



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, June 4, 2024, at 8:30 am
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)

PRESENT Steve Galasso, Bryan Thompson, Jeri Keiller, Luke Vinci, Annette Casemero
 Curt Brooker, Jack Pecoraro, Lou Palestini, Renata Brunetto, Pasquali Ioele,
 Rich Gustafson, Jon Zimmerly, Mary Elizabeth Novell, David Rodger, Clarissa
 Estevez, Brijet Myers

EXCUSED Diana Strauss Casey, Audrey Hermes, Juan Nuñez, Jim DeSpenza, Lisa Gerson,
 Joey Busalacchi, Joe Vecchio

ABSENT Ryan Blum

GUESTS Larry Turner, Rob Paladino, Marsha Lyon, Sylvia Lozoya, Tedd Keiller

STAFF Marco Li Mandri, Chris Gomez, Jenn Von Stauffenberg, Nick Angulo

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Marco Li Mandri, CEA	The meeting was called to order at 8:30 a.m. by the President, Steve Galasso.	<i>No action taken</i>
2. Non-Agenda: Public Comment & Announcements	2. Jack Pecoraro expressed his concerns regarding an unhoused citizen, Zachary Price. A restraining has been filed on behalf of Jack Pecoraro on Zachary Price. Zachary continues to violate this order with little to no repercussions. Chris Gomez encouraged the businesses and residents to stay alert and contact SDPD and the Little Italy office with any threatening interactions with Zachary.	<i>No action taken</i>
3. Minutes of the Minutes of the May 7, 2024, Meeting	3. Minutes from May 7, 2024, Board Meeting were reviewed.	<i>3. Annette Casemero moved to accept the Board as presented Jeri Keiller seconded</i>

		<i>the motion. Unanimously approved.</i>
4. Moment of Honor for Danny Mocerri as a Little Italy Legacy Member/ Steve Galasso	4. Steve Galasso presented the Little Italy Legacy Member plaque to Danny Mocerri.	<i>4. No action taken</i>
5. Committee Reports Organization Committee / Steve Galasso		
a. Donation to Convivio in Honor of Gina DePhillips-Finch/ Chris Gomez	5.a. Chris reported that the Org Committee authorized staff to donate \$1,000 to support Convivio Operations in honor of Gina DePhillips-Finch. \$500 was donated directly by the Association and \$500 would be reimbursed to the Association by Filippi's Pizza Grotto.	<i>5.a. No action taken</i>
b. Letter of Support for Pedicab Ordinance Update/ Chris	5.b. Chris shared the letter of support for Pedicab Ordinance on page 12 of the Board packet.	<i>5.b. No action taken</i>
c. Letter of Support for FY25 SBEP Funding/ Chris	5.c. Chris shared the letter of support for FY25 SBEP Funding on pages 13-16 of the Board packet.	<i>5.c. No action taken</i>
d. Board Nominations Post Card Mailed Out-Update/ Chris	5.d. Chris reported that Board Nominations postcards have been mailed out. Chris reminded the Board that the Annual Board Meeting will take place Tuesday, July 9, 2024.	<i>5.d. No action taken</i>
e. FY24 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris	5.e. Chris gave an update on the Get-or-Give and Attendance Review on pages 17, 18. It is the responsibility of each Board member to keep Chris Gomez informed of monies raised or given to the Association. The self-reporting form can be found on Page 58 of	<i>5.e. No action taken</i>

