



**Little Italy Association**  
**General Board of Directors Meeting**  
**February 2, 2016 - 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 / Domenic Brunetto / Pat Brunetto / Marianna Brunetto / Tom Cervello / Sandi Cottrell / Tom Di Zinno / Steve Galasso / Rich Gustafson / Pasquale Ioele / Perry Meyer / Danny Mocerri / Christopher Morgan / Lou Palestini / James Pieri, Jr. Frank Stiriti / Fr. Joseph Tabighe / Luke Vinci / Catt White / Tom Zolezzi

**Board Members Excused**

John Contasti / Charlie Coradino / Dino Cresci / David Crum / Jim DeSpensa / Jack Pecoraro / Demetrios Sparacino / Tom Zolezzi

**Guests**

Kathi Meyer, Meyer Fine Art / Dallas Stapleton, Chase Bank / Julio DeGuzman, City Attorney's office / Jennifer von Stauffenberg, Olive PR / Teresa Therault, New Alternatives / Mark Shulman, PT Effect / John Falcone, Sal D'Acquisto Real Estate Group / Mike Zarconi, SHLRE / Annie Eichman, LIRA / Umberto Falcone, resident / Ciro Villa, Torrey Pines Bank / Michele Basile, resident / Kate Webb, Draw from Within / Jennifer Jenkins, Draw from Within / Felicitas Machuelo, New Alternatives / Anthony Napoli, resident / Jayne Barnett, WES / Jeff Pontiff, guest / Edwin Garrette, SDPD / Lucy Rodriguez, Mission Federal Credit Union / Melissa Scofield, CBRE / Susan Keating, resident / Chris Ward, Candidate for City Council / Sumrall Howell, Hairy & Merry / Samantha Hewitt, Olive PR / Rosalie Andrews, Retail Insite / Joseph Scaglione, USO / Vallie Disharoon, New Alternatives

**Staff (Non-Voting)**

Marco LiMandri, Rosie DeLuca, Chris Gomez

**1. Introductions**

President Steve Galasso called the February 2016 meeting to order at 8:38 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. December 1, 2015 Board Minutes**

Frank Stiriti moved to accept the December 1, 2015 Board minutes. Luke Vinci seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

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### 3. Community Reports

- Julio DeGuzman from the City Attorney's office spoke about the Community Court system.
- Sgt. Edwin Garrette from the SDPD introduced himself to the Board and gave a brief update on downtown police activities
- Chris Ward from Senator Marty Block's office reported on the progress of securing the vacant lot at Columbia Street and State Streets for Little Italy to use as a nursery staging area.
- Fr. Joe Tabigue from Our Lady of the Rosary reported on improvements made to the Community Center, and thanked the Fish Mongers for raising money towards these projects.
- Jayne Barnett from Washington Elementary School informed the Board that their VanGo fundraiser will take place again this year.
- Teresa Therault from New Alternatives thanked the Association for another successful Holiday Toy Drive.

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

- Kate Webb from Draw from Within offered to put together a local resource card for the homeless.

### 5. Committee Reports

#### **(Organization Committee) – Steve Galasso, Chair**

- YTD Financial Report: Lou Palestini gave a YTD financial report.  
Motion: *Tom Di Zinno moved to accept the YTD financial report. Luke Vinci seconded the motion. Unanimously approved.*
- Appointment of Jennifer Borba von Stauffenberg as a new Board member, qualification by serving at least 3 years on DISI Committee, appointment as a business representative seat on the Board.  
Motion: *Luke Vinci moved to appoint Jennifer Borba von Stauffenberg as a new Board member to the Little Italy Association. Tom Di Zinno seconded the motion. Jennifer gave a brief background of her ties to the Association. Unanimously approved.*
- Approve entering into an agreement with the City: Marco reported that we are in the process of renewing our agreement with the City of San Diego to manage the BID with the following stipulations:
  - a) Steve Galasso as Primary Person authorized to sign contracts and amendments
  - b) Steve Galasso as Primary person authorized to sign programmatic reports and scope adjustment requests
  - c) Steve Galasso and Lou Palestini as Primary and Secondary Board officer authorized to sign reconciliations/requests for payment and budget adjustment requests  
Motion: *Vito Altieri moved to enter into an agreement with the City. Sandi Cottrell seconded the motion. The vote was almost unanimously approved. Steve Galasso and Lou Palestini abstained from the vote.*
- Give and Get policy of the Board of Directors (attachment provided in packet) Chris Gomez gave a background on the proposed "Give and Get" policy which would redirect the Board to a fundraising Board. Chris reiterated the new guidelines for the Board:

