



**Little Italy Association
Board of Directors Meeting
September 13 2016 - 8:30 a.m.
Our Lady of the Rosary Parish Hall
1654 State Street - San Diego, CA 92101**

Board Members Present

Vito Altieri / Jenn Borba von Stauffenberg / Domenic Brunetto / Tom Cervello / Charlie Coradino / Joe Cordileone / Sandi Cottrell / Dino Cresci / David Crum / Jim DeSpensa / Steve Galasso / Rich Gustafson / Perry Meyer / Danny Mocerri / Sumrall Howell for Christopher Morgan / Lou Palestini / Jack Pecoraro / James Pieri, Jr. / Frank Stiriti / Luke Vinci / Brijet Myers for Catt White

Board Members Excused

Jim Barone / Marianne Brunetto / Tom Di Zinno / Pasquale Ioele / Fr. Joseph Tabigue / Tom Zolezzi

Guests

Aaron Osborne, Porto Vista Hotel / Susan Keating, resident & LIRA / Kelly Williams, HG Fenton / Marlo Woods, SDPD / Lt. Adam Sharkey, SDPD / Samantha Hewitt, Olive PR Solutions / Richard Bonner, 444 Beech / Nate Benedetto, Next Wave Commercial / Rosalie Andrews, Retail Insite / Scott Andrews, McMillan / Vince Bruno, RoVino / Jeanette Perez, SD Visitor Info Center / Nicoletta Meo-Cook, Old Town Trolley Tours / Nerea Urtason, Supervisor Ron Roberts office / Mark Shulman, Physical Therapy Effect / Mike Zarconi, SHLRE / Julio DeGuzman, City Attorney's office / Marsha Lyon, SAY San Diego / Bill Hammond, GSWS.com, Anthony Napoli

Staff (Non-Voting)

Marco Li Mandri, Rosie DeLuca, Chris Gomez

1. Introductions

President Steve Galasso called the September 13th 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. July 12, 2016 Board Minutes

Frank Stiriti moved to accept the July 12, 2016 Board minutes. Luke Vinci seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Julio DeGuzman from the City Attorney's office reported on the Community Courts program. Marco inquired as to if Little Italy could be designated as a recipient for clean-up, Julio indicated that it would need to go through their contractors.

- Officer Marlo Woods from SDPD updated the Board on the status of a few local offenders. Marco publicly thanked Marlo for his service with a positive attitude. Marlo introduced Lt. Adam Sharkey to the Board. Lt. Sharkey informed the Board that he is trying to increase the area bike patrols.
- Nerea Urtason from Supervisor Ron Roberts office reported on projects the Supervisor's office is currently working on.
- Susan Keating from LIRA reported on the upcoming election meeting.
- Principal David Crum from Washington Elementary School reported on school business.
- Sumrall Howell has been designated as an alternate for Christopher Morgan, as per a letter of authorization which was included in the Board packet.

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

- Nikki Meo-Cook from Old Town Trolley Tours informed the Board about the Trolley operated visitor center that operates near the Embarcadero
- Jeanette Perez from San Diego Visitors Information Center introduced herself to the Board.
- David Tuckman from GSWS.com introduced himself to the Board, his company has provided Little Italy with Managed IT and hosting services for several years.
- Tom Cervello announced that Papalecco has just opened a new location in Kensington.
- Vincenzo Bruno from RoVino Rotisserie + Wine located at 2034 Kettner Blvd. introduced himself to the Board.

5. **Committee Reports**

(Organization Committee) – Steve Galasso, Chair

- YTD Financial Report: Lou Palestini gave the YTD financial report.
Motion: Vito Altieri moved to accept the YTD financial report. Sandi Cottrell seconded the motion. Unanimously approved.
- Letter to Brad Richter on use of DIF for parks in Little Italy Marco reviewed a letter that was by Brad Richter from Civic San Diego regarding Developer Impact Fees (DIF). Marco stated that we need to secure the future DIF in Little Italy.
Motion: Danny Mocerri moved to adopt a position whereas we will seek to capture as much park related future developer impact fees resulting in planned projects to fund improvements to the public rights of way, piazzas and Amici Park. Luke Vinci seconded the motion. Unanimously approved.
- Renaming Piazza Famiglia to Piazza della Famiglia, explanation Marco informed the Board that since someone has already secured the “Piazza Famiglia.com” domain name for their own business purposes, the Legacy, Finance and Org Committees are recommending that we change the name of the new Piazza at India & Date to the “Piazza della Famiglia”.

