

**Little Italy Association**  
**General Board of Directors Meeting**  
**December 3, 2013 - 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 / Pat Brunetto / John Contasti / Charlie Coradino / Sandi Cottrell / Dino Cresci / Steve Galasso / Rich Gustafson / Pasquale Ioele / Larry Kuntz / Perry Meyer / Danny Mocerri / Lou Palestini / Jack Pecoraro / James Pieri, Jr. / Frank Stiriti / Catt White

Board Members Excused

Marianna Brunetto / Jim DeSpenza / Tom Di Zinno / Rollin Ellis / Fr. Joseph Tabigue / Luke Vinci / Tom Zolezzi

Guests

Mike Zarconi, Sullivan Hill / Julio DeGuzman, City Attorney's office / Joyce Summer, Cortez / Callie Taylor, Chase / Christina Smith, Porto Vista Hotel / Alysse Asaro, Porto Vista Hotel / Nathan Stanton, Craft & Commerce / Yana Shayne, Downtown News / Mark Shulman, The Physical Therapy Effect / Marie Lewin, WES Foundation / David Crum, Washington Elementary School / Pete Molinari, guest / Martha Diaz Famber, New Alternatives / Dallas Stapleton, Chase / Markus Zuagg, Studio Europa Inc. / Kate Webb, Draw from Within / John Wead, Draw From Within / Felicitas Machado, New Alternatives, Brijet Myers, Mercato / Phil Bona, BNIM Architects / Anthony Bernal, Interim Mayor Todd Gloria's office / Robert Barnes, URS / Sumrall Howell, Hairy & Merry / Annie Eichmann, LIRA

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Chris Gomez

1. Introductions

President Steve Galasso called the December 2013 meeting to order at 8:32 a.m. Board as well as guest introductions were made. The meeting was turned over to the Chief Executive Administrator, Marco Li Mandri.

2. November 5, 2013 Board Minutes

Vito Altieri moved to accept the November 5, 2013 Board minutes. Frank Stiriti seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Joyce Summer, DCPC gave an update on prioritizing Plan.
- Julio DeGuzman, City Attorney's Office introduced himself to the Board.
- Anthony Bernal, Interim Mayor Todd Gloria's office spoke about the Industrial Overlay Zone. Also, informed the Board that the Mayor Gloria would be at the Holiday Tree Lighting.
- SDPD Marco spoke about problems occurring in Little Italy with the mentally ill and aggressive homeless people. He stated that it is NOT the LIA maintenance crew's job to resolve issues such as these in the public rights of way. Dealing with disorder created by mentally ill people and aggressive homeless people is the responsibility of the County of San Diego and the City of San Diego Police Dept. He stated that it was taking way too much time of our maintenance crews'

time to try to resolve these issues. These problems are considered “general benefit issues” that should be dealt with by public agencies, NOT management corporations funded by Special Benefits.

- Annie Eichmann, LIRA updated the Board on the BRT.
- David Crum, Washington Elementary School spoke about a new marketing plan, vision, and mission statement for the school.

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

- Phil Bona, BNIM is now based in Little Italy
- Martha Diaz Famber, New Alternatives thanked the Association for its support in the Holiday Toy Drive.
- Markus Zuagg, Studio Europa Inc is a new high-end kitchen cabinets showroom now located on Kettner Blvd.
- Sumrall Howell, Hairy & Merry introduced herself to the board. Their business will open in February. Chris Gomez reported that we are currently working on a contract for their sponsorship to our Doggie Bag stations.

