



**Board of Directors Meeting
Little Italy Association**

Tuesday, November 5, 2019 - 8:30 a.m.

Porto Vista Hotel - 1835 Columbia Street San Diego, CA 92101

Present: Vito Altieri, Debi Besmer, Jenn von Stauffenberg, Domenic Brunetto, Charlie, Coradino, Sandi Cottrell, Dino Cresci, John La Raia for Jonathan Herbert, Pasquale Ioele, Christie Kong, Jocelyn Marcus, Perry Meyer, Danny Mocerri, Lou Palestini, Jack Pecoraro, Lee Scrivner, Frank Stiriti, Diana Strauss Casey, Bryan Thompson, Luke Vinci, Catt White, Tom Zolezzi, Juan Nunez, Jocelyn Marcus,

Excused Absence: Joe Cordileone, Jim DeSpenza, Tom Di Zinno, Steven Galasso, Rich Gustafson, Fr. Joseph Tabigue

Guests: Deborah Lunn, Ralph Holstein, Lauren Siry, John Falcone, Sean Karafin, Susan Keating, Sarah Rodriguez, Sabrina Ortega, Gary Mansour, Melanie Dellas, Kathi Meyer, Robert Rothwell, Parisa Bukhowa , Chris Olsen, Michelle Van Rooyen, Mike Zarconi, Brijet Meyers, Joe Scaglione, Jason Weisz,

Staff: Marco Li Mandri, Joey LiMandri, Jeri Keiller, Chris Gomez, Rosie De Luca, Dianne T. Serna De León

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 A.M. by the Vice President, Danny Mocerri. Self-introductions of everyone present were made.	No action taken
2. Review of October 1, 2019 Board Minutes	Minutes of October 1, 2019 were reviewed.	Jack Pecoraro moved to accept the board minutes. Vito Altieri seconded the motion. Unanimously approved.

<p>3. Non-Agenda / Public Comment, Introductions and Announcements</p> <p>a. Chris Olsen</p> <p>b. Dominic Brunetto</p> <p>c. Kathi Meyer</p> <p>d. John Falcone</p>	<p>3.a. Marco introduced Chris Olsen who will be running for City Council. Chris gave a brief presentation on the upcoming City Council race for District 3</p> <p>3.b. Dominic Brunetto stated that the Spaghetti Dinner was a great success! The Fishmongers coordinated the dinner this year and will do so in the future</p> <p>3.c. Kathi Meyer informed the Board that the new exhibit at Meyer Fine Art Gallery will be on display until the end of December.</p> <p>3.d. John Falcone thanked everyone that helped with the Bocce tournament on 10/13/19.</p>	<p>3.a. No action taken</p> <p>3.b. No action taken</p> <p>3.c. No action taken</p> <p>3.d. No action taken</p>
<p>4. Committee Reports <i>Org Committee:</i> <i>Steve Galasso;</i></p> <p>a. YTD Financial Report</p> <p>b. Recommend New Board Members – Juan Nuñez</p> <p>c. Debi Besmer Stepping Down from the Board</p>	<p>4.a. Jeri Keiller reported on the year-to-date financials.</p> <p>Marco reported on the upcoming Board Retreat proposed for December.</p> <p>4.b. Chris informed the Board that Juan Nuñez is the new principal at Washington Elementary school and is interested in serving on the Board. Juan would serve in a property owner seat and has met the threshold of approval by his work on the Amici Park Task Force and other related activities</p> <p>4.c. Chris reported that Debi Besmer must step down from her position on the Board due to her departure from the Porto Vista hotel. Marco spoke about Debi’s great efforts in putting together the hotel</p>	<p>4.a. Diana Strauss Casey moved to accept the year to date financials. Frank Stiriti seconded the motion. Unanimously approved.</p> <p>4.b. Luke Vinci moved to nominate Juan Nuñez to the Board, Danny Mocerri seconded the motion. Unanimously approved</p> <p>4.c. No action taken</p>

