

Little Italy Association
General Board of Directors Meeting
May 6th, 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 / Pat Brunetto / Marianna Brunetto / Charlie Coradino / Sandi Cottrell / Dino Cresci / Jim DeSpenza / Rollin Ellis / Steve Galasso / Rich Gustafson / Pasquale Ioele / Larry Kuntz / Perry Meyer / Danny Mocerri / Lou Palestini / Jack Pecoraro / James Pieri, Jr. / Frank Stiriti / Luke Vinci / Catt White / Tom Zolezzi

Board Members Excused

John Contasti / Tom Di Zinno / Father Joe Tabigue

Board Members Absent (un-excused)

Guests

Lauren Prescott, Supervisor Ron Robert's office / Tom Cervello, resident / John Wiskow, LiveDeal / Kathi Meyer, Meyer Fine Art / Pete Molinari, guest / Rodger Ashworth, Washington Elementary School / Marie Lewin, Washington Elementary School Foundation / Yana Shayne, Downtown News / John Falcone, Sal D'Acquisto Real Estate Group / Kate Webb, Draw From within / John Wead, Draw From Within / Mark Shulman, The Physical Therapy Effect / Brijet Myers, Little Italy Mercato / Darren Road, Queenstown Public / Demitrios Sparacino / John LaRaia, HG Fenton

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Chris Gomez

1. Introductions

Vice-President Danny Mocerri called the May 2014 meeting to order at 8:37 a.m. Board as well as guest introductions were made. The meeting was turned over to the Chief Executive Administrator, Marco Li Mandri.

2. April 1, 2014 Board Minutes

Larry Kuntz moved to accept the April 1, 2014 Board minutes. Frank Stiriti seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Luke Vinci on behalf of DCPC & Civic San Diego reported that a new Bike Share program has been launched
- Lauren Prescott from Supervisor Ron Robert's office reported that the new County Waterfront Park will be opening on Saturday, May 10th from 10:00 – 6:00. The Board gave a round of applause in appreciation of Supervisor Roberts for getting the project launched in such a timely manner.
- Rodger Ashworth from Washington Elementary School spoke about projects that the school is currently working on.

4. Report from School Board member Scott Barnett on the status of the licensing agreement between the SD Unified School Board and the Little Italy Association, endorsement of letter for moving historic home from Date Street to the Amici Park play

field with conditions. Marco updated the Board on the status of Amici Park, and then introduced Scott Barnett to the Board. Scott spoke to the Board about the licensing agreement; they are now dealing with the details of the relocation of the historic home to the site. We are in an interim phase which will eventually lead to a permanent sale or a long-term lease that is based upon conditions that have already been approved. The Board gave Scott a round of applause for his work on this project.

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

- Marie Lewin from Washington Elementary School Foundation updated the Board on the School's 100-year Anniversary Fundraiser
- John Falcone from Sal D'Acquisto Real Estate Group introduced himself to the Board.
- John Wiskow from livedeal introduced himself to the Board and gave a brief background on his company, a marketing tool for restaurants.
- Yana Shayne from Downtown News introduced herself and invited everyone to check out the Little Italy section of the Downtown News
- Marco reported that the San Diego Foundation sent the Association their semi-annual dividend check. The initial investment to the Foundation was to seed a Little Italy Endowment Fund.

6. Committee Reports

(Organization Committee) – Steve Galasso, Chair

- Year to date financial report Lou Palestini, Treasurer, reported the YTD financials.
Motion: Vito Altieri moved to accept the Year-to-date Financial Report. Luke Vinci seconded the motion. Unanimously approved.
- Appointment of Nominations Committee to commence annual nomination of Board Members, authorization to send out nomination cards: Marco reviewed the nomination to the Board determination of eligibility guidelines, and required ratio of property owner seats. Marco asked Jim DeSpenza, Frank Stiriti, and Steve Galasso if they would once again serve on the Nominations Committee, all agreed.
Motion: Luke Vinci moved to appoint Jim DeSpenza, Frank Stiriti, and Steve Galasso to serve on the Nominations Committee. Perry Meyer seconded the motion. A brief discussion took place. Unanimously approved.
- Status of new retail store in Nelson Photo serving as a retail outlet for LIA merchandise Larry Kuntz updated the Board on the status of the Little Italy retail store within the Nelson Photo store. Catt White suggested that the Association create postcards or fliers to distribute at the Mercato.
- Holding June Board meeting at Convivio Lou Palestini updated the Board on the Convivio Community Center located on India Street in Little Italy.
Motion: Danny Mocerri moved to hold the June Board meeting at Convivio. Lou Palestini seconded the motion. A discussion took place. The meeting location would be conditional upon availability of the space. Unanimously approved.
- Status of placement of Fat City sign on ALSCO wall, India St. side Marco updated the Board on the status of the placement of the Fat City sign on the ALSCO building wall, India Street side. Chris informed the Board that we must

go through Development Services, the installation will be called “Neon Public Art”.

