

Little Italy Association
General Board of Directors Meeting
October 1st, 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 / Marianna Brunetto / Sandi Cottrell / Tom Di Zinno / Steve Galasso / Rich Gustafson / Pasquale Ioele / Perry Meyer / Danny Mocerì / Lou Palestini / Jack Pecoraro / James Pieri, Jr. / Frank Stiriti / Fr. Joseph Tabigue / Luke Vinci / Catt White

Board Members Excused

Vito Altieri / Pat Brunetto / John Contasti / Charlie Coradino / Dino Cresci / Jim De Spenza / Rollin Ellis / Larry Kuntz

Board Members Absent (Unexcused)

Tom Zolezzi

Guests

John Percy / Washington Elementary School Foundation / Stephanie Perone, Berkshire Hathaway / Janie Wardlow, guest / Michael Thornhill, guest / Mark Shulman, The Physical Therapy Effect / Marie Lewin, Washington Elementary School / Anthony Torregiani, Sal D'Acquista Real Estate Group / Tom Cervello, Tom Cervello Real Estate / Demetrios Sparacino, Sparacino Law / David Crum, Washington Elementary School / Jennifer DeCarlo, jdc Fine Art / Paul Alaimo, guest / Mike Zarconi, Sullivan Hill / Marcia & Joe Bompensiero, Ferragosto / Angie DeCaro, Ferragosto / Sean Christenson, ArtWalk / Kate Webb, Draw From Within / Brijet Myers, Little Italy Mercato / Melissa Ables, Deputy City Attorney

Staff (Non-Voting)

Marco LiMandri, Rosie DeLuca, Christopher Gomez

1. Introductions

Vice President Danny Mocerì called the October 2013 meeting to order at 8:31 a.m. Board as well as guest introductions were made. The meeting was turned over to the Chief Executive Administrator, Marco Li Mandri.

2. September 10, 2013 Board Minutes

Catt White moved to accept the September 10th, 2013 Board minutes. Marianna Brunetto seconded the motion. The Board voted unanimously in favor to accept the Board minutes.

3. Community Reports

- Rachel Gregg, Representative, Assembly Member Toni Atkins gave an update.
- Community Liaison, San Diego Police Department gave a brief update. Bike thefts continue to occur. The topic of Prisoner realignment was discussed, fears are that the local crime rate will go up.
- Fr. Joe Tabigue, Our Lady of the Rosary announced that this year's Spaghetti Dinner fundraiser will take place on Saturday, November 2nd.
- David Crum, Principal, Washington Elementary School informed the Board that the school received grant funding to become a Magnet school.

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

- Perry Meyer announced that there would be an Italian Poster exhibit this Thursday (10/3) from 5:00-9:00 at Meyer Fine Art located at 2400 Kettner Blvd.
- Mark Shulman from The Physical Therapy Effect introduced himself to the board.
- Marco informed the Board business owners that they may receive a call from a Little Italy intern who will be conducting a survey regarding number of employees; this pertains to an analysis of economic impact in Little Italy.

5. Committee Reports

(Organization Committee) – Steve Galasso, Chair

- Year to date financial report Lou Palestini, Treasurer, informed the Board that he would not be reporting the YTD financials this month, but informed the Board that cash in the bank as of last night was \$276,552.00. Marco discussed the MAD Reserve Requirement and problems within the City of San Diego regarding the implementation of the Assessment Districts.
- Update on Piazza and Landmark Sign fundraising Marco updated the Board on the upgrades to the Landmark Sign and Piazza Basilone. We have almost hit our mark for fundraising. Dedication of the Piazza will take place immediately after the November Board meeting.
- Results of Task Force of the Piazza di Famiglia Marco updated the Board on the Piazza di Famiglia, a 10,000 square foot piazza/plaza proposed for Date Street between India – Columbia Streets which will permanently be shut down to cars. The Fenton Company will put up the first \$500,000.00 for the project as part of their developer impact fee obligation to parks in Downtown.
- Dedication of County South Park Parking Structure The County recently dedicated the South Parking Structure, the first phase of the County Park development. Once it's complete, the County Park development will provide a wonderful link from the Waterfront to Little Italy.
- Update on litigation Marco informed the Board that we have settled with our ex-employee on the claim against us, and there will be no trial. Marco thanked Chris Gomez for dealing with this on behalf of the Association. A workers comp case is still pending.
- Little Italy Streetcar line presentation in November A group has come forward with a proposal to run a Streetcar through Little Italy. They will present their concept to the Board at the November meeting. The Board will be asked to conceptually approve their plan for the streetcar which would run along India and Kettner and tie the Sante Fe rail station in with the northern part of Little Italy.
- Mayoral debate in December or February

Motion: Marianna Brunetto moved to authorize staff to coordinate with the final two Mayoral candidates for a debate in December or February. Frank Stiriti seconded the motion. Unanimously approved.

- Invite Joe Cordlione to November Board meeting Tom Di Zinno asked if we could invite Joe Cordlione to the November Board meeting; he has recently received a Silver Star for his services in Vietnam. Tom thought that it would be a nice way to honor him, and it would tie in well with the Piazza dedication. The Board approved this by consensus.

