIA would like to commemorate him by creating new banners to hang focusing on his inventions and creations. Marco would like to tie the image of Little Italy to this great Italian from the Renaissance who encompassed science, art, and culture in Italy.</p> <p>4.f. Pending</p> <p>4.g. Marco shared an article that was written in Forbes magazine on Little Italy, San Diego on page 13 of agenda packet.</p> <p>4.h. Next DISI meeting: First Friday of the month at 9:00a.m., LIA office.</p>	<p>4.e. No action taken</p> <p>4.f. No action taken</p> <p>4.g. No action taken</p> <p>4.h. No action taken</p>
<p>4. Committee Reports <i>Sidewalk Operations:</i> <i>Rich Gustafson;</i></p> <p>a. Nursery Update</p> <p>b. Live-Well-Live-Safe program</p> <p>c. Meeting with Supervisor Fletcher’s office</p> <p>d. HEAP Grant</p>	<p>4.a. Marco updated that Caltrans has determined they will donate the land to the City, and the City would then give to LIA.</p> <p>4.b. Marco stated that LIA and LWLS are still trying to raise money to fund the program. Camden Tuscany is a new contributor to the program.</p> <p>4.c. Marco LiMandri is planning on asking Supervisor Nathan Fletcher’s staff from the County of SD for funds for programs mentally ill.</p> <p>4.d. Marco reported that LIA will not go after funds from HEAP</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. Meeting to review budget, recommendations for FY 2020</p>	<p>4.e. Marco reported that a SOBO meeting will be called after YTD numbers have been reviewed from results are in from reorganizing staff and making cuts.</p>	<p>4.e. No action taken</p>
<p>4. Committee Reports <i>Legacy Committee:</i> Charlie Coradino; a. Sales of Piazza della Famiglia tiles, selling \$1,000 tiles now b. Speakers Bureau</p>	<p>4.a. Charlie mentioned that he is working on selling all the tiles, for all the Piazza's. Marco mentioned that he and Mike Neil from Fenton are meeting with the San Diego Foundation on March 22nd for funding on various improvements within the community.</p> <p>4.b. Charlie would like to bring people into a "Little Italy" group and charge an annual fee, and the group would hold events. The "Speakers Bureau" is still in the conceptual phase.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>4. Committee Reports <i>Finance Committee:</i> Frank Stiriti a. Meeting with stock agents to discuss donations in the form of stocks</p>	<p>4.a. Marco mentioned more info will be provided at the upcoming Finance Committee.</p> <p>4.b. Marco stated that the Finance Committee meeting will be March 18th at 9:00am, and Frank is the Chair.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>4. Committee Reports <i>Project Review Committee:</i> Marco LiMandri</p>	<p>4. No report</p>	<p>4. No action taken</p>
<p>4. Parking District a. Budget request for FY 2020</p>	<p>4.a. Chris provided an update on the Bollard program on Date St. and mentioned that all the string lights on India will be replaced with LED's for an enhanced lighting project. There will also be money allocated for new planter's or pedestrian safety barriers</p>	<p>4.a. No action taken</p>

	which provide blockage and protection from cars plowing into the public right of way.	
5. Community Reports		
a. DCPC	5.a. Stacy reported that the DCPC elections were held, but the results are not in. Also, the Cedar Park project passed	5.a. No action taken
b. Councilman Ward's Office	5.b. Brian Elliott stated that the 14 th & Imperial Affordable Housing construction will start, and Golden Hall is the interim building for temporary housing.	5.b. No action taken
c. Our Lady of the Rosary	5.c. Father Joe mentioned that Ash Wednesday is March 6 th , and the Fish Fry is March 8 th from 12:00-9:00pm. The campaign for the renovation of OLR Church has started, and are hoping to restore the 1925 paintings.	5.c. No action taken
d. Washington Elementary	5.e. Kari reported that Washington Elementary kicked off VanGogh and are looking for sponsors. If a returning sponsor, the cost is \$1,000 and a new sponsor is \$1,500. The school is crafting the centerpieces for Ferragosto to auction off to raise money.	5.d. No action taken
8. Next meeting	Next meeting (correction): Tuesday, April 2, 2019 @ 8:30 am, OLR	
9. Motion to adjourn		Danny Mocerri moved and Frank Stiriti seconded. The motion was approved by consensus.

Minutes recorded and taken by Allicia Martinez, staff.