

Little Italy Association
General Board of Directors Meeting
March 5, 2013 - 8:30 a.m.
Our Lady of the Rosary Parish Hall – State & Date Streets –
San Diego, CA 92101

Board Members Present

Vito Altieri / Domenic Brunetto / Pat Brunetto / Marianna Brunetto / Sandi Cottrell / Jim DeSpenza / Steven Galasso / Rich Gustafson / Larry Kuntz / Perry Meyer / Danny Mocerri / Lou Palestini / Jack Pecoraro / James Pieri, Jr. / Frank Stiriti / Fr. Joseph Tabigue / Catt White / Tom Zolezzi

Board Members Excused

John Contasti / Charlie Coradino / Dino Cresci / Rollin Ellis / Luke Vinci

Board Members Unexcused (absent)

Tommy Battaglia

Guests

Nino Zizzo, ReachLocal / Mark Hamel, La Pensione Hotel / Chris Hjerling, 98 Bottles / Paula Kwast ArtWalk / Shane Pappas, La Pensione Hotel / Suzy de la Pena, SDPD / Brijet Myers, Mercato / Joyce Summer, resident / Annie Eichman, LIRA / Jennifer DeCarlo, jdc Fine Art / Junvi Ola, La Pensione Hotel / John T. Dooley, USO San Diego / PJ Lamont, Queenstown Public House / Darren Roach, Queenstown Public House / Pete Molinari, guest / Dani Stroud, SD City Attorney's office / Joe Scaglione, Bayside Inn & Suites / Jim Barone, BGA / Dion Akers, Council President Todd Gloria's office / Angela Jameson, Airport Authority

Staff (Non-Voting)

Marco Li Mandri, Chris Gomez, Rosie DeLuca

MINUTES

Introductions

Steve Galasso called the March 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.

February 5th, 2013 Board Minutes

Larry Kuntz moved to accept the February 5, 2013 Board minutes. Vito Altieri seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

COMMUNITY REPORTS

CCAC

Joyce Summer reported that nine CCAC seats are up for election on March 19, 2013. Available Little Italy seats include residential owner occupants, residential tenants and business and property owners.

Joyce also reported that the Blue Sky development project has been approved by Civic San Diego and is moving forward.

SD City Attorney's office

Dani Stroud gave a report on homeless offenders. Dani reminded the Board that photo documentation is very important and asked that we remain diligent in this capacity.

Marco asked Dani to explain the process on Illegal Lodging. Dani reported that the Police do not enforce Illegal Lodging unless the offender is on public property and there are available shelter beds.

Council Member Todd Gloria's office

Dion Akers introduced himself to the Board as our Council office rep. If you need to get in touch with Dion, you can call him at (619) 236-6633 or by e-mail at DAkers@SanDiego.gov. Marco mentioned that we have a "laundry list" of items that have needed attention since 2008.

SDPD

Suzy de la Pena gave a report on current activities in the district.

LIRA

Annie Eichman updated the Board on projects/issues that LIRA is currently working on.

Our Lady of the Rosary

Fr. Joe Tabigue reported that the church has been experiencing problems with customers from the Mercato using their toilets on Saturdays. Catt stated that she would work on this.

Washington Elementary School Foundation

Lou Palestini reported that May 14th is the date of the school's annual fundraiser; they are currently looking at the Convivio Center on India Street to hold the function. LIA will donate the fundraiser via posters, and by placing a full-paged ad in their program.

Marco referred to a letter that was sent to the US Department of Education on behalf of Washington Elementary in support of the Magnet Schools Assistance Program Grant for the school.

Non-Agenda / Public Comment, Introductions and Announcements

- Nino Zizzo from ReachLocal spoke to the Board about their online marketing offer to Little Italy businesses
- PJ Lamont and Darren Roach from Queenstown Public House introduced themselves to the Board and informed the Board that they should be opening their doors in the near future
- Joyce Summer spoke about the homeless problem in Downtown San Diego and mentioned the committees that she sits on, their functions, and her involvement

COMMITTEE REPORTS

Organization Committee:

Year to date financial report

Lou Palestini reported on the Association's year to date financial reports for January 2013. Tom Zolezzi moved to accept the reports. Frank Stiriti seconded the motion. The Board voted unanimously in favor.

