

Little Italy Association
General Board of Directors Meeting
April 1, 2014 - 8:30 a.m.
Our Lady of the Rosary Parish Hall – State & Date Streets –
San Diego, CA 92101

Board Members Present

Vito Altieri / Jim Barone / Domenic Brunetto / Marianna Brunetto / Sandi Cottrell / Dino Cresci / Jim DeSpensa / Tom Di Zinno / Rich Gustafson / Larry Kuntz / Perry Meyer / Danny Mocerri / Lou Palestini / Jack Pecoraro / James Pieri, Jr. / Frank Stiriti / Fr. Joseph Tabigue / Tom Zolezzi

Board Members Excused

Pat Brunetto / Charlie Coradino / Rollin Ellis / Steve Galasso / Luke Vinci / Catt White

Board Members Absent (un-excused)

John Contasti / Pasquale Ioele

Guests

Tom Cervello, Realtor & resident / Susan Ranft, resident / Anne MacMillan Eichmann, LIRA / Anthony Bernal, Council President Todd Gloria / Jeri Keiller, guest / Kate Webb, Draw From Within / Jennifer DeCarlo, jdc Fine Art / John Wead, Draw From Within / Demetrios Sparacino, Sparacino Law / Joe Scaglione, USO / Joyce Summer, Cortez Hill / Nahum, Urban Boutique Hotel / Suzy de la Peña, SDPD / Sandi Montague, ArtWalk / Sean Christensen, ArtWalk / Mark Shulman, The Physical Therapy Effect / Marie Lewin, Washington Elementary School Foundation / Mario Garcia, Doubletree Hotel / Kathi Meyer, Meyer Fine Art / Michael Zarconi, Sullivan Hill Lewin Rez & Engel

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Chris Gomez

1. Introductions

Vice-President Danny Mocerri called the April 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.

2. March 4, 2014 Board Minutes

Vito Altieri moved to accept the March 4, 2014 Board minutes. Frank Stiriti seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Joyce Summer on behalf of DCPC reported that elections took place in March
- Joyce Summer on behalf of Civic San Diego reported that they are in the middle of a Streets Mobility Plan, and spoke about other Civic San Diego projects. Annie Eichmann also spoke about Civic San Diego regarding the Fenton Project, and publically thanked John La Raia for his patience.
- Anthony Bernal from Council President Todd Gloria's office gave an update on projects that Council President Gloria is working on.
- Suzy de la Peña from SDPD asked the Board if we were still experiencing problems with the homeless in the district. A discussion took place. Lieutenant Janice from Traffic Enforcement was also present and indicated that they are willing to work with the Association with any suggestions, and asked that we

report to her if any Traffic Enforcement officers are rude. A discussion took place.

- Annie Eichmann from LIRA reported on the proposed Bus Corridor Route realignment.
- Fr. Joe Tabigue from Our Lady of the Rosary invited all to Mass!
- Marie Lewin from Washington Elementary School Foundation reported on their upcoming 100-year Anniversary fundraiser.

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

- Amici Pet Hospital is now opened.
- Nextdoor.com/sandiego helps neighbors communicate about community issues.
- Tom Di Zinno reported that April 26th is a County-wide prescription drug “take-back” day in which the public could turn in unwanted medication at specified sites.

5. Committee Reports

(Organization Committee) – Steve Galasso, Chair

- Year to date financial report Lou Palestini, Treasurer, reported the YTD financials.
Motion: Jim Barone moved to accept the Year-to-date Financial Report. Tom Di Zinno seconded the motion. Unanimously approved.
- Agreement with Nelson Photo and serving as a retail outlet for LIA products (Recommendation from DISI Committee) Marco reported that both the Org and DISI Committee are recommending an agreement has been worked out between Nelson Photo and the Association for Nelson to serve as a retail outlet for Little Italy merchandise projects. It is a one-year agreement, to be renewed annually. The net will be split 50/50.
Motion: Vito Altieri moved to accept the one-year agreement between the Association and Nelson Photo on Little Italy merchandise. Perry Meyer seconded the motion. Almost unanimously approved, Larry Kuntz abstained from the vote.
- Airport Authority Board on land use restrictions, letter Marco is working with property owners in dealing with the Airport Authority and their proposed land use restrictions. A letter is currently being drafted.
- Data on Little Italy relative to the rest of Downtown Marco briefly spoke about a Downtown San Diego Market Assessment report that shows residential data on Little Italy relative to the rest of Downtown. A copy of the report was provided to the Board in the packet.
- Authorization to purchase and install the Fat City sign, generate revenues from Fundraising for a tribute to Tom Fat Marco reported that Paul Nestor purchased the Fat City neon sign from the demo team. He then sold it to the Association for \$2,200.00, the price he paid for the sign. We are proposing to install the Fat City sign on the India Street side of the ALSCO building, along with a tribute plaque to Tom Fat.
Motion: Jim Barone moved to authorize the Organization Committee to raise funds and deal with the logistics of installation of the Fat City neon sign, as well as a tribute plaque to Tom Fat. Tom Di Zinno seconded the motion. Unanimously approved.
- Contribution to Convivio from Programs or Savings (Palestini) Palestini gave a background on Convivio. As well as it being a heritage center, it also contains a large hall that is used for Community events. Lou Palestini is recommending that

