

**Little Italy Association**  
**General Board of Directors Meeting**  
**July 2, 2013 - 8:30 a.m.**  
**Our Lady of the Rosary Parish Hall – State & Date Streets –**  
**San Diego, CA 92101**

**Board Members Present**

Jim Barone / Domenic Brunetto / Charlie Coradino / Sandi Cottrell / Dino Cresci / Jim DeSpensa / Rollin Ellis / Steve Galasso / Rich Gustafson / Larry Kuntz / Perry Meyer / Danny Mocerri / Lou Palestini / Jack Pecoraro / Frank Stiriti / Catt White / Nathan Zolezzi for Tom Zolezzi

**Board Members Excused**

Vito Altieri / Pat Brunetto / Marianna Brunetto / John Contasti / Tom Di Zinno / James Pieri, Jr. / Fr. Joseph Tabigue / Luke Vinci

**Guests**

Anthony Napoli AMN Real Estate / Demetrios Sparacino / Sean Christensen, ArtWalk / Joyce Summer, Cortez Hill / Anne Eichman, LIRA / Robert Barnes / Nancy Nichols & Lauren, The Waterfront / Dion Aker, Councilman Todd Gloria's office / Pasquale Ioele, Cassidy Turley / Phyllis Dorfman, Rainbow Travel / Ellie Loffi, Shopaholics / Diane Marcus, resident / Marsha Lyon, SAY SD / Sheri, Downtown News / Joe Scaglione

**Staff (Non-Voting)**

Marco LiMandri / Chris Gomez / Rosie DeLuca

**Introductions**

Steve Galasso called the July 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.

**June 4, 2013 Board Minutes**

Larry Kuntz moved to accept the June 4, 2013 Board minutes. Frank Stiriti seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

**COMMUNITY REPORTS**

Civic San Diego

Joyce Summer reported on the following:

- Amongst the new appointees on the Civic San Diego board, there are currently no architects
- Illegal Lodging law, currently not enough available beds to enforce law

DCPC

Joyce Summer reported that a few vacant seats have been filled.

City Attorney's office

Chris Gomez updated the Board on the status of an aggressive homeless person and a stay-away order.

### Council President Todd Gloria's office

Dion Akers reported on the following issues:

- Fenton site regarding Date Street Plaza
- CPD Budget
- City Budget issues
- Quiet Zone issues

### LIRA

Anne Eichman reported on the following issues LIRA has been involved in:

- SANDAG Bus Rapid Transit – they still have not moved any hubs
- Mayoral forum this Saturday at 9:00 am, please show support

### Washington Elementary School

Lou Palestini reported that no new principal has been selected for the school

## **NON-AGENDA / PUBLIC COMMENT**

- Demitrios Sparacino from Sparacino Law introduced himself to the Board
- Joyce Summer reminded the Board of the US Sand Sculpting Challenge & 3D Art Exposition that will take place on the B Street Pier on August 30 – Sept 2, 2013
- Anthony Napoli informed the Board of the Little Italy Stickball Tournament that will take place on Labor Day weekend

## **COMMITTEE REPORTS**

### ***Organization Committee:***

#### Year to date financial report

Lou Palestini reported on the Association's year to date financial reports for May 2013. Sandi Cottrell moved to accept the reports. Perry Meyer seconded the motion. The Board voted unanimously in favor.

#### Update from Nominations Committee

Chris Gomez reiterated a few election guidelines:

- Must serve on a Little Italy committee for a minimum of one year
- Application deadline is July 26, 2013

The Nominations Committee will meet in August to determine the slate.

#### Authorization to Organization committee to negotiate agreement with Melero Boutique to become authorized distributor and retailer for Little Italy Association products in Little Italy

We have been approached by Melero Boutique on India Street with a concept of transforming her storefront boutique into an "Official Little Italy Retail and Souvenir Shop". Chris briefly reviewed the proposal that was submitted to the Association. Dino Cresci moved to authorize the Organization Committee, along with the expertise of Catt White, to negotiate the specifics of the contract. Sandi Cottrell seconded the motion. A discussion took place; we will still maintain the Little Italy logo. The Board voted unanimously in favor.

#### Assignment of position for Chris Gomez as "Executive Director" of the Little Italy Business Improvement District (BID)

Chris informed the Board that the BID Council bylaws are currently being amended. Although the wording is ambiguous, the current bylaws state that the delegates must either be the Executive Director or President of their organization and that "staff" votes are not recognized.

Since Chris is our delegate to the BID Council, the Organization Committee is recommending that he be assigned the title of Executive Director of the BID (only). Larry Kuntz moved to assign Chris Gomez as the Executive Director to the BID. Jack Pecoraro seconded the motion. A discussion took place. The Board voted unanimously in favor.

Update of Piazza and Landmark Sign fundraising – all Board members must raise funds – Funds raised so far: \$27,000

Marco reported on the sponsorships received on the Piazza and Landmark Sign to date. Our goal is \$40,000. Any leftover funds will go towards other Piazza projects in the community.

Annual Dinner date

Marco reminded the Board that the date of the Annual Dinner is Wednesday, July 31<sup>st</sup> 2013. During the presentation, we will show video shorts and interviews.

Update on Parking District from Downtown Parking Management Group (DPMG)

We are moving forward with the \$366,000 annual budget for the Parking District. We are still trying to move from the DPMG to the UPMG (Uptown Parking Management Group), or become independent.

Skip August meeting

Steve Galasso moved to skip the August Board meeting. Charlie Coradino seconded the motion. The Board voted unanimously in favor.