<p>d. Davi Tours Final Agreement</p>	<p>council and thanked her for her service. She was given an award and given a round of applause</p> <p>4.d. Marco reported that LIA is close to an agreement with Anthony Davi Tours. Mike Zarconi, our Attorney will review agreement. This would be no cost to the Association.</p>	<p>4.d. No action taken</p>
<p>e. MPC Merchandise Final Agreement</p>	<p>4.e. Marco reported that we are finalizing the agreement to sell Little Italy merchandise with Marco Cortez, he will sell licensed Little Italy branded merchandise with our logo. We will send the agreement to the Mike Zarconi for for final review. This would be no cost to the Association.</p>	<p>4.e. No action taken</p>
<p>f. Little Italy Loading Dock Brand Licensing Agreement</p>	<p>4.f. Loading Dock is launching Limoncello priced at \$20.00 per bottle; Little Italy will receive \$5.00 on each bottle sold. This would be no cost to the Association.</p>	<p>4.f. No action taken</p>
<p>g. Meeting with Unified School District Reps re: Amici Park Redesign</p>	<p>4.g. Luke and Marco reported that a meeting took place with representatives from the SD Unified School district regarding the Amici Park redesign.</p> <p>Luke Vinci reported that the meeting went well, there will be only minor changes to the plan. We will seek DIF to fund the project at approximately \$2 million.</p>	<p>4.g No action taken</p>
<p>h. Other (Non-Agenda items) -Tom Zolezzi</p>	<p>4.h. Tom Zolezzi would like his daughter Olivia Zolezzi to represent him on the board while he is out of the country. Tommy, as all Board members, are authorized to send an alternate based upon their absence.</p>	<p>4.h No action taken</p>
<p>i. Next Meeting</p>	<p>4.i. Next ORG Meeting will take place on November 22, 2019 at 9:00am</p>	<p>4.i No action taken</p>

<p>4. Committee Reports <i>DISI Committee:</i></p> <p>a. DISI New Chair</p> <p>b. Little Italy Mercato, Wednesday Market – Catt White</p> <p>c. Olive Creative Strategies</p> <p>d. Trick or Treat on India Street</p> <p>e. Christmas Tree Lighting and Christmas Village</p> <p>f. Hotel Council meeting- Debi Besmer</p> <p>g. Restaurant Council- Pasquale Ioele</p> <p>h. Next Meeting</p>	<p>4.a. Chris Gomez announced that Perry Meyer will be the new DISI Chair</p> <p>4.b. Catt White reported on current Mercato & Wednesday Market activities.</p> <p>4.c. Jenn from Olive Creative Strategies welcomed Parisa, she is new to the LI Olive PR Team. Parisa reported on PR and Social Media engagements. Discussion followed.</p> <p>4.d. Chris reported that TOTIS was a huge success</p> <p>4.e. Chris reported on the upcoming Little Italy Tree Lighting & Christmas Village that will take place on December 7, 2019 4pm-8pm. As of now, the Christmas Village will be \$60k (revenue neutral). A Task Force meeting will take place on November 15th, an e-mail meeting notice will go out.</p> <p>4.f. Debi Besmer reported that the Carte Hotel hosted the last Hotel Council Meeting. Expedia gave a presentation at the meeting. Debi must resign her position on the Board, as she will be stepping down from the Hospitality industry. Debi will help to find a new Chair of the Council.</p> <p>4.g. Pasquale Ioele reported that the first Restaurant Council meeting took place, Joey Busalacchi volunteer to be the co-chair. The next quarterly meeting take place in January. His goal is to get more interaction from restaurant owners.</p> <p>4.h. Next DISI meeting will be December 3rd, at 9:00am at the LIA office</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>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>
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<p>4. Parking & Mobility committee: Luke Vinci</p> <p>a. Bollards Program Status</p> <p>b. India Street Enhanced Lighting Project</p> <p>c. Other (Non-Agenda items) -Luke Vinci on Columbia St. Parking</p>	<p>4.a. Chris reported that May of 2020 is the estimated construction completion for the Bollards Program.</p> <p>4.b. Chris reported that lighting is being enhanced from Ash St to Laurel St., any colors and patterns can be programmed. Chris thanked La Pensione Hotel for allowing the antenna for the lights to be placed on their hotel.</p> <p>4.c. Luke Vinci reported that Columbia Street will be converting from parallel parking to diagonal parking on the west side. There is an 11/7 meeting to discuss converting Beech St.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>4. Committee Reports Sidewalk Operations: Rich Gustafson;</p> <p>a. Other (Non-Agenda items) -Marco</p>	<p>4.a. Marco reported that he met with Capt. Holden and spoke to him regarding the homeless man (Chris P.) at Amici Park and around the church. He encouraged anyone who might have any photos or videos of this individual to please send them to the LIA office and we will forward them to SDPD.</p> <p>4.b. Marco reported that LIA is still gathering quotes for the Nursery fencing</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>4. Committee Reports Legacy Committee: Charlie Coradino;</p> <p>a. Sales of Piazza della Famiglia tiles</p>	<p>4.a. Marco reported that PDF tiles are still for sale. Charlie reported that their efforts are ongoing.</p>	<p>4.a. No action taken</p>