Motion: Lou Palestini moved to rename the new Piazza at India and Date from Piazza Famiglia to Piazza della Famiglia. Tom Cervello seconded the motion. Unanimously approved.

- PPS conference in Vancouver, Marco is on the Project for Public Spaces Leadership Council and they are having their annual meeting in Vancouver in late September. Marco would like the Board to reimburse him for registration costs, plane and hotel costs, not to exceed \$1,500, paid by Programs

Motion: Steve Galasso moved to reimburse Marco for his out-of-pocket expenses for the “Placemaking Week” conference. Frank Stiriti seconded the motion. A brief discussion took place. Chris Gomez mentioned that this expense could be reimbursed through the SBEP Technical Assistance fund. Unanimously approved.

- Give-or-Get Policy, issue of Vespa tickets – clarification Marco informed the Board that as part of the Board’s new Give-or-Get policy, that it was discussed that Board members would each sell (10) Vespa raffle tickets. Marco clarified that Board members are not eligible to purchase tickets for themselves or anyone in their household, so any tickets previously purchased by individual Board members would be reissued. He stated that the Association would be flexible with the requirements for purchasing fundraisers in the future, as everyone must contribute as per Board policy, but each can be done in their own way.
- Padres ownership tour of Little Italy Marco gave a tour to the owners of the Padres. They have expressed interest in integrating somehow into the Piazza della Famiglia or other activities in Little Italy.
- NIAF Annual Conference – Workshop on Little Italys, 8 years in the making Marco reported that the focus of years NIAF Annual Conference will be preserving Little Italys in the US. Marco added that Rodchester, NY uses us as their model.

(DISI Committee) – Christopher Morgan, Chair

- Mercato Update Brijet Myers updated the Board on current Mercato activities.
- Olive PR Report Samantha Hewitt updated the Board on current PR and Social Media activities.
- Taste of Little Italy – Income and Expense Report Sandi Cottrell reviewed the Taste of Little Italy Income & Expense report.

Motion: Steve Galasso moved to accept the Income & Expense report for the Taste of Little Italy. Danny Mocerri seconded the motion. Unanimously approved.

- Marine Band San Diego Summer Concert – wrap up Lou Palestini spoke about the Marine Band that played in Little Italy in August, the event was a great event and well attended. Lou also mentioned that we hope to install a plaque to honor Marines at the Piazza Basilone in November.

- FESTA! Fundraising Efforts & Seeking Major Sponsors Sandi Cottrell updated the board on the upcoming Festa. We are still accepting \$500 Gesso sponsors to help offset the cost of the event.
- Meyer Fine Art Show, 50% of revenues to be dedicated to the Piazza Giannini Meyer Fine art will host an Art Show that will run from October and December, and will donate a percentage of proceeds towards the Piazza Giannini.

(Parking Committee) – Luke Vinci & Tom Cervello, Co-Chairs

- Downtown Mobility Plan A meeting will take place on the Downtown Mobility Plan.
- Freeway Overpass Lighting (State, W Hawthorn & W Grape) – status Chris Gomez reported on the status of this project, he will meet with the Contractor later today.

(Community Advisory Board) – Jack Pecoraro, Chair

- Commitment of Supporter for Dog Park & Strategy for Matching Funds – status Marco reported that we have secured a \$ 50,000 donation towards the Amici Dog Park from Gina Champion Cain, and are still seeking sponsors for various plaques, benches, etc.
- Call for Downtown Summit on aggressive and mentally unstable street people, coordinate with LIRA, set for November

Motion: Jenn Von Stauffenberg moved to authorize staff to work with the LIRA and other Downtown community groups to sponsor a Downtown Summit on management of the public rights of way and responding to concerns on mentally ill and aggressive street people. Jim DeSpensa seconded the motion. Unanimously approved.

