

Little Italy Association
General Board of Directors Meeting
November 4, 2014 - 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 / Marianna Brunetto / Tom Cervello / Charlie Coradino / Sandi Cottrell / David Crum / Jim DeSpenza / Tom Di Zinno / Steve Galasso / Rich Gustafson / Larry Kuntz / Perry Meyer / Danny Mocerri / Lou Palestini / Demetrios Sparacino / Frank Stiriti / Luke Vinci / Catt White

Board Members Excused

Pat Brunetto / John Contasti / Dino Cresci / Pasquale Ioele / James Pieri, Jr. / Tom Zolezzi

Board Members Absent (unexcused)

Domenic Brunetto / Jack Pecoraro / Fr. Joseph Tabigue

Guests

Christopher Morgan, Hairy & Merry / Erick Smith, 7-Eleven / Marla Saltzman, Amici Pet Hospital / Tim Podraza, Prava Construction / Martha Diaz, New Alternatives / Sean Christensen, ArtWalk / Teresa Therault, New Alternatives / Michelle Vazquez, New Alternatives / Jeri Keiller, resident / Susan Ranft, resident / Kathi Meyer, Meyer Fine Art / Mark Shulmun, The Physical Therapy Effect / Pete Molinari, guest / Jayne Barnett, Washington Elementary School (WES) / John Falcone, Sal D'Aquisto Realty Group / Suzy de la Pena, SDPD / Drijet Myers, Little Italy Mercato / Michael Zarconi, Sullivan Hill / Kelly McGill, McMillin Realty / Dallas Stapleton, Chase Business Banking / Yana Shayne, Downtown News / John Pergolizzi, Our World Friend / Michelle Proctor, ArtWalk / Annie Eichman, LIRA / Umberto Falcone, resident / Scott Gray, Porto Vista / PJ Lamont, Queenstown / Darren Roach, Queenstown / Jennifer Von Stauffenberg, Olive PR Services / Corinne Lam, Salotto Blowdry Lounge / ciro Villa, Torrey Pines Bank / Joe Scaglione, guest

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Chris Gomez

1. Introductions

President Steve Galasso Mocerri called the November 2014 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. September 30, 2014 Board Minutes

Perry Meyer moved to accept the September 30, 2014 Board minutes. Danny Mocerri seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Suzi de la Pena from SDPD updated the board on current activities in Little Italy.
- Annie Eichman from LIRA reported on SANDAG's proposed Bus Rapid Transit program.

- Jayne Barnett from Washington Elementary School updated the Board on current school activities.
- Teresa Therault from New Alternatives provided the Board with the details of this year's Little Italy Toy Drive.

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

- Ciro Villa from Torrey Pines Bank introduced himself to the Board
- Tim Podraza from Prava Construction Services introduced himself to the Board.
- Corinne Lam from Salotto Blowdry Lounge introduced herself to the Board. The business is located at 1835 Columbia Street.
- Tom Di Zinno spoke briefly about Prop 47 and urged everyone to vote "No".
- Kathi Meyer from Meyer Fine Art spoke to the Board about upcoming Gallery events.

5. Committee Reports

(Organization Committee) – Steve Galasso, Chair

- Year to date financial report: Lou Palestini reported on the YTD financials for September 2014.

Motion: Vito Altieri moved to accept the Year-to-date Financial Reports. Frank Stiriti seconded the motion. Unanimously approved.

- Final Agreement with School Board on Agreement for Amici Park: Marco reported on the progress on the Agreement for Amici Park. LIA was the only RFP submitted. The project will include new restrooms, two no leash dog areas, a garden, and a park area. It will go to the School Board on November 18th, the agreement proposes a 66-year lease. Once the agreement has been approved, we will manage all aspects of the grounds outside of the fenced area effective January 1, 2015. We will begin a fundraising campaign for the no-lease areas.

Motion: Luke Vinci moved to endorse the Association entering into an agreement with the SDUSD. Tom Di Zinno seconded the motion. A brief discussion took place. Unanimously approved.

- Construction on India Street Marco updated the Board on the Fenton pre-construction activity that will be taking place within the next few weeks. They are re-routing water lines to accommodate the project.
- Catt White/SD Weekly Markets agreement Marco informed the Board that we are updating the agreement between Catt White / SD Weekly Markets and the Association manage our Mercato – Farmers Market. The new agreement is an "evergreen" agreement, and there have been a few minor updates as well.

Motion: Luke Vinci moved to accept the new agreement between Catt White and the Association to manage the Mercato. Larry Kuntz seconded the motion. A discussion took place. Luke Vinci amended his motion to add that the new agreement is subject to review by our Attorney. The Board voted almost unanimously in favor. Catt White abstained from the vote.