- a) “Get” monies via donations to the Association for specific projects/programs: and/or
- b) Volunteer for special events with a max number of hours set forth by this Board: and/or
- c) “Give” monies that have not been fulfilled by the above methods

This item is submitted to the Board on this date, and the new policy would begin on July 1, 2016.

Motion: *Danny Mocerri moved to adopt the new “Give and Get” policy for the Little Italy Board. Lou Palestini seconded the motion. A brief discussion took place. Steve Galasso moved to change the starting date in the policy from October 2015 to July 2016. Steve Galasso also asked that all eligible events be listed in the policy. The amendments to the motion were accepted by Danny Mocerri. The Board approved unanimously.*

- Intern data on Little Italy over the past ten years Marco reviewed data that was gathered by interns for the Association.
- Deco Bike ads, action to remove ads from stand Annie Eichmann spoke on this issue. Concerns are that signage is not appealing, and an eyesore for the community. Marco reported that Deco Bike did not present the “billboard” concept to communities. A meeting on this issue will take place soon.

Motion: *Jim Barone moved to authorize staff to fix issue with the ads as currently displayed on Deco Bike stands; we are opposed as currently displayed. Catt White seconded the motion. A discussion took place. The Board unanimously approved.*

- Issue of removal of parking on Elm Street and potential impacts of parking in 2016: Marco reported that we were finally able to have perpendicular parking installed on Elm Street, and McMillin put an office trailer on them which took out 10 spaces. The trailer was not authorized; Marco is meeting with McMillin to remedy.

Motion: *Luke Vinci moved to authorize Marco to deal with the developer McMillin to remedy the situation. Pasquale Ioele seconded the motion. A discuss took place and it was decided that we need to take a balanced approach on the situation. The Board voted unanimously in favor.*

- Authorize placing Little Italy Bocce Club under LIA umbrella: Marco informed the Board that the Org Committee is recommending that the Little Italy Bocce Club be placed under the Little Italy Umbrella. All of their funds will be deposited and dispersed through the Association bank accounts. The Association has responsibility for the Bocce Courts.

Motion: *Vito Altieri moved to authorize placing the Little Italy Bocce Club under the LIA umbrella. Luke Vinci seconded the motion. A brief discussion took place. The Board unanimously approved.*

**(DISI Committee) – Marianna Brunetto, Chair**

- Select new Chair(s) for the DISI Committee Marianna Brunetto has accepted the position of Chair to the Finance Committee, so we are in need of a new Chairperson for the DISI Committee. Chris Gomez reported that Christopher Morgan is interested in the position; he has served on the DISI Committee for a few years now.

Motion: *Marianne Brunetto moved to appoint Christopher Morgan as new Chair to the DISI Committee. Perry Meyer seconded the motion. The Board unanimously approved.*