<p>f. Next Meeting:</p>	<p>the packet.</p> <p>5.f. The next Organization Committee Meeting will take place on Thursday, June 6, 2024, at 9:00am in the Little Italy Association office (Conference Room), as well as by Zoom.</p>	<p><i>5.f. No action taken</i></p>
<p>Finance Committee / Bryan Thompson</p> <p>a. YTD Draft Financials / Jeri & Bryan</p> <p>b. Fidelity Investment – Update / Jeri & Bryan</p> <p>c. FY23 Audit & Management Report Review & Approval/ Jeri</p> <p>d. FY24 CPD End of Year Projection- Update/ Chris</p> <p>e. State Grant for BID Events from Senator Atkins (35K for FY25/26)/ Chris</p>	<p>5.a. Jeri Keiller gave an update on the YTD Financials provided on page 19 of the Board packet.</p> <p>5.b. Bryan Thompson gave an update on the Fidelity Investments accounts, which were provided on page 20 of the Board packet.</p> <p>5.c. Jeri shared the FY23 Audit and Management Report on pages 21-40 of the Board packet.</p> <p>The Audit & Management Report was reviewed by the Finance Committee.</p> <p>Jeri pointed out page 38 of the review: Risk of Fraud, to ensure that everyone is aware of potential risks to the Association.</p> <p>5.d. Chris shared the FY24 CPD end-of-year projection on page 41 of the Board packet.</p> <p>5.e. Chris gave an update on the State Grant for BID Events. Chris reported that that the Association will receive \$35,000 in FY25 and FY26 to offset Special Events.</p>	<p><i>5.a. Luke Vinci moved to accept YTD Financials. Bryan Thompson seconded the motion. Abstention: Jeri Keiller, Curt Brooker and Brijet Myers due to financial interest as a paid LIA staff member. Motion passes.</i></p> <p><i>5.b. No action taken.</i></p> <p><i>5.c. Annette Casemero moved to approve the FY23 Audit and Management Report. Dino Cresci seconded the motion. Unanimously approved.</i></p> <p><i>5.d. No action taken.</i></p> <p><i>5.e. No action taken.</i></p>

<p>f. FY25 Draft LIA Budgets Review & Approval/ Jeri</p> <p>i. FY25 Organization Committee Spending Allocation (\$2K)/ Jeri</p> <p>ii. FY25 Finance Committee Allocation for Non-Budgeted Expenditures w/o the Board Approval (\$25K) / Jeri</p> <p>g. Authorization to Apply for County of San Diego NR & CE Grants/ Chris</p> <p>h. Next Meeting:</p>	<p>5.f. Jeri shared the FY25 Little Italy Budget Review drafts on pages 42-51 of the Board packet.</p> <p>The draft budgets were approved by the Finance Committee.</p> <p>5.i. Jeri asked the Org Committee to consider a \$2,000 spending allocation in FY 25.</p> <p>5.ii. Jeri asked the Org Committee to consider a \$25,000 allocation for non-budgeted expenditures without Board Approval in FY 25.</p> <p>5.g. The Finance Committee authorized Chris to apply for the County of San Diego Neighborhood Redevelopment & Community Enhancement Grants.</p> <p>5.h. The next Finance meeting will take place on Thursday, June 11, 2024, at 2:00pm in the Little Italy Association Office (Conference Room), as well as by Zoom.</p>	<p><i>5.f. Luke Vinci moved to approve the FY25 Draft LIA Budget. Rich Gustafson seconded the motion. Jeri Keiller, Curt Brooker and Brijet Myers due to financial interest as paid LIA staff members. Motion passes.</i></p> <p><i>5.i. Rich Gustafson moved to approve the \$2,000 spending allocation. Jeri Keiller seconded the motion. Unanimously approved.</i></p> <p><i>5.ii. Rich Gustafson moved to approve the \$25,000 spending allocation. Jeri Keiller seconded the motion. Unanimously approved.</i></p> <p><i>5.g. Bryan Thompson moved to authorize Chris to apply for the NR & CE Grants. Annette Casemero seconded the motion. Unanimously approved.</i></p> <p><i>5.h. No action taken.</i></p>
<p>5. District Identity & Placemaking (DI&P) Committee / Perry Meyer</p> <p>a. Olive Public</p>		