#### 5. Committee Reports

*(Organization Committee) – Steve Galasso, Chair*

- Year to date financial report Lou Palestini, Treasurer, reported the YTD financials.  
*Motion: Dino Cresci moved to accept the Year-to-date Financial Report. James Pieri, Jr. seconded the motion. Unanimously approved.*
- County Parking Lot dedication – timeline Marco reported that the new County Parking structure at Kettner and Cedar was dedicated yesterday. The parking structure will take around 18 months to construct.
- General Liability increased costs due to City mandated “trip and fall provisions” in the Maintenance District contract. Mitigate with elimination of lighting costs, water costs and City 4% overhead fee Marco will be going to the City with a request to mitigate our increased Insurance costs with the elimination of street lighting, water, and City overhead fees.  
*Motion: Danny Mocerri moved to reaffirm the Boards request for the City to eliminate the 4% Admin fee currently charged to oversee the Maintenance District contract. Jack Pecoraro seconded the motion. Unanimously approved.*
- Mayoral Q & A on February 4<sup>th</sup> at 8:30 am Marco informed the board that the Mayoral election will take place on Tuesday, February 11<sup>th</sup> 2014. We would like to invite both candidates to the February 4<sup>th</sup>, 2014 Board meeting for a Q & A session, this will only take place if both candidates are available.  
*Motion: Charlie Coradino moved to invite both Mayoral Candidates to the February Board meeting for a Q & A session. Sandi Cottrell seconded the motion. Unanimously approved.*
- Update on completion of Piazza Basilone improvements Marco updated the Board on the progress of the Piazza Basilone improvements.
- Presentation of Street Car for Little Italy to their Board Marco informed the Board that the San Diego Historic Streetcars Board has conceptually approved the project. The cost of the project is estimated at \$34 mil. and funding has yet to be identified.
- Bonus to Little Italy Maintenance and Admin employees, \$4,000 to be paid from Programs budget Lou Palestini spoke to the board about holiday bonuses for the Little Italy Maintenance and Admin employees.

Motion: Lou Palestini moved to take \$4,000 from the Programs or Savings account to fund holiday bonuses for the Little Italy Maintenance and Admin employees.  
Larry Kuntz seconded the motion. Unanimously approved.

(DISI Committee) – Marianna Brunetto, Chair

- Mercato Update Catt White updated the Board on the current activities of the Mercato, as well as the Holiday Village that will take place during this year's Holiday Tree Lighting.
- Festa Update Sandi Cottrell reported that the Festa should net approximately \$40,000.00.
- Little Italy Tours Chris reported that the Little Italy Tours agreement has been finalized and will begin in January 2014.
- Balboa Park Centennial banners – update Balboa Park had previously approached the Association regarding rental of our banner poles to display banners commemorating their Centennial. No progress to report on this issue.
- Christmas Tree Lighting – December 7<sup>th</sup> The Little Italy Christmas Tree Lighting will take place on December 7<sup>th</sup>. The event will run from 4:00 – 7:00 pm. Marco publically thanked Sysco and Broadstone Little Italy each for their \$3,000 sponsorships.
- Olive PR Report Jennifer from Olive PR gave an update on Little Italy's PR. Casey gave a report on Little Italy's Social Media.
- Presentation of Bambini in La Strada to Village Walk Board in January Marco spoke to the Board about the Bambini in La Strada concept, a children's play area at Columbia & Beech Streets, that will be presented to the Village Walk Board in January.

(Parking Committee) – Luke Vinci, Chair

- Update on concept of In-Sourcing with the City Marco briefly reiterated the concept of In-Sourcing, where we would pay the City for services such as curb painting, restriping of parking spaces, replace street blades, etc. A meeting on this concept will take place on December 23<sup>rd</sup>.

(Community Advisory Board) – Jack Pecoraro, Chair

- Outdoor railing status – update Marco informed the Board that he has been meeting with City agencies on this issue. There is nothing in the state guidelines within the ABC that mandates permanent railings to separate people from consuming alcohol in the public rights of way.

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

- Budget for Fiscal Year Still working on a few last items, and then we will be able to call a meeting to get the budget together.

(Legacy Committee) – Charlie Coradino, Chair

- Pending hiring of accountant and RFP for legal services Marco reported that the hiring of an on-site accountant for the Association is still pending. We may issue an RFP for the position.

6. Other

7. Next Meeting: The next Board meeting will take place on Tuesday, February 4th, 2014 at Our Lady of the Rosary church hall.

8. CLOSED SESSION TO DISCUSS SD UNIFIED PROPOSAL FOR LICENSING AGREEMENT AT AMICI PARK,  
  
RECOMMENDATION TO APPROVE AGREEMENT WITH THE SAN DIEGO UNIFIED SCHOOL DISTRICT TO COMMENCE ON FEBRUARY 1<sup>ST</sup>, 2014
9. Re-adjourn Board meeting
10. Adjournment: Danny Mocerri moved to adjourn the December 2013 meeting. Sandi Cottrell seconded the motion. Unanimously approved.

Minutes for Board meeting submitted by Rosie DeLuca, staff.