



**Little Italy Association of San Diego - Board of Directors Meeting  
Tuesday, March 7, 2023 at 8:30 am  
Our Lady of the Rosary Church Hall – Downstairs (1654 State Street)**

**AGENDA**

**1) Introductions / Steve Galasso, President & Marco Li Mandri, CEA**

**2) Moment of Silence for the passing of Father Louie**

**3) Non-Agenda: Public Comment & Announcements**

**4) Minutes of the February 7, 2023 Meeting**

*Action Item* P. 3-8

**5) Committee Reports**

Organization Committee / Steve Galasso

- a. Amici Park Status with the City Council
- b. General Liability Insurance & MAD Contract Language Amendment / Marco
- c. Busker ordinance – Update / Marco
- d. Homeless in Downtown – Update / Marco
- e. FY23 Get-or-Give Recap, Self-Reporting & Board Attendance / Chris
- f. Who am I? / Curt Brooker
- g. Next Meeting: **TBD**

**P. 9-10, 16**

Finance Committee / Bryan Thompson

- a. YTD Draft Financial Report / Jeri Keiller & Bryan
- b. San Diego Rescue Mission Unhoused Population Program / Chris
- c. Fidelity Investment Update / Jeri & Bryan
- d. California COVID Relief Grant – \$25K / Chris
- e. Little Italy Experiences & Tours Contract Continuation / Chris
- f. Next Meeting: **Thursday, March 16, 2023 at 9:00am  
Little Italy Association's Conference Room**

*Action Item* P. 11

District Identity & Placemaking (DI&P) Committee / Chris Gomez

- a. Olive Public Relations Report / Larisa Medina & Cree Jones
- b. Little Italy Mercato (Saturdays & Wednesdays) / Catt White
- c. Camp Pendleton Paraplegic Trials: American Experience / Chris
- d. Mission Fed ArtWalk (4/29-30) / Curt Brooker
- e. San Diego Padres Italian Heritage Night (8/4) / Chris
- f. Our Lady of the Rosary Centennial Events (8/17-19) / Luke Vinci
- g. Little Italy Venues / Curt
- h. Next Meeting: **Friday, March 17, 2023 at 9:00am  
Little Italy Association's Conference Room**

**P. 12-14**

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**

Neighborhood Advisory Committee (NAC) / Jeri Keiller

- a. Embarcadero Coalition Community Meeting (3/16 @ 6pm) / Jeri

**P. 15**

Parking & Mobility Committee / Luke Vinci

- a. Bollard Program / Chris & Marco  
b. Columbia Conversion / Chris

**6) Community Reports**

SDPD, City Attorney's Office, Senator Atkins' Office, Assemblywoman Horvath Office, Supervisor Lawson-Remer's Office, Mayor Gloria's Office, Councilmember Whitburn's Office, Economic Development Department, Our Lady of the Rosary, Washington Elementary School, Convivio and DCPC.

**7) Other**

- 8) Next Meeting: Tuesday, April 4, 2023 at 8:30am  
Our Lady of the Rosary's Church Hall (Downstairs)**

**9) Adjournment**

***Action Item***

**BROWN ACT.** *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619 233-3898 or [chris@littletalysd.com](mailto:chris@littletalysd.com) at least 48-hours prior to the meeting.*



**Little Italy Association of San Diego - Board of Directors Meeting  
Tuesday, February 7, 2023, at 8:30 am  
Our Lady of the Rosary Church Hall-Downstairs (1654 State Street)**

**PRESENT** Danny Mocerri, Bryan Thompson, Lou Palestini, Jeri Keiller, Catt Fields White, Joey Busalacchi, Jack Pecoraro, Clarissa Estevez, Curt Brooker, Lisa Gerson, Dominic Brunetto, Rich Gustafson, Luke Vinci, Jim DeSpenza, Ryan Blum, Annette Casemero, Pasquale Ioele, David Rodger

**EXCUSED** Steve Galasso, Juan Nuñez, Tom Zolezzi, Jocelyn Marcus, Joe Cordileone

**UNEXCUSED** Lee Scriver, Diana Strauss Casey

**GUESTS** Rhea Aguinaldo, Officer Larry Turner, Kathi Meyer, Perry Meyer, Jacob Rocha, Mary Elizabeth Novell, Marsha Lyon, Rolland Gerhardt, Joe Scaglione, Brianna Bentley, Gary Mansour, Hannah Reynolds, Paulina Tejada, Silvia, Lozoya, Susan Keating, Viridiana Quintana