Relations Report / Sydney Costales	5.a. Jenn Von Stauffenberg gave an update on Little Italy's public relations and social media activities.	<i>5.a. No action taken</i>
b. Little Italy Mercato / Brijet Myers	5.b. Brijet Myers gave an update on the Little Italy's Wednesday and Saturday Markets.	<i>5.b. No action taken</i>
c. Taste of Little Italy (June 18th-19th) / Curt	5.c. Curt reported on the upcoming Taste of Little Italy event. The event will take place on June 18 & 19, 2024, from 4:00-8:00pm. Curt reported that this event will sell out.	<i>5.c. No action taken</i>
d. Marine Band San Diego Summer Concert (July 13 th) / Nick Angulo	5.d. Nick Angulo gave an update on the Marine Band San Diego Summer Concert, which is scheduled to take place on Saturday, July 13 th , 2024, at 7:00 pm.	<i>5.d. No action taken</i>
e. Casino di Piazza (August 23 rd) / Nick	5.e. Nick Angulo gave an update on the proposed Casino di Piazza event. Nick reported that tickets for this event are now live and there are three potential sponsors. This event is scheduled to take place on Friday, August 23, 2024, from 7:00 pm -11:00 pm	<i>5.e. No action taken</i>
f. Little Italy Venues /Curt	5.f. Curt gave an update on Little Italy Venues.	<i>5.f. No action taken</i>
g. Little Italy Tours x So Diego! Update/ Chris	5.g. Chris gave an update on the Little Italy Tours. Chris reported that DI&P and the Finance Committee approved of the Association moving forward with a new partnership.	<i>5.g. No action taken</i>
h. Next Meeting:	5.h. DATE CHANGE-Friday, June 14, 2024, at 9:00am Little Italy Association Office (Conference Room), as well as by Zoom.	<i>5.h. No action taken</i>
5. Neighborhood Advisory Committee (NAC) / Jeri Keiller a. No Update	5.a. No update	<i>5.a. No action taken</i>

b. Next Meeting	5.b. TBA	<i>5.b. No action taken</i>
Parking & Mobility Committee / Luke Vinci 5.a. San Diego Rescue Mission Enhanced Security – Update / Chris	5.a. Chris shared the updated scope of work for the San Diego Rescue Mission on page 57 of the Board Packet.	<i>5.a. No action taken</i>
5.b. Next Meeting:	5.b. TBA	<i>5.b. No action taken</i>
6. Community Reports	6. Robson Winter from Assemblymember Boerner’s office reported that the Budget Bill signing will take place on June 15, 2024, at midnight. Emily Bonner from Councilmember Whitburn’s office reported that the FY25 Budget is set to pass on June 11, 2024. Emily thanked the Association for their support with the Pedicab Ordinance.	6. No action taken
7. Other/ Articles	7. Nothing to report.	<i>7. No action taken</i>
8. Next Meeting	8. Tuesday, July 9, 2024, at 8:30am Our Lady of the Rosary’s Church Hall (Downstairs)	<i>8. No action taken</i>
9. Adjournment	9. Meeting adjourned.	<i>9. Annette Casemero moved to adjourn the meeting. Dino Cresci seconded the motion. Unanimously approved.</i>

Minutes taken by: Dianne T. Serna/ Staff



ANNUAL PUBLIC RELATIONS REPORT

To: Little Italy Association

From: Jennifer Borba von Stauffenberg, Sydney Costales, Cree Jones (Social Media Consultant) and Silvia Rodriguez – Olive Public Relations

23/24 Agreement: \$6,850 per month plus \$500 for special events (total of 7 per year)

Up to two pitches per month (22 total last year)

3-4 social media posts per week

Board & DI&P Meeting Attendance

Monthly Client Strategic Meeting

Weekly status meetings

Draft contributed article

Update the website

Provide copy for the annual report

24/25 Budget: \$3,698 per month

4 Event Promotions (Italian Heritage Month/Concerts, Taste of Little Italy, Trick-or-Treat on India Street, Christmas Tree Lighting)

2 Targeted Pitches (Farmer's Market Push & 2025 Outlook – recommendations only)

2 social media posts per week

Board & DI&P Meeting Attendance

Monthly Client Strategic Meeting and one additional status meeting

Draft contributed article

Update the website

Provide copy for the website

MONTHLY STRATEGY & PLANNING:

- Conducted internal planning meetings
- Facilitated weekly PR strategy meetings
- Attended monthly Board meeting
- Attended monthly DI&P meeting
- Captured social media content
- Assisted with all crisis challenges
- Wrote monthly contributed article for Downtown News
- Made updates to the website
- Prepared weekly status reports

- Prepared monthly reports: Client meeting, Board Meeting & DI&P
- Updated clip log
- Facilitated all media opportunities
- Submitted for all editorial calendar opportunities
- Submitted for all awards
- Maintain updated media lists

PITCHES (22)

Marine Band San Diego Summer Concert (pitching complete June 30)

- Secured online coverage in the San Diego Sun and Ranch & Coast
- Expected coverage in the San Diego Union-Tribune, FOX 5, KUSI, and Presidio Sentinel
- Secured online coverage on KPBS

