

Little Italy Association

Board of Directors Meeting

April 3, 2012 - 8:30 a.m.

Our Lady of the Rosary Church Hall – State Street – San Diego, CA 92101

Board Members Present

Vito Altieri / Domenic Brunetto / Pat Brunetto / Marianna Brunetto / John Contasti / Charlie Coradino / Santi Cottrell / Dino Cresci / Jim DeSpensa / Steve Galasso / Larry Kuntz / Perry Meyer / Danny Mocerri / Lou Palestini / Frank Stiriti / Fr. Joseph Tabigue / Luke Vinci / Catt White

Board Members Excused

Tommy Battaglia / Jack Pecoraro / Tom Zolezzi

Board Members Un-excused (absent)

Rich Gustafson

Guests

Rollin Ellis, Presidential Brokerage / Anne MacMillan Eichman, LIRA / Lindsay Santoro, ArtWalk / Forrest Roberts, resident / Tori Massie, SDSU / Tammy Checkwood, guest / Jessica LeBlanc, Hughes Marino / Joyce Summer, resident / Suzy de la Peña, SDPD / Adam Dailey, guest / Anthony Torregioni, Sal D'Aquisto RE Group / Jose Scaglione, guest / Star Hughes, Hughes Marino / Brendan Foote, Hughes Marino / Ron Lacey, Mayor's office / Lauren Forgione, Citrus PR / Jessica Dailey, guest / Paula Kwast, ArtWalk / Michelle Belgar, Chase

Staff (Non-Voting)

Marco Li Mandri, Rosie DeLuca

Introductions

Steve Galasso called the meeting to order at 8:34 a.m. Board as well as guest introductions were made. The meeting was turned over to the Chief Executive Administrator, Marco Li Mandri.

March 6, 2012 Minutes

John Contasti moved to accept the March 6, 2012 minutes. Larry Kuntz seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

COMMUNITY REPORTS

CCDC

Joyce Summer spoke on behalf of CCDC

- First wave of staff reduction at CCDC has taken place
- Downtown Information Center was closed on March 29th

CCAC

Thyme Curtis reported on the following:

- Since they are downsizing, CCDC and CCAC will be looking for a new office space

Council District 2 office

Thyme Curtis reported on the following:

- SANDAG Bus Lot, voted down (close vote)
- Redevelopment Dissolution

Marco stated that we would encourage Councilman Faulconer to go full-board in opposition to BRT parking lots south of Little Italy as a response to the petitions. As the letter from the LIA states, It would make the most sense to utilize the three existing transit hubs previously put in place: 12th and Imperial, Smart Corner at 12th and Broadway and the Sante Fe Rail Station.

Mayor's office

Ron Lacey reported on the following:

- Budget season
- Two budget forums will take place in City
- Reopening libraries and Rec Centers
- Convention Center

Marco mentioned that Fire Station #3 is currently looking to the Little Italy Community to help raise \$250,000 for station updating. Marco asked Ron if funds have been set aside to deal with infrastructure needs such as this. Ron informed Marco that he would look into it.

Steve asked Ron what the Mayor's sentiments were on the BRT; Ron said that he would know more after the Mayor meets with SANDAG this week.

Thyme added that SANDAG's Traffic and sub-committee meeting has been moved from this week to April 22nd.

SDPD

Suzy de la Peña informed the Board that there was no criminal activity to report at this time. Marco told Suzy that the Maintenance staff had reported a huge upswing in homeless sleeping in the area and asked if the Winter Homeless Shelter had closed for the season, Suzy replied that it had. Marco also informed Suzy that Antonio C. (who has a stay-away order) has been back. Suzy replied that the SDPD is aware of whom Antonio C. is, and if he is seen in the area again to call and the stay away order will be enforced.

LIRA

Anne Eichman reported on the following issues:

- LIRA is hosting a Mayoral forum at the W Hotel on Thursday, April 5th from 6:00-8:00. All Mayoral candidates will be present.
- SANDAG will hold a meeting on Friday, April 20th at 9:00 am. They will be giving an update to the Transportation Committee, as will LIRA. We need numbers, please plan on attending.

Our Lady of the Rosary

Fr. Joe announced that this is Holy week. Services will be available all week, all are welcome to attend.

Who am I?

Fr. Joe Tabigue spoke to the Board about his personal history and ties to the Little Italy Community and the Church.

Revised Plans for Fat City Lofts

Marco informed the Board that the Fat City Lofts project may come back to life as two hotels. A new application will be submitted to CCDC on April 11, with action by the board on April 25.

COMMITTEE REPORTS

Organization Committee

Year to date financial report

Lou Palestini reported on the Association's year to date financial report. Dino Cresci moved to accept the report. Frank Stiriti seconded the motion. The Board voted unanimously in favor.

RFP for Administrative Services, deadline for response (April 30th)

The RFP for Administration of all activities to the Little Italy Association was published in the California Downtown Association, a copy of the RFP was provided to the Board in the packet. All proposals received will go to Steve, then to the Organization Committee, then back to the Board. Sandi Cottrell moved to endorse the action of the Organization Committee to approve the RFP as submitted. Vito Altieri seconded the motion. The Board voted unanimously in favor.

Letter on BRT, stop from entering Downtown

Marco reviewed the letter written on the BRT to the Board and highlighted key points:

- BRT should utilize the existing three Transit hubs in Downtown;
- A Downtown circulator should be supported as a secondary transportation system in Downtown;
- We need to ensure that we avoid gridlock on Broadway
- We need to prevent the destruction of Broadway as a Promenade Streets (as done in the past)
- We need to minimize traffic in front of new Grand Plaza in front of Horton Plaza

Marco reviewed an article that appeared in the SDUT that was filled with misinformation.