**STAFF** Marco Li Mandri, Chris Gomez, Dianne T. Serna De León, Larisa Medina, Michelle Thomas de Mercado

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	The meeting was called to order at 8:30 a.m. by the Vice President, Danny Mocerri	<i>No action taken</i>
2. Non-Agenda: Public Comment Introductions and Announcements	2. Perry Meyer shared that Meyer Fine Art, will have a new opening next week.	<i>No action taken</i>
3. Review of December 6, 2023, Board Minutes	3. Minutes from December 6, 2022, were reviewed.  David Rodger asked the Board to amend the minutes from December 6, 2022, to reflect	<i>Danny Mocerri moved to approve the amended December minutes. Bryan Thompson</i>

	the correct spelling of his last name on pages 13 and 14, and to add his name to the Attendance Roster as "present".	<i>seconded the motion. Unanimously approved.</i>
<p>4. <i>Committee Reports Org Committee: Steve Galasso;</i></p> <p>a. Annual Bylaw Review &amp; Updates/Chris</p> <p>b. Suspension of Executive Order &amp; Brown Act Requirements re: Zoom/Marco</p> <p>c. Amici Park Status with the City Council-See Article</p> <p>d. Diversity, Inclusion &amp; Anti-Harassment Training (2/14) /Chris Gomez</p> <p>e. General Liability Insurance &amp; MAD Contract Language Amendment/ Marco</p> <p>f. New and Current Board Orientation/ Steve</p>	<p>4.a. Chris Gomez gave an update on the Annual Bylaw Review.</p> <p>4.b. Chris reported on the suspension of the Executive Order &amp; Brown Act Requirements. As a result, effective February 10, 2023, all meetings will resume in-person in the Little Italy Conference room or at the Church Hall.</p> <p>4.c. Marco gave an update on the status of the Amici Park Redesign.</p> <p>Marco is encouraging Board members to attend the City Council meeting to speak in favor of the Amici Park Redevelopment project in March. Chris Gomez and Dianne Serna De León will follow up with the date and time of the meeting. The Mayor and Councilmember Whitburn are in favor of this project.</p> <p>4.d. Chris announced that the Board and staff will complete their annual Diversity and Inclusion Training on February 14, 2023, at 8:30am.</p> <p>4.e. Marco reported that Little Italy's General Liability insurance has increased to \$220,000. The Mayor's office has amended Little Italy's Maintenance Agreement to reflect that we are no longer liable for trip and falls. Because of this amendment, our Agent can shop around for a lower insurance rate.</p> <p>4.f. Chris stated that he needs available dates from Marco and Board members to schedule the new and current Board orientation.</p>	<p><i>4.a. No action taken</i></p> <p><i>4.b. No action taken</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p> <p><i>4.e. No action taken</i></p> <p><i>4.f. No action taken</i></p>