Washington Elementary x Scarlett Baily

- Secured coverage on FOX 5 and ABC 10
- Secured online coverage in the San Diego Union-Tribune
- Secured print coverage in the San Diego Union-Tribune
- Expected online coverage in San Diego Downtown News and Gente Bonita Magazine

Summer Events in little Italy

- Secured broadcast coverage on KUSI
- Expected coverage in Gente Bonita Magazine and San Diego Jewish Journal
- Expected coverage on The Coast News and Presidio Sentinel
- Secured online coverage on Times of San Diego and Press Bee

Taste of Little Italy

- Secured coverage on NBC 7, ABC 10, Univision, FOX 5, KUSI, KPBS, KPBS Radio, 600 KOGO Radio, CBS 8, San Diego Sun, San Diego Reader, There San Diego, San Diego Red, Rancho Santa Fe Review, Del Mar Times, Thrillist San Diego, San Diego Magazine, Modern Luxury, San Diego Family Magazine, Gente Bonita Magazine, Encinitas Advocate, DoSD, San Diego Events Blog, San Diego Tourism Authority, San Diego Union-Tribune
- Secured broadcast coverage on KUSI, 101.5 at 6:00 pm,
- Secured print coverage on Monrovia Weekly, Arcadia Weekly and Pasadena Independent
- Secured online coverage on FOX 5 / KUSI News, San Diego Magazine, San Diego Events Blog, San Diego Tourism Authority, San Diego Union Tribune, We The Italians, Yahoo! Life, Hey SoCal, MSN, SD Today
- Secured newsletter coverage on DoSD and SD Today

Casino di Piazza 2024 – (Long Leads)

- Expected coverage on FOX 5 and NBC 7

Award-Winning Restaurants in Little Italy

- Expected online and print coverage secured on Gente Bonita Magazine and Print
- Expected online coverage secured on JustLuxe

Bulls of Sant'Agata

- Secured broadcast coverage on CBS 8

- Secured print coverage on San Diego Reader and San Diego Union Tribune
- Secured online coverage There San Diego, Thrillist, There San Diego, San Diego Union Tribune, San Diego Magazine, SoCal Pulse, and We The Italians
- Expected online and print coverage on Presidio Sentinel, Ranch & Coast, North County Sun, Gente Bonita Magazine
- Expected broadcast coverage on FOX 5 and KPBS
- Secured online coverage on San Diego Sun

Mother's Day in Little Italy

- Secured online coverage on South County Magazine, House Beautiful Magazine, and Sorbet Magazine
- Secured print coverage on Pasadena Independent, Monrovia Weekly and Arcadia Weekly
- Secured online coverage on Hey SoCal and We The Italians
- Expected online and print coverage on Marmalade, Orange County Magazine, Times Local media, Pasadena Now, Hey SoCal, and Modern Luxury

Women Owned Business

- Expected coverage on DoSD and KUSI
- Secured online and broadcast coverage on CBS 8 and KUSI
- Secured social coverage on Gente Bonita Magazine
- Expected online and print coverage on Presidio Sentinel, Gente Bonita, and DoSD
- Expected broadcast coverage KUSI

Date Night in Little Italy

- Expected broadcast coverage on FOX 5 The Localist and FOX 5 with Geena The Latina
- Secured print and online coverage on Presidio Sentinel
- Secured online coverage on Gente Bonita Magazine and KPBS

Beyond Pasta – Wellness in Little Italy

- Secured online and broadcast coverage on CBS 8
- Expected online and print coverage on Presidio Sentinel

Best Walkable Neighborhoods – Little Italy San Diego

- Secured online coverage on Wherever Family

December Roundup

- Expected coverage secured on FOX 5 and Coast News
- Secured broadcast coverage on FOX 5 and CBS 8
- Secured online coverage on Gente Bonita Magazine, SD Today, SD News, We The Italians, and Top News Media
- Secured newsletter coverage on SD Today

Little Italy Tree Lighting and Christmas Village

- Secured broadcast coverage on KUSI
- Expected broadcast coverage on CBS and FOX
- Secured print coverage in San Diego Union Tribune, San Diego Family Magazine, San Diego Reader