- Status of Fenton/De Falco's project, groundbreaking on December 1st: Marco informed the Board that the groundbreaking for the Fenton development project

on Date Street between India & Columbia Streets will date place at 9:00 am on Monday, December 1st. All are welcome to attend.

- New Lighting in Little Italy Marco reported that new LED lighting has been installed in Little Italy. The Association should save around \$22,000-\$25,000 per year through its payments for lighting through the CBD/MAD budget.
- Councilman Gloria and fixing the MAD Administrative problem: Marco informed the Board that the officers will be meeting with Councilman Todd Gloria's in order to find solutions on the issues with the MAD agreement and funding processes.
- Action by Seattle City Council: Marco reported that Seattle has recently changed the "Columbus Day" to "Indigenous Day". Tom Di Zinno read a background on Columbus Day. The original intent of this holiday was to celebrate Italian-Americans and other European immigrants, not Christopher Columbus.

Motion: Luke Vinci moved to assign Tom Di Zinno to draft a letter for Officers to send in opposition of this change and movement. Vito Altieri seconded the motion. A discussion took place. The letter will be sent to the City of Seattle. Jim DeSpensa reported that UNICO also opposes the name change. Unanimously approved.

- Update on retail sales at Nelson Photo Larry Kuntz reported that the retail sales for Little Italy merchandise are picking up.
- Spaghetti Dinner update Luke Vinci reported that it was a great event.
- General Liability Insurance costs due to trip and fall claims Marco updated the Board on the increased costs for our Liability Insurance that resulted from the Trip & Fall claims that arose due to sidewalk disrepair.

(DISI Committee) – Marianna Brunetto, Chair:

- Mercato Update Catt White updated the Board on the current activities of the Mercato.
- Olive PR gave an update on PR work done for Little Italy last month. Also, National Geographic did a story on Little Italy that will air in June. Social media exposure has increased, we have hit 40,000 followers. #LittleItalySD
- Christmas Tree Lighting, need to generate \$15,000 for new tree Chris Gomez reported that the Christmas Tree at the Corner of India & Date street will be removed to make way for the Fenton Development project, so we have commissioned the construction of an iron Christmas tree that will be installed over the fountain at the Piazza Basilone that will hold 1,000 poinsettias. Our goal is to raise \$15,000 to offset the cost of the iron Christmas tree. Chris invited all to join us for the lighting of the Little Italy Christmas Tree on Saturday, December 6th from 4:00 pm – 8:00 pm.
- Little Italy Summer Film Series – Update Marco reported that we netted \$2,500 for the Little Italy Summer Film Series.

- Festa update Sandi Cottrell reported that this year's Festa was well attended, and ran the smoothest to date. We should net approximately \$34,000. The financial report will be forthcoming once all of the bills have been paid.
- Sicilian Festival merger agreement Marco reported that the Festa Siciliana will unite with the Little Italy FESTA!, a copy of a (2) Year memorandum of Agreement was provided to the Board in the packet.

Motion: *Luke Vinci moved to accept the 2-year Memorandum of Agreement to unite the Festa Siciliana and the Little Italy FESTA! Jim DeSpensa seconded the motion. A brief discussion took place. Unanimously approved.*

- Ferragosto sponsorships and update Luke Vinci updated the Board on the upcoming Ferragosto event that will take place on August 15th, 2015. Visit FerragostoSD.org to purchase tickets.
- Blessing of the animals in Winter, launch of the Dog Parks: Marco reported that we are currently looking into a Blessing of the Animals event to coincide with the launch of the Amici Dog Parks in January.

(Parking Committee) – Luke Vinci, Chair

- Bike lanes on Beech and State, letters to Civic San Diego Marco reported that letters were written to Civic San Diego by OLR and WES in opposition of the bike lanes proposed for State Street. Chris Gomez informed that a meeting with DMPG did take place, they feel that bikes and vehicles can work together.

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

- Curb your dog signs Marco reported that due to dog urine problems, we will be posting "Curb your dog" signs in certain areas throughout the district.

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

- Caliber Auto Body site development by CityMark Marco reported that this project was reviewed, it's a great mixed-use project.
- Grape & California Marco reported that the 915 Grape Street project was reviewed and recommendations were put forth. The minutes of both projects were attached to the Board packet.

(Legacy Committee) – Charlie Coradino, Chair

- Working on Legacy brochure Marco reported that we will be producing a brochure to use a fundraising tool.
- Tom Fat Memorial agreement with Catt White Marco reported that the crowdfunding for this project will commence in January.

6. **Next meeting:** December 2, 2014 – 8:30 a.m. at or Our Lady of the Rosary Church Hall

Jim Barone moved to adjourn November Board meeting. Rich Gustafson seconded the motion. Unanimously approved.

Minutes for Board meeting submitted by Rosie DeLuca, staff.