<p>g. FY23 Get-or-Give, Self-Reporting &amp; Board Attendance/ Chris</p> <p>h. Who am I? /Clarissa Estevez</p> <p>i. Next Meeting:</p>	<p>4.g. Chris reported that the Get-or-Give self-reporting form is on pages 13-14 and 35 of the Board packet. It is the responsibility of each Board member to keep Chris informed of monies raised or given to the Association.</p> <p>4.h. Clarissa Estevez from Kilroy introduced herself to the Board. Clarissa has been with Kilroy for 12 years. She is new to San Diego and is now working at Kilroy’s Del Mar Office. Clarissa invited any interested guests to tour the Kilroy office spaces in Little Italy. Marco thanked Clarissa and Kilroy for their \$20,000 donation to the Association.</p> <p>4.i. The next Org Committee meeting, TBD</p>	<p><i>4.g. No action taken</i></p> <p><i>4.h. No action taken</i></p> <p><i>4.i. No action taken</i></p>
<p><b>Finance Committee:</b> <b>Bryan Thompson;</b></p> <p>a. YTD Financial Report/Jeri Keiller &amp; Bryan Thompson]</p> <p>b. Civic San Diego Proposal to Bid Amici Park Construction /Marco</p> <p>c. Investment Direction &amp; Update/ Jeri &amp; Bryan</p> <p>d. FY24 Budget Preparation</p>	<p>4.a. Jeri Keiller presented the YTD financials.</p> <p>Lou Palestini reminded Board members that they need to wear their Little Italy Pin to all Board meetings and Little Italy events. Those without a pin, will need to donate \$5.00 to the “Pin Fund”. Please let Chris know if you need a replacement pin.</p> <p>4.b. Chris shared that Gary Bosse has been recommended to oversee the Amici Park construction project. The quote can be found on page 25 of the Board packet. The Finance committee approved the amount, not to exceed \$13,306.00.</p> <p>4.c. Bryan Thompson informed the Board that he and Jeri Keiller decided on Fidelity Investments as the financial institution to invest in CD’s, with little or no risk to the Association.</p> <p>4.d. Chris reported that FY24 BID Budget has been set and submitted to the City. Staff will now begin working on the MAD, MNA, Programs and Parking budgets.</p>	<p><i>4.a. Ryan Blum moved to accept the YTD Financial Report. Jim DeSpenza seconded the motion. Jeri Keiller abstained. Motion passes.</i></p> <p><i>4.b. Luke Vinci moved to approve the quote. Bryan Thompson seconded the motion. Unanimously approved.</i></p> <p><i>4.c. No action taken</i></p> <p><i>4.d. No action taken</i></p>

<p>e. Employee Retention Tax Credit-Update/ Dianne</p> <p>f. Care Court &amp; Discussion with the County/ Marco</p> <p>g. Next Meeting</p>	<p>4.e. Dianne reported that there is no ERTC update at this time.</p> <p>4.f. Marco reported that San Diego County will implement Care Court this year. Care Court will connect individuals struggling with mental illness, with court offered Care plans.</p> <p>Marco reported that no leads have been generated from the San Diego Foundation in reference to the \$10,000 that Little Italy donated over 15 years ago.</p> <p>4.g. The next meeting will take place on Thursday, February 16, 2022, at 9:00am in the Little Italy Association's Conference Room.</p>	<p><i>4.e. No action taken</i></p> <p><i>4.f. No action taken</i></p> <p><i>4.g. No action taken</i></p>
<p><b>Committee Reports</b> <i>DISI Committee:</i></p> <p>a. Camp Pendleton Paraplegic Trials: American Experience (2/28) /Chris</p> <p>b. Bella Vita (Chalk, Wine &amp; Food Event)-Oct. 2023</p> <p>c. Olive Creative Strategies Report/Larisa Medina &amp; Cree Jones</p>	<p>4.a. Joe Scaglione shared information about the upcoming Wounded Warriors and Marine Corps Trials event. Joe introduced Brianna Bentley from USO. Joe also thanked the Board for their continued support.</p> <p>Chris distributed a donation sign-up sheet to cover the cost of lunch for the Wounded Warriors event. This event will take place at the Piazza della Famiglia on Tuesday, February 28, 2023, at 12:00pm.</p> <p>4.b. Curt Brooker reported that the map for the Bella Vita's Chalk, Food &amp; Wine event has been amended. The new map assures that the Saturday Mercato will not be interrupted.</p> <p>This will be a ticketed event that will take place from 11:00am-4:00pm on October 21-21, 2023.</p> <p>4.c. Larisa Medina gave a PR and Social Media recap.</p>	<p><i>4.a. No action taken</i></p> <p><i>4.b. Lou Palestini moved to approve the revised map and endorse this event. Luke Vinci seconded the motion. Motion passes with two oppositions and one abstention.</i></p> <p><i>4.c. No action taken</i></p>