- BID Council update Chris informed the Board that Little Italy is a “No Food Truck Zone” on India Street between Beech & Grape Streets.
- Airport Authority decision Marco informed the Board that the new issue with the Airport Authority is “intensity of use”, and referred to a letter that was provided to the Board in the packet.
- Meeting with Mayor Faulconer’s staff, 4%, Parking District, General vs special benefits (with attachment) Marco informed the Board that meetings with the Mayor’s staff regarding these ongoing issues are continuing, and referred the Board to a copy of a lawsuit between the Golden Hill Neighborhood Association vs. the City of San Diego regarding their Maintenance Assessment District. The law states that you can only assess for Special Services.
- 990’s Marco informed the Board that the Associations form 990’s for FY 13 are done and will be available on the Little Italy website.

(DISI Committee) – Marianna Brunetto, Chair

- Mercato Update Catt White updated the Board on the current activities of the Mercato.
- Grand Fondo update Chris reported that the Gran Fondo event went well.
- Olive PR gave an update on PR work done for Little Italy last month.
- ArtWalk update Sandi reported that this year’s ArtWalk was a success, and thanked all who supported the event.
- Taste of Little Italy – June Sandi reported that this year’s Taste of Little Italy will take place on Wednesday, June 18th.
- Report from NoLI Sub-Committee, first NoLI nights on May 15th Marco updated the Board on the revitalization of Kettner Nights, to the new “NoLI Nights”. The next two events will take place on May 15th, then August 21st. After that, there will be one event held per quarter. We are holding off on event branding for now.

(Parking Committee) – Luke Vinci, Chair

- New Parking budget, proposals for pop-outs/parklets and concentrated street parking Marco updated the Board on the proposed Parklets for Little Italy.
- Update on in-sourcing of City services, meet with City Attorney’s office Marco updated the Board that we are getting closer to in-sourcing with the City for services; we will be using Parking Meter revenues for these projects.
- Use of student interns from Cal Western for parking related issues Marco informed the Board that we will be using students from Cal Western School of Law as interns to examine State Laws & regulations.

(Community Advisory Board) – Jack Pecoraro, Chair

- Queenstown NUP resolution Marco thanked Matt from Queenstown for their constructive response to Community concerns. They were granted an expanded NUP.
- Update on outdoor railings issue with ABC: Marco reported that this issue is currently in Sacramento, we are working with Assembly Member Lori Atkins.

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

- 4% overhead issue Marco reiterated that we are still working with the City of San Diego on the 4% Admin fee that is charged to oversee the Little Italy Maintenance District.

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

- Ariel Suites, green neon light to match the red Marco informed the Board that the Ariel suites wants to install a green neon light on their new building that will match the red light on the existing building. This has been approved at the Committee level.

Motion: *Luke Vinci moved to write a letter in support of installation of the green neon light at the Ariel Suites / Allegro Tower. Steve Galasso seconded the motion. A brief discussion took place. Unanimously approved.*

(Legacy Committee) – Charlie Coradino, Chair

- Meeting to discuss long range financing of the Piazzas, Amici Park, etc. Marco reported that there will be a meeting in the near future that will help to determine Little Italy's goals for the next 5, 10, and 15 years.

7. Closed Session, to include Board members, legal staff, and Board staff only to discuss proposed parking lot contracts with property owners in Little Italy, authorize staff to pursue.
8. Re-Open Board meeting to public, announce results of Closed Session decision. The Board authorized staff to seek any and all available parking lots throughout Little Italy to facilitate a self-parking and valet system. The Association is losing control of the parking lot at Juniper and India in June and the Reader parking lot will be shut down in August. That coupled with loss of the County parking lot at Kettner and Cedar will create a severe parking crunch this summer.
9. Next meeting: June 3rd, 2014 – 8:30 a.m. at Convivio (or Our Lady of the Rosary Church Hall)

Danny Mocerri moved to adjourn May Board meeting. Rich Gustafson seconded the motion. Unanimously approved.

Minutes for Board meeting submitted by Rosie DeLuca, staff.