- Expected print coverage in San Diego Magazine, Modern Luxury SD, Presidio Sentinel, Ranch & Coast
- Secured online coverage on San Diego Union Tribune, San Diego Family Del Mar Times, Encinitas Advocate, Rancho Santa Fe Review, San Diego Tourism Authority, San Diego Sun, Times of San Diego, San Diego Union Tribune en Espanol, Locale Magazine, Presidio Sentinel, Headtopics, KPBS, NewsBreak, SD Today, Modern Luxury, La Jolla Mom, San Diego Magazine, SoCal Pulse, Telemundo, NBC, We the Italians, and Top News Media, The Places Where We Go, Go Visit San Diego, Ranch and Coast

Small Business Saturday

- Secured online coverage on FOX, Yahoo! News, and NBC

Piazza Costanza

- Secured broadcast coverage on FOX, CBS, NBC, ABC, and KUSI
- Expected print and online coverage on LGBTQ San Diego County News and Presidio Sentinel
- Expected print coverage on San Diego Business Journal
- Secured online coverage on San Diego Business Journal, There San Diego, SD News, San Diego Sun, San Diego Metro, and CBS 8

Trick-or-Treat on India St.

- Secured print and online coverage in San Diego Union Tribune, San Diego Magazine
- Secured online coverage on Deal Town, Axios San Diego, NBC 7, SD Today, Fox 5, CBS 8, San Diego Union Tribune, SoCal Pulse, SD News, San Diego Explorer, DoSD, San Diego.com, Patch, Locale Magazine, There San Diego, Times of San Diego, News Break, La Jolla Mom, San Diego Sun, 15 Exit Guide, San Diego Family Magazine, Modern Luxury, Telemundo 20, San Diego Entertainer Magazine, USA Top News, San Diego Tourism Authority
- Secured TV coverage on CBS 8 (2 segments), KUSI (2 segments)
- Secured newsletter coverage in SD Today

Italian Heritage Concert

- Secured newsletter coverage in SD Today and DoSD
- Secured online coverage on There San Diego

Marine Band Concert

- Secured TV coverage on CBS 8 (5 segments), KUSI (4 segments)
- Secured print coverage in San Diego Union Tribune, San Diego Reader
- Secured online coverage on ABC 10, Thrillist SD, San Diego Magazine, Head Topics, San Diego Union Tribune, News Break, San Diego Tourism Authority, There San Diego, San Diego Sun

Farmer's Market Focus

- Secured online coverage on Time Out San Diego, There San Diego, South Florida Sun Sentinel
- Secured broadcast coverage at KTLA 5 (2 Segments), KUSI

Casino Di Piazza 2023

- Secured coverage in San Diego Entertainer Magazine, SD News, San Diego Magazine, SoCal Pulse, Telemundo 20, There San Diego, NBC 7, USA Top News, SD Today, There San Diego

Other

- Secured 2 features in print and online in Gente Bonita (June)
- Secured coverage on Travel Host
- Secured online and print coverage on San Diego Uptown Downtown News, Travel + Leisure, SD News, We The Italians, and Top News Media
- Secured YouTube, Instagram and TikTok coverage on Pub Club
- Coordinated Taste of Little Italy ticket giveaway with DoSD
- Secured online coverage on USA Today, Pearl News, Foodwise, San Diego Uptown Downtown News, Medium, Discovering Hidden Gems, San Diego Union Tribune, San Diego Magazine, LOCALE, SD News, Los Angeles Blade
- Expected media visit with We Like LA
- Secured broadcast coverage on KUSI and KPBS
- Secured print coverage in San Diego Reader, SD Downtown News, Arrived Magazine
- Secured newsletter coverage on Axios San Diego

General

- Developed the scope of services for reduced budget
- Prepared 23/24 fiscal year summary report
- Made introduction between Chris and Hilton for merchandise opportunities
- Connected Downtown Alliance SLC with the Little Italy Mercato for walking tours
- Collected recommendations from Chris and sent to Downtown Alliance SLC for potential conference venues
- Coordinated with San Diego Museum of Art team for Art Alive Petal Pop Up
- Met with Jeri, Cynthia, and Joey to discuss outreach to hyper local community
- Reviewed and provided feedback on sponsorship packages
- Attended the community panel in partnership with the Little Italy Neighborhood Coalition
- Provided counsel on the Mercato issue
- Outreach to TrustedHousesitters for support with H.G. Fenton dog event