Appointment of Jim Barone to serve on the Board in the property owners seat category, eligibility based upon years of Chairing the Project Review Committee

Marco reported that the Org Committee is recommending the appointment of Jim Barone to serve on the Board in the Property Owners seat category; his eligibility is based upon years of chairing the Project Review Committee. Sandi Cottrell moved to appoint Jim Barone to the Board. Danny Mocerri seconded the motion. The Board voted unanimously in favor.

Appointment of Tom Di Zinno to serve on the Board in the Community at Large seat category, eligibility based upon years of service on Organization Committee and Project Review Committee

Marco reported that the Org Committee is recommending the appointment of Tom Di Zinno to serve on the Board in the Community at Large seat category; his eligibility is based upon years of service on the Organization Committee and the Project Review Committee. Catt White moved to appoint Tom Di Zinno to the Board. Lou Palestini seconded the motion. The Board voted unanimously in favor.

Creation of formal Legacy Committee, appoint Charlie Coradino as Chair

The Org Committee is recommending the creation of a formal Legacy Committee that will respond to and/or oversee Audits, long term accounting needs, legal issues and fundraising. The Board has previously approved the creation of the committee; the Org Committee is recommending that Charlie Coradino serve as committee Chair. Marianna Brunetto moved to appoint Charlie Coradino as Chair to the (previously approved) Legacy Committee. Tom Zolezzi seconded the motion. The Board voted unanimously in favor.

School Site update

Marco reported that the new School SD Unified School Superintendent Bill Kowba should help facilitate the process of LIA's acquisition of the school property. Parcel lines are currently being redrawn that will include the amphitheater and split the grassy area in half. Payment for the property would be LIA's maintenance of the grounds and any improvements done at the site.

Wounded Warriors Dinner update

Lou Palestini gave a background on the Wounded Warriors event that took place last Monday. After a day at Sea World, at 5:00 pm the "Warriors" gathered at the Piazza Basilone and were then fed in Little Italy by various restaurants. The evening was a great success and was very much appreciated by the Warriors.

On the following night, both Lou and Joe Scaglione went to an appreciation dinner at the Brigadier General's house.

Lou introduced John Dooley, President of the USO. John expressed his great appreciation to Little Italy for all of their efforts towards the USO and Wounded Warriors, and presented Steve Galasso with a plaque of appreciation for the Association. Steve Galasso informed the Board that this was the best Little Italy event that he had ever attended, and expressed hopefulness that it could continue every year.

Marco thanks Joe for spearheading the effort and all of the efforts on behalf of the veterans and Wounded Warriors in San Diego County. Joe Scaglione thanked everyone involved for making the event such a great success.

Approve the Little Italy Association to enter into an agreement with the City of San Diego to manage the BID for FY 14

We are in the process of renewing our agreement with the City of San Diego to manage the BID for the next fiscal year, and will need the Board's approval on the following:

1. Approve the Little Italy Association to enter into an agreement with the City of San Diego to manage the BID for FY 14
2. Designate Steve Galasso to sign the following
 - Contracts and Amendments
 - Sign Programmatic Reports and Scope Adjustment Requests
 - Sign Requests for Payment and Budget Adjustment Requests

Tom Zolezzi moved to approve the Association entering into an agreement with the City of San Diego to manage the BID for FY 14 and to designate Steve Galasso to sign contracts, amendments, reports, and payment requests. Vito Altieri seconded the motion. The Board voted almost unanimously in favor, Steve Galasso abstained from the vote.

DISI Committee

Mercato update

Catt White reported on current Mercato activities.

Carnevale update

Chris Gomez reported that this year's Carnevale that took place on February 9th was a great success. The City of San Diego has requested that we shut down India Street for next year's event.