(DISI Committee) – Marianna Brunetto, Chair

- Mercato Update Catt White updated the Board on the current activities of the Mercato.
- Ferragosto Luke Vinci acknowledged all who contributed to the success of the Ferragosto event, and spoke about the event. This year's goal was to raise \$100,000.00, of which was exceeded. Luke called up representatives from LIA, Our Lady of the Rosary, and Washington Elementary School (WES) for a presentation of the checks. Luke informed the Board that there was a contest amongst WES students for the most money raised for their centerpiece, the winner of the contest would receive a \$1,000.00 scholarship. Luke called up Darlene Gonzales from WES as winner of the contest, Janie Wardlow spoke about Darlene as a student, and Darlene gave a thank you speech to the Ferragosto committee and the Board.
- Summer film series dates – success Chris spoke about the Summer Film Festival that took place every Saturday evening in July and August. Next year, the committee has asked to show the films on both Friday and Saturday nights, and they would like to implement a small admission fee rather than a request for donation.
- Festa Update, Gesso squares sales solicitation Marco gave a brief background on this year's Festa and mentioned that we are still soliciting Gesso squares for \$500.00 each, he asked that the business owners ask their vendors to sponsor. Sandi spoke about Festa, and added that they would like to enhance Gesso as it is a great draw to the event. Festa content is remaining the same, Sandi spoke about this year's entertainers. Marco publically thanked Frank Stiriti for his continued support to the Festa. Marco also thanked Sandi for taking the event to a whole new level.
- Programs budget for FY 2014 Marco reviewed the proposed FY 14 Programs Budget.

Motion: *Perry Meyer moved to accept the proposed FY 14 Programs Budget. Rich Gustafson seconded the motion. A discussion took place. Unanimously approved.*

- Fall Displays, week after Festa Marco reported that the Fall Displays would be installed the week after the Festa. We are seeking sponsorships from professional (non-food) businesses in the district to fund the displays.
- Trick or Treat on India Street – October 25th Marco reported that the Trick or Treat event would take place on the Friday before Halloween to coincide with the school's Fall Festival.
- Christmas Tree Lighting – December 7th Marco reported that this year's Christmas Tree Lighting would take place on Saturday, December 7th. We are soliciting sponsorships for additional Toy Soldiers.
- Metal street poles on cobra lights, not to exceed \$3,000.00 We would like to install metal "Mr. Columbo" fisherman banners on all cobra lights in the district.

Motion: *Frank Stiriti moved to authorize staff to move forward with the purchase and installation of metal "Mr. Columbo" banners on cobra lights in Little Italy, costs not to exceed \$3,000.00. Tom Di Zinno seconded the motion. A discussion took place. Unanimously approved.*

- Olive PR Marco thanked Olive PR solutions for the great exposure that we are receiving. Casey from Olive PR reported that they are in the process of merging all Facebook pages to one.
- Little Italy Tours agreement – Status Chris reported that Little Italy Tours has requested that they be the official tour of Little Italy for an annual sponsorship fee of \$2,500.00. The agreement will take effect on January 1, 2014.
- No Carnevale for 2014 until we re-invent it Marco informed the Board that after a lengthy discussion at the DISI Committee meeting, there is a recommendation to postpone the Carnevale event in 2014.

Motion: *Luke Vinci moved to suspend this year's Carnevale event for a year or until the new Piazza has been completed. Perry Meyer seconded the motion. Unanimously approved.*

(Parking Committee) – Luke Vinci, Chair

- Concept of In-Sourcing with the City Marco spoke about 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. Moving forward, our options are either to do nothing, fight to have work contracted out (which we would probably not win), or pay to have the City do the work. Paying the City to do the work would be a win/win situation, since we would be using City workers, and the work would get done. The City seems open minded to figuring out a process. Marco is seeking the Board's endorsement.

Motion: *Luke Vinci moved to authorize staff to proceed with this "in-sourcing" process and to try and implement a new Pilot Program. Marianna Brunetto seconded the motion. Unanimously approved.*

- BRT bus yard update Marco reported that there has been no progress from SANDAG on this issue.

(Community Advisory Board) – Jack Pecoraro, Chair

- Outdoor railing status Marco met with the City last week regarding the outdoor railing status; all departments involved are in support of the project. We now need to meet with the ABC to get their approval. We are working with Assemblywoman Atkin's office and Interim Mayor Gloria's office on this issue.

(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.

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

- County Parking Structure at Kettner and Cedar Marco reported that the County would like to present plans to the committee on their proposed parking structure.
- Queenstown is coming up in front of Civic San Diego for a six-month review.

(Legacy Committee) – Charlie Coradino, Chair

- Goals of Committee
 - Piazzas long range plan
 - County Park agreement
 - Conference on Little Italys
 - Amici Park purchase

6. Civic San Diego – Brad Richter reported on the Airport Overlay Rezoning process. Marco gave a background on the Solar Industrial Overlay Zone. Our stance is that West of Kettner Blvd. that all land uses should be allowable except for residential; and that East of Kettner Blvd. all uses should be allowed. Brad Richter spoke about proposed land uses regarding the Airport Overlay Rezoning process.

Motion: *Tom Di Zinno moved amend our letter of April 23^d where the land restrictions / overlay zone would be as follows:*

- North of Grape*
- West of California*
- North of Hawthorn*
- West of Kettner.*

and to approve the map of proposed land use as drawn out by Civic San Diego. Frank Stiriti seconded the motion. Almost unanimously approved: Luke Vinci abstained.

Motion: *Rich Gustafson moved to endorse the efforts of Civic San Diego to work out a new land use program with the Airport Authority and their density requirements, to be consistent with the goals of the Association. Catt White seconded the motion. A brief discussion took place. Unanimously approved.*

7. Next Board meeting will take place on Tuesday, November 5th, 2013 at Our Lady of the Rosary Parish hall.
8. Motion to adjourn Jim Barone moved to adjourn the October General Board meeting. Luke Vinci seconded the motion. Unanimously approved.

Minutes for Board meeting submitted by Rosie DeLuca, staff.