- Mercato update Catt White updated the Board on the current activities of the Mercato.
- Christmas Tree lighting Income & Expense report: Marco reported that the Christmas Tree lighting Income & Expense report is pending. The expenses are expected to increase next year as we will be lighting two trees, and will shut down India Street between Cedar & Fir Streets.
- Olive PR Report: Samantha from Olive PR gave a monthly activity report, as well as an update on our Social Media followers. Samantha reminded the Board to use the hashtag #LittleItalySD when posting Little Italy photos to Social Media accounts.
- Randy Crawford “Minor Magic” event on November 21<sup>st</sup>, preliminary figures Marco reported that we are above the break-even mark in Minor Magic art sales, and the artwork is still displayed and on sale through the Little Italy office. We will have a booth at ArtWalk to display and sell the artwork.
- Status of gateway signs Chris reported that (3) Gateway Signs have been installed at the following locations:
  - a) India & Beech
  - b) Union & Cedar
  - c) Kettner & Kalmia
- Little Italy App Chris reported on the new and improved Little Italy mobile app.

**(Parking Committee) –**

- Resolution on Downtown Mobility Plan Marco gave a background on the proposed Downtown Mobility Plan. Luke Vinci reported that as proposed, the plan will eliminate 40-50 parking spots in the district. Luke also informed the Board that “shared” lanes (Class 3) would be more desirable than “designated” lanes (Class 4).

Motion: *Luke Vinci moved that we reject the proposed Downtown Mobility Plan, and replace with recommendation with Class 3 lanes in neighborhood and Class 4 lanes on Ash St & Pacific Highway. Frank Stiriti seconded the motion. A discussion took place, and it was agreed that we would work with the SD Bike Coalition. The Board unanimously approved.*

- Resolution on payment of Parking Advance Marco reported that we would pay off the \$41,000 advance from Civic San Diego to the Little Italy Parking District through monthly valet and 2-hour parking revenues. The resolution was approved by consensus.

**(Community Advisory Board) – Jack Pecoraro, Chair**

- Update on Amici Dog Park crowdfunding launch – timeline Catt White reported that we are almost ready to launch the Amici Dog Park crowdfunding campaign.
- Born and Raised Meeting minutes, DCPC action to City Council We will try to overrule the Airport Authority’s intervention for reduced density on this project. The minutes of the meeting were attached to the Board packet.

**(SOBO Committee) – Rich Gustafson, Chair**

- New MAD ordinance re-write, issue of the City overhead expenses Marco reported that the ordinance rewrite is in process.

**(Legacy Committee) – Charlie Coradino, Chair**

- B of A contribution and Piazza Giannini Marco updated the Board on the Piazza Giannini. It is now proposed to be built on the north side of Cedar adjacent to the Taza de Oro coffee shop.
- Work with Frankie Laine team and the Piazza Lo Vecchio – Village Walk HOA We are working with Frankie Laine's highly motivated team to expand the Piazza Lo Vecchio at the Village Walk. They have committed to raise \$150,000-\$200,000 for this project.
- Piazza Pescatore status – agreement finalized, preliminary grant sought This project located at Kettner & Fir is moving forward. We are working with Tom Zolezzi to pursue a grant from Bumble Bee & possibly Chicken of the Sea.
- Piazza Costanza We are in the beginning planning stages of this project near the new Craft and Commerce expansion at Kettner and Beech.

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

- Authorization to amend MAD ordinance to allow for County transfer to authorized MAD administrative corporations: Marco is currently working on this with the City.

Motion: *Luke Vinci moved to authorize staff to move forward on the County transfer directly to the Association for MAD Assessments. James Pieri seconded the motion. Unanimously approved*

- Authorization to pursue and report back to Board on seeking a line of credit from Torrey Pines Bank to fill cash flow gap from July to December 2016 if the County transfers funds directly to the Association

Motion: *Danny Mocerri moved to pursue receiving a line of credit from Torrey Pines bank to fill the funding gap from July to December 2016. Rich Gustafson seconded the motion. Unanimously approved.*

**6. Other – None**

**7. Next Meeting:** March 1st, 2016, 8:30 a.m., Our Lady of the Rosary Parish Hall

Motion to adjourn: *Danny Mocerri moved to adjourn the February Board meeting. Luke Vinci seconded the motion. Unanimously approved.*

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