the Association donate \$5,000.00 to help fund Convivio's programs and expenses for this year. The funds would come from the savings account.

- Motion: *Jim DeSpensa moved to allocate \$5,000.00 to Convivio to help offset the costs of their programs and operation expenses for the year. A discussion took place. Conditions will be put forth. We will recommend that they partner with the Association during Festa; the Org Committee will work out the details. Unanimously approved.*
- BID Council update Marco reported that Chris Gomez was elected as President to the BID Council. We continue to be a great role model for the City.
- Letter on the Piazza Famiglia to Civic San Diego We sent a letter to the Civic San Diego Board of Directors regarding Little Italy's support for the Fenton Development at Date Street and use of Developer Impact Fees for the proposed Piazza Famiglia. A copy of the letter was provided to the Board in the packet.
- USO Award Marco introduced Joe Scaglione to the Board and gave a brief background on his involvement with the USO and Wounded Warriors project. Joe spoke about the Wounded Warriors event that took place in March, and thanked the Association for their involvement. Joe introduced Tiana Caylor, Director of the USO, to the Board. Tiana thanked the restaurants in Little Italy for serving lunch to the Wounded Warriors, they were very appreciative and it helped to make the event a great success.
- Amici Park Fee rental structure, assign it to the Org Committee Marco reported that we need to develop a fee structure for rental of Amici Park.
Motion: *Larry Kuntz moved to assign the Amici Park Fee rental structure to the Org Committee. Vito Altieri seconded the motion. Unanimously approved.*

(DISI Committee) – Marianna Brunetto, Chair

- Mercato Update Catt White updated the Board on the current activities of the Mercato.
- Gran Fondo Chris reported that the Gran Fondo bicycle event will take place this Sunday, April 6th. Gran Fondo will donate \$2,000.00 to the Association for hosting the event.
- Olive PR gave an update on PR work done for Little Italy last month.
- ArtWalk Sandi Cottrell updated the Board on ArtWalk which will take place on April 26 & 27th.
- Taste of Little Italy, June Sandi Cottrell updated the Board on the Taste of Little Italy which is scheduled for June 18th, 2014.
- The DISI Committee is recommending the following (4) action items for Board consideration:
 1. Purchase a new projector (cost not to exceed \$1,000.00) for use in various programs;
 2. Increase ticket prices for Taste of Little Italy to \$29/single, \$45/couple
 3. Authorize expenditure of \$750 for Little Italy professional photo shoot
 4. Bike Rack Design approval – racks to be purchased by Civic San Diego
- Motion: *Perry Meyer moved to accept all (4) actions items as put forth by the DISI Committee. Frank Stiriti seconded the motion. Unanimously approved.*
- Report from North Little Italy Sub-Committee Marco reported on decisions made and recommendations to the Board of Directors.
 1. Goal: is to bring more and consistent attention of the businesses north of Hawthorn in Little Italy

2. Event: The event known as “Kettner Nights” will be changed to “NoLI Nights”, done quarterly. First event under the new branding will take place on Thursday, May 15th.

(Parking Committee) – Luke Vinci, Chair

- New Parking Budget Marco reported that a Parking Budget for FY 15 will be set.

(Community Advisory Board) – Jack Pecoraro, Chair

- Bottlecraft Outdoor seating at India & Juniper
- Queenstown Public House Amendment to NUP
- Railings Issue is now in Sacramento. Hope to move forward soon.

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

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

- Fenton South Project Was approved by Neighborhood Plan/Project Review

(Legacy Committee) – Charlie Coradino, Chair

- Meeting to discuss long range financing of the Piazzas, Amici Park, etc. We need to raise \$2 million in the next few years for upcoming projects.

6. Articles

- Eater San Diego, an article on Danny Mocerri & Filippis Pizza Grotto
- Westways
- Little Italy in New York, a neighborhood on the brink of extinction

7. Next Meeting: May 6th, 2014 – 8:30 a.m. OLR.

Vito Altieri moved to adjourn April Board meeting. Larry Kuntz seconded the motion. Unanimously approved.

Minutes for Board meeting submitted by Rosie DeLuca, staff.