Gran Fondo update

Chris Gomez reported that this year's Gran Fondo event is scheduled for Sunday, April 14th. The route will pass through Little Italy on India Street early morning; the streets will reopen by 10:00 am. The event is under new management. For more information on this year's Gran Fondo you can visit their website at www.sdgranfondo.com.

ArtWalk update

Sandi Cottrell updated the Board on the upcoming ArtWalk event that will take place on April 27-28, 2013. Sandi thanked everyone who helped by purchasing a Marketplace Sponsorship. This year parking is a concern; she encouraged visitors to take the Trolley. For more information on this year's ArtWalk you can visit their website at www.missionfederalartwalk.org.

Sicilian Festival update

Marco reported that the upcoming Sicilian Festival will take place on May 19th, besides that we have received no information or correspondence regarding the event.

Update on Videos

Lauren Forgione from Citrus PR reported on the creation of a series of Little Italy informational videos that can be viewed through our website at www.littleitalysd.com/about/little-italy-videos/, or via YouTube. Lauren encouraged all to share the video links.

Update on App's

Chris Gomez informed the Board that he will be doing a walk-through of Little Italy to verify and update businesses for the Little Italy App. There are new features available on the App, including the Preserve Little Italy Walking Tour.

Other

Chris Gomez reported that the course of this year's Rock 'n' Roll Marathon which is taking place on Sunday, June 2nd 2013 will come through Little Italy. This is great exposure, as this event is widely attended and recognized.

Parking Committee

Presentation to Civic San Diego Budget Committee

Marco reported that he and Chris did a presentation to the Civic San Diego Budget Committee regarding the operations of our Parking District. The presentation was well received and Chris did an excellent job.

Updating Parking Ordinance

Marco reported that we are trying to find out how much of the City's parking revenues are generated here in Little Italy. We are also in the process of updating the Parking District ordinance to enable the use of revenues for Street Signs and Parklettes.

Community Advisory Board

March 12th Meeting

Marco reported that a meeting of the Community Advisory Board will take place at the Little Italy office at 5:00 pm on March 12th, where plans for the County Parking Structure at Kettner and Date will be discussed.

Kettner House

Marco reported that the Kettner House is going through the NUP process

SOBO Committee

Meeting

Meeting of the SOBO Committee will take place in the near future.

Elimination of City Overhead Costs

We are trying to get the City to eliminate the 4% Administration fee charged to the MAD in exchange for services that we provide to the district. This is a work in progress.

South Little Italy District

Marco reported about the discussions that have taken place regarding the formation of a new South Little Italy District.

Neighborhood Plan/Project Review

HG Fenton Site

Marco reported that HG Fenton has purchased the property on the South side of Date Street. Since they have already purchased the property on the North side of Date Street (formerly The Reader property), they will be doing a major development on both sides of the street.

Old Helix Wholesale building

Marco informed that Board that the old Helix Wholesale building is being gutted and encouraged all to go see it before it is totally demolished, as it was a beautiful building. Mike Rosen is the new owner and intends to open us a new 5,000 restaurant there by the end of the year.

Caliber Auto Body repair site

Marco reported that the Caliber Auto Body Repair property is up for sale, residential development is permitted at that site.

Other

Articles

Marco referred to an article that was provided to the Board in the packet on the gentrification of New York's Little Italy and the article referred to it as "Tiny Italy" instead of "Little Italy".

Report from the Airport Authority

Angela Jameson from the Planning Department at the Airport Authority gave an overview of Land Use and Planning around the airport area and also discussed mitigation programs while monitoring compliance with local, state, and federal regulations.

Motion to adjourn

Danny Mocerri moved to adjourn the March General Board meeting. Jack Pecoraro seconded the motion. The board voted unanimously in favor.

Next Board meeting

The next General Board meeting will take place on Tuesday, April 2nd, 2013 at 8:30 a.m. at Our Lady of the Rosary Parish Hall.

Minutes for Board meeting submitted by Rosie DeLuca, staff.