<p>4. Committee Reports Finance Committee: Frank Stiriti</p> <p>a. NCA Contract Reviews</p> <p>b. Next Meeting TBD</p>	<p>4.a. Marco Reported that review of the NCA contract is going through to the Finance Committee in December, then to Mike Zarconi and then to the Board.</p> <p>4.b. The next meeting date is TBD</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p>
<p>4. Committee Advisory Board; Jack Pecoraro</p> <p>a. Creation of Civil Sidewalks Task Force</p>	<p>4.a. Marco reported on People Assisting the Homeless (PATH). This would be a follow up to the Live Well Live Safe program to continue to respond to the chronically homeless and mentally ill people who frequent Little Italy. Discussion took place in regards to fund raising between LIA & LIRA. Marco stated that he, Laura Li Mandri, Jocelyn Marcus, Lee Schriver, Jerry and Jack had met to discuss the possible use of these groups receiving Regional Homeless Task Force funds to provide services in Little Italy. This would be facilitated by a new “Civil Sidewalks” task Force. Discussion took place.</p>	<p>4.a. Jack Pecoraro moved to create the Civil Sidewalks Task Force; Jenn von Stauffenberg seconded the motion. Unanimously approved.</p>
<p>4. Committee Reports Project Review Committee: Marco LiMandri;</p> <p>a. No Report</p>		
<p>5. Community Reports</p> <p>a. Councilmember Chris Ward’s Office</p> <p>b. Sidewalk Vending</p>	<p>5.a. Britney Baily from Councilmember Chris Ward’s office updated the Board on activities that Councilmember Ward is working on.</p> <p>5.b. John La Raia reported that he had heard that the regulation of sidewalk vending through the new local legislation is moving slowly. Marco added that sidewalk vending is not illegal anywhere in the state, unless it impacts “health and safety” issues. Discussion followed</p>	<p>5.a. No action taken.</p> <p>5.b. No action taken.</p>

<p>c. Senator Toni Aktins office</p>	<p>5.c. Jason Weisz from Senator Toni Atkin's office reported on items that Senator Atkins is working on.</p>	<p>5.c. No action taken.</p>
<p>d. Washington Elementary School</p>	<p>5.d. Principal Juan Nuñez reported on school activities.</p>	<p>5.d. No action taken.</p>
<p>6. Next meeting- Board Retreat</p>	<p>Next meeting will take place on Tuesday, December 3, 2019 @ 8:30 am. This meeting will have minimal Board business to be conducted and the bulk of the meeting will serve as an educational/retreat to update the Board on the status of the Association.</p>	
<p>7. Adjournment</p>		<p>Danny Mocerri moved to adjourn the November Board meeting. Vito Altieri seconded the motion. Unanimously approved.</p>

Minutes taken by: Dianne T. Serna De León, Staff.