Amici Park update

School District had to look at hardscape; they may sell to the City of San Diego. The question becomes what its market value is, since it is currently zoned as a Park & Open Space there is little value to the land. Marco asked the School District if they could sell the hardscape area to the Association as an agent of the City of San Diego. We are moving in a positive direction, again the objective is to be able to sell and serve alcohol there to generate revenues for maintenance of the park.

Cal Trans Nursery discussions

We met with representatives from Cal Trans again last week. They had previously stated that we would need to pay them \$10,000 to investigate whether we could lease the property from them or not. Last week, the Cal Trans rep stated that it would be easier if they could de-certify the parcel and sell it directly to us. They gave a ballpark value for land of \$2,500; it will first have to go through a process at Cal Trans that may take from 6-12 months. Marco thanked Assembly Member Adkins office for the work that they did on this project.

Support for SB 949, already endorsed by county Board of Supervisors and SD BID Council

A list of FAQ on SB 949 was provided to the Board in the March Board packet. Marco had asked everyone to take a month to review the bill and FAQ for consideration. This bill upgrades Assessment District laws, in light of the fact that Redevelopment Agencies have gone away. It doesn't really impact Little Italy, however it allows for a much more flexible maintenance district in other areas. Perry Meyer moved to approve SB 949. Dino Cresci seconded the motion. The Board voted unanimously in favor.

Downtown Parks and Open Space

The Association will put out a letter for creating Downtown Parks and Open Space. We want the money that has been set aside for Parks to actually go towards Parks and Open Spaces. We estimate that \$2 million will have been contributed from Little Italy developments alone by 2013. We need some of these funds to upgrade Amici Park, what isn't used here will go towards SD Downtown Parks as a whole. A separate Corporation will need to be formed to oversee the SD Downtown Parks, funding, and operations. The concept for the letter was approved by the Board at last month's meeting.

DISI Committee

Mercato

Catt White reported on the Mercato:

- Had a busy winter, weather was good
- No Mercato during ArtWalk, could not find an alternative location;
- Working on extending hours from 8-2 during summer months
- Ad spaces available for next Monitor issue

ArtWalk

Sandi Cottrell reported on ArtWalk:

- Program is completed
- Street Closure, same as previous years
- Thanked Catt White for use of office (middle of event)

Gran Fondo date and proposal

Copies of Gran Fondo map and schedule (in the form of a letter that was sent to LI residents) were provided to the Board in the packet.

Carnevale

A copy of the Carnevale Income & Expense was provided to the Board in the packet. Marianna Brunetto moved to accept the Carnevale Income and Expense. Luke Vinci seconded the motion. The Board voted unanimously in favor.

Citrus update

Lauren Forgione updated the Board on PR activity

Update on merging the Sicilian Festival with the Festa

Marco publically thanked Jim DeSpensa, Sandi Cottrell, and James Pieri on their time and efforts put towards attempting to merge the Sicilian Festival with the Little Italy Festa. Copies of correspondence on the merging of the event were provided in the Board packet. At this time, the Sicilian Festa does not want to combine the events. Jim DeSpensa gave a rundown of meetings and communications that have taken place to date. Sandi Cottrell also spoke on the

issue. We have since written a letter to the Mayor's office citing our concerns regarding their event, a copy of the letter also was provided in the Board packet. The Association will not provide any promotional or logistical support to the Sicilian Festival this year due this lack of communication and the independence of this event. This is the only event that occurs annually in Little Italy that does not have the endorsement of the Association. This situation raises a larger issue as to whether non LI based groups can use India Street or LI as a venue – without the Association's support.

Authorization to move forward with Piazza Giannini at corner of India and Cedar; assemble Task Force

The DISI Committee is seeking Board authorization to move forward with the proposed Piazza Giannini at the corner of India & Cedar (currently named Piazza Jacaranda) named in honor of Amadeo Giannini, founder of Bank of America. We need to assemble a Task Force whom could work with the Bank of America foundation, other banks, HOA's, and other persons to secure donations for the project. Steve Galasso moved to authorize staff to move forward with the Task Force. John Contasti seconded the motion. The Board voted unanimously in favor.

Parking Committee

Parking District status

Our proposal to form an independent Parking District is currently in the Mayor's office.

SOBO

First meeting, review of budget

A meeting will be scheduled in the near future.

Community Advisory Board

New Projects

- Napizza (formerly Vincenzo's)

Comments of Queenstown Pub Designer in SD Magazine

A copy of an article that included comments from the Queenstown Pub Designer that appeared in SD Magazine was provided in the packet. A lengthy discussion took place regarding this proposed project.

Project Review Committee

Date & Columbia

A copy of a letter that was written to the Historical Resources Board (regarding the properties at 1668 Columbia St & 519 W Date Street) was provided to the Board in the packet.

Articles and Notices

- Passing of Esther Navarra (Jerome's Furniture Family's Matriarch)
- Invitation to Hughes Marino Grand Opening

Presentation

Hughes Marino

Star Hughes from Hughes Marino gave an overview on their Enterprise Zone Program, Construction Management Division, and Tax Credit Services Division.

Brendan Foote from Hughes Marino spoke about the Tax Credit Services Division. They are specialists in niche tax incentive programs and partner with tax advisors in pursuing and maximizing tax savings opportunities. Brendan also mentioned their Grand Opening dates, all are welcome.

Other

UNICO

Jim DeSpensa spoke about their upcoming Golf Fundraiser. They need golfers!

Next Board meeting

The next General Board meeting will take place on Tuesday, May 1st, 2012 at 8:30 a.m. at Our Lady of the Rosary.

Motion to adjourn

Steve Galasso moved to adjourn the April Board meeting. Danny Mocerri seconded the motion. The Board voted unanimously in favor.

Minutes submitted by Rosie DeLuca, staff.