(Sidewalk Operations, Beautification & Order) – Rich Gustafson, Chair

- Budget in Place Marco reported that we have finally obtained MAD income numbers from the City, and a budget is now in place. A meeting will be scheduled to review the budget.
- SDPD biking and walking patrols SDPD is in the process of increasing their bike and walking patrols in Little Italy.
- Letter to Edric Doringo, Development Services, on public amenities Marco reviewed a letter that was sent to Edric Doringo from the City of San Diego regarding the lack of public amenities installed for new developments in Little Italy. Marco has requested that he send someone out to look at specific blocks that are missing public amenities, and to inform the developer that they must install amenities with due speed.

Motion: Luke Vinci moved to authorize staff to work with Civic San Diego and the Development Services Dept. to ensure that any and all new development adhere to current standards for public right of

way amenities prior to granting a certificate of occupation. Tom Cervello seconded the motion. Unanimously approved.

(Legacy Committee) – Charlie Coradino, Chair

- Booklet preparation: Use of Asaro/Meyer Art Show money for brochure, not to exceed \$8,000 Charlie reported that we would like to produce a fundraising brochure and use the \$20,000 raised from the Asaro/Meyer Art Show money to produce the brochure.

Motion: Perry Meyer moved to authorize staff to use Asaro/Meyer Art Show funds to produce a fundraising brochure, costs not to exceed \$8,000. Vito Altieri seconded the motion. Unanimously approved.

- Update on Piazza Pescatore We are currently working with Bumble Bee as a potential sponsor for the project.
- Update on Piazza Giannini Marco reported that the Piazza Giannini is currently in the works, Bank of America is a major sponsor on the project.
- Next meeting: Sept. 30th, 12 noon at the LIA office

(Finance Committee) – Marianna Brunetto & Tom Cervello, Co-Chairs

- Contract with Luke Vinci and GSMI on fundraising, term to run through December 31st 2016, no cost to the Association, commission only Luke Vinci and GSMI has put forth a proposal to raise funds for the Association.

Motion: Jack Pecoraro moved to authorize the Finance Committee to work with GSMI to solicit funds for LIA activities for the balance of 2016. Perry Meyer seconded the motion. A brief discussion took place, GSMI will not overlap with Sandi Cottrell's & ArtWalk's contacts. Almost unanimously approved, Luke Vinci abstained from the vote.

(Project Review) – Jim Barone, Chair

The following projects were reviewed by the Project Review Committee:

- Union and Cedar proposal for micro units with no parking: A Jonathan Segal project with 35 small units and no parking. Marco reported that he and Tom met with La Vita condo owners at a well-attended meeting to discuss the project and its potential impact in Little Italy.
- Asaro project at India & Beech: 28 stories

6. Presentation of Large tile donations for Piazza della Famiglia by Fenton Company:

John La Raia and Kelly Williams from The Fenton Company presented the Association with a check for \$100,000 to go towards the Piazza della Famiglia. They will receive (2) large tile plaques to commemorate their donation. This \$100,000 will go towards the piazza maintenance and programming costs. Steve Galasso thanked John for helping out with a parking issue.

7. **CLOSED SESSION – REPORT ON THE DISCUSSION WITH THE SDUSD ON USE OF PARKING IN THE FUTURE, ONLY BOARD MEMBERS AND STAFF TO BE PRESENT**
8. **Report from Closed Session – No decisions were made by the Board, a pending agreement with the School District was discussed which included confidential information between the Association, Washington Elementary School and the Unified School District.**
9. **Next meeting: October 4th, 2016 at 8:30 am. Our Lady of the Rosary Church Hall.**

Motion: *Danny Mocerri moved to adjourn the September Board meeting. Steve Galasso seconded the motion. Unanimously approved.*

Minutes for General Board meeting submitted by Rosie DeLuca, staff.