“Almost Factual News” article in the Reader – reaction

A copy of an article that appeared in The Reader was provided to the Board in the packet. This article contained false information about the Association and its relationship to City Attorney Jan Goldsmith, Chris Gomez responded to the article.

***DISI Committee***

Mercato update

Catt White updated the Board on the current activities of the Mercato.

Ferragosto update

Rollin Ellis updated the Board on the upcoming Ferragosto that will take place on Saturday, August 17<sup>th</sup> 2013.

Taste of Little Italy

Sandi Cottrell reported on the P&L from the Taste of Little Italy that took place in June. The Association will net approximately \$12,000 from the event.

Summer Film

We have partnered with Cinema Little Italy to host an Italian Film series here in Little Italy. Beginning this Saturday, the Association will host an Italian Film Series every Saturday at 8:00 pm through the end of August at Amici Park.

Naming of Date Street Piazza

Several name ideas have been put forward for the new Date Street Piazza. The DISI Committee is recommending Piazza Familglia, which was put forth by Lou Palestini. Lou gave a background as to why he chose this name. Frank Stiriti moved to name the piazza on Date Street the Piazza Familglia. Sandi Cottrell seconded the motion. A brief discussion took place. The Board voted unanimously in favor.

Programs Budget, authorization of committee to approve

There are various budgets within the organization, all of which are tied to a committee. The Programs budget will not be finalized until late August, when all income and expenses have been received. DISI Committee will need to authorize and approve the Programs budget, which will then be submitted to the Board in September or October. Rich Gustafson moved for the DISI Committee to review and approve the Programs budget for this fiscal year. Larry Kuntz seconded the motion. The Board voted unanimously in favor.

Little Italy Tours agreement

Marco reported that Anthony Davi would like to be the designated tour for Little Italy. He has submitted a proposal of which has been reviewed by the DISI Committee; Chris reviewed with the board. Anthony will pay a \$2,500 sponsorship fee to the Association to receive the benefits outlined in his proposal. Jim Barone moved to accept Anthony Davi's proposal to become the designated tour for Little Italy. Danny Mocerri seconded the motion. The Board voted unanimously in favor.

***Parking Committee***

\$366,000 as base funding for FY 14 for Parking District

The Parking Committee is seeking the Board authorization to move forward with a \$366,000 base annual budget amount. Catt White moved to accept \$366,000 as the base annual Parking District budget. Charlie Coradino seconded the motion. The Board voted unanimously in favor.

Authorization to move forward with new LI Parking District or affiliation with Uptown Parking District (UPMG) after budget has been approved

We have informed the Council office that we no longer wish to be a part of the Downtown Parking Management Group (DPMG). We want to have the Board authorize staff to go forward with moving us out of the DPMG and moving us to the UPMG, or becoming an independent Parking district. This has previously been approved by the Organization Committee; we want the Board to be aware that this may be in the works. Perry Meyer moved to authorize staff to move forward in getting us out of the DPMG and into the UPMG, or become an independent Parking district. Frank Stiriti seconded the motion. A discussion took place. The Board voted unanimously in favor.

Parking Budget, authorization of Committee to approve

We are in the process of working on the FY 14 Parking budget. Once determined, the Parking committee will approve then send to the Board for its approval. Dino Cresci moved to authorize the Parking committee's approval of the Parking District budget. Sandi Cottrell seconded the motion. The Board voted unanimously in favor.

***Community Advisory Board***

Ironside outdoor seating

We will be meeting to discuss the outdoor seating plan for the old Ironside location.

India & Beech outdoor seating

We will be meeting to discuss the outdoor seating plan for India & Beech.

## ***SOBO Committee***

### Next Fiscal Year budget – authorization of Committee to approve

We are awaiting our final assessment numbers for FY 14 from the City Engineer. Once determined, the SOBO Committee will approve then send to the Board for it approval. Dino Cresci moved to authorize the SOBO to approve the MAD budget. Jim Barone seconded the motion. The board voted unanimously in favor.

## ***Neighborhood Plan/Project Review***

### County Parking Lot presentation in September

The County will present their plans for the new parking lot to the Board in September.

### Fenton Project review notes

Fenton would like to come back to Project Review for a new revision to the plan for the development at Date & India-Columbia.

## ***Other***

### Update and report on PR RFP for FY 13-14

Marco reported that staff ran an RFP for Public Relations service in May. The five applications that were received were sent to the DISI Committee. Chris reported that the sub-committee recommended to the DISI Committee the selection of a new PR firm; Olive PR Solutions who is based here in Little Italy. They were hired on for a two-year contract term at \$36,000 per year, with the possibility of renegotiation in year two. They have more national exposure, which is the direction we need to go in. A discussion took place. Larry Kuntz moved to enter into a contract with Olive PR Solutions at \$36,000 per year. Perry Meyer seconded the motion. A discussion took place. The Board voted unanimously in favor.

### Volunteers needed

Joe Scaglione is seeking volunteers for a USO event that will take place from 4:30-7:00 pm on July 30<sup>th</sup> at 3<sup>rd</sup> & B Streets.

### Next Board meeting

The next General Board meeting will take place on Tuesday, September 10th, 2013 at 8:30 a.m. at Our Lady of the Rosary Parish Hall.

### Motion to adjourn

Danny Mocerri moved to adjourn the July General Board meeting. Jim Barone seconded the motion. The Board voted unanimously in favor.

Minutes for Board meeting submitted by Rosie DeLuca, staff.