<p>d. Little Italy Mercato (Saturdays &amp; Wednesdays) / Catt White</p> <p>e. Little Italy Tree Lighting &amp; Christmas Village</p> <p>f. Our Lady of the Rosary Centennial Events/ Luke Vinci</p> <p>g. Little Italy Venues</p> <p>h. Next Meeting:</p>	<p>4.d. Catt Fields White reported on current Mercato activities.</p> <p>4.e. Chris shared the P &amp; L for the Little Italy Tree Lighting &amp; Christmas Village event on page 34 of the Board Packet.</p> <p>4.f. Luke Vinci reported that Our Lady of the Rosary's Centennial event will take place August 17-19, 2023. This will be a ticketed event for all ages.</p> <p>4.g. Curt Brooker gave an update on LI Venues.</p> <p>4.h. The next meeting will take place on Friday, February 17, 2023, at 9:00am in the Little Italy Association's Conference Room.</p>	<p><i>4.d. No action taken</i></p> <p><i>4.e. No action taken</i></p> <p><i>4.f. No action taken</i></p> <p><i>4.g. No action taken</i></p> <p><i>4.h. No action taken</i></p>
<p>Neighborhood Advisory Committee (NAC)- Jeri Keiller</p> <p>a. Supervisor Lawson-Remer Meet-and-Greet Recap/ Jeri</p>	<p>4.a. Jeri Keiller reported that Supervisor Lawson-Remer's meet-and-greet event was a success, with approximately 80 people in attendance.</p>	<p><i>4.a. No action taken</i></p>
<p><i>Parking &amp; Mobility Committee: Luke Vinci</i></p> <p>a. San Diego Rescue Mission Midyear Review &amp; Continuation</p> <p>b. Bollard Program</p>	<p>4.a. Paul Armstrong presented an overview of the connective services the Rescue Mission has provided for unhoused citizens in Little Italy. Marco thanked Paul, Carla, and Kim for their continued efforts.</p> <p>4.b. Chris gave an update on the Bollard Program. The funds were not carried over into this fiscal year by Development Services, and since then costs have increased. LIA will contact the manager's and Council office to find funds to cover the increased cost.</p>	<p><i>4.a. Danny Mocerì moved to approve the Finance committee to continue with the Rescue Mission's contract. Jack Pecoraro seconded the motion. Unanimously approved.</i></p> <p><i>4.b. No action taken</i></p>

c. Columbia Conversion	4.c. Chris reported that Columbia Street parking conversions will begin once the pedestrian ramp conversions have been completed.	<i>4.c. No action taken</i>
5. Community Reports	<p>5. Rhea Aguinaldo from the City of San Diego Economic Development reported that they are now fully staffed. The First Amendment to the MAD agreement was executed and signed on January 4, 2023.</p> <p>There is a new grant for up to \$20,000 for outdoor dining to assist with Places with Spaces. The application is open until June 30, 2023.</p> <p>Luke Vinci announced that Wednesday, February 22, 2023, is Ash Wednesday.</p>	<i>5. No action taken</i>
7. Next Meeting	7. The next Board meeting will be in-person on Tuesday, March 7, 2022, at 8:30am at Our Lady of the Rosary Church Hall.	<i>7. No action taken</i>
8. Adjournment	8. Meeting Adjourned	<i>8. Danny Mocerì moved to adjourn the meeting. Luke Vinci seconded the motion. Unanimously approved.</i>

Minutes taken by Dianne T. Serna De León, Staff



**FY23 Board Attendance**

Last Name	First Name	Position	Jul. 22	Aug. 22	Sep. 22	Oct. 22	Nov. 22	Dec. 22	Jan. 23	Feb. 23
Blum	Ryan	Property Director						X		
Brooker	Curt	Business Director					U			
Brunetto	Domenic	Property Director						X		
Busalacchi	Joey	Business Director					U			
Casemero	Annette	Property Director								
Cordileone	Joe	Community at Large	X		X	X	X	X		X
DeSpenza	Jim	Property Director			X		X	X		
Estevez	Clarissa	Property Director				U				
Galasso	Steven	1 - PRESIDENT					X			X
Gustafson	Rich	Property Director	U					X		
Ioele	Pasquale	Property Director	X		X			U		
Keiller	Jeri	Property Director								
Marcus	Jocelyn	Business Director	U							X
Mocerri	Danny	2 - VICE PRESIDENT								
Garrison	Lisa	Property Director	U			U	U			
Núñez	Juan	Property Director	X		X		X	X		X
Palestini	Lou	3 - V.P. OF CULT. AFF.								
Pecoraro	Jack	Property Director			X					
Rodger	David	Property Director								
Scrivner	Lee	Property Director					U	U		U
Strauss Casey	Diana	Property Director			U	U		X		U
Tabigue	Father Joseph	Property Director					X			
Thompson	Bryan	4 - TREASURER				X				
Vinci	Luke	5 - SECRETARY				X	U	X		
White	Catt	Community at Large								
Zolezzi	Tom	Business Director	U		X			X		X

X - Excused  
 U - Unexcused

**Bylaws: Attendance**

3 Unexcused

6 Total (Excused and Unexcused)

Little Italy Board of Directors Get-or-Give & Staff Fundraising Summary  
Term: 2022-2023

GOALS MET

\*FY23 RMING does not carry-forward (C/F) into the next fiscal year.

LAST NAME	FIRST NAME	FY22 C/F	JUL'22	AUG.'22	SEP.'22	OCT.'22	NOV.'22	DEC.'22	JAN.'23	FEB.'23	FY23 + C/F	GOAL REQ	FY23 RMING*	FY24 C/F
Galasso	Steven	\$1,340		\$100	\$500						\$1,940	\$1,500	\$440	-\$900
Mocerri	Danny	\$8,500			\$330	\$150				\$50	\$9,030	\$1,500	\$7,530	-\$970
Palestini	Lou	\$20			\$960	\$150		\$1,000		\$100	\$2,230	\$1,500	\$730	\$710
Thompson	Bryan				\$4,268					\$100	\$4,368	\$1,500	\$2,868	\$2,868
Vinci	Luke			\$330	\$5,320					\$100	\$5,750	\$1,500	\$4,250	\$4,250
Blum	Ryan	\$50						\$1,000		\$50	\$1,050	\$1,500	-\$450	-\$500
Brooker	Curt									\$50	\$50	\$1,125	-\$1,075	-\$1,075
Brunetto	Domenic									\$100	\$100	\$1,500	-\$1,400	-\$1,400
Busabacchi	Joey	\$390					\$330	\$1,000			\$1,720	\$1,500	\$220	-\$170
Casamero	Annette													
Cordileone	Joe	\$100			\$1,260					\$100	\$1,460	\$1,500	-\$40	-\$140
DeSpenza	Jim	\$50		\$330		\$350		\$700		\$1,100	\$2,530	\$1,500	\$1,030	-\$1,500
Estevez	Clarissa							\$25,000		\$50	\$25,050	\$1,125	\$23,925	\$980
Gerson	Lisa									\$100	\$100	\$1,125	-\$1,025	-\$1,025
Gustafson	Rich									\$1,600	\$1,600	\$1,500	\$100	\$100
Ioele	Pasquale	\$250			\$1,734					\$150	\$2,134	\$1,500	\$634	\$384
Keiller	Jeri			\$825	\$840					\$100	\$1,885	\$1,500	\$385	\$265
Marcus	Jocelyn				\$375						\$375	\$1,500	-\$1,125	-\$1,125
Newton	Davis	\$3,500									\$3,500	\$1,500	\$2,000	-\$1,500
Núñez	Juan										\$0	\$1,500	-\$1,500	-\$1,500
Pecoraro	Jack										\$0	\$1,500	-\$1,500	-\$1,500
Rodger	David													
					\$200	\$550	\$1,000			\$100	\$1,850	\$1,125	\$725	\$725
Scrivner	Lee				\$600						\$600	\$1,500	-\$900	-\$900
Strauss Casey	Diana										\$0	\$1,500	-\$1,500	-\$1,500
Tabigue	Father Joseph	\$500			\$1,200					\$100	\$1,800	\$1,500	\$300	\$300
White	Catt									\$100	\$100	\$1,500	-\$1,400	-\$1,400
Zolezzi	Tom	\$3,500						\$5,000			\$8,500	\$1,500	\$7,000	\$3,500
			\$500	\$1,585	\$17,587	\$1,200	\$1,330	\$33,700	\$0	\$4,000	\$59,902	\$39,000		

Aug. Hunt Prize / Sep. Casino VIP &  
Sep. Casino & State Tix / Feb.  
Sep. Casino & State Tix / Dec. TP  
Sep. Casino & State Tix, Casino  
Aug. Casino & State Tix / Sep. Gianni  
Wine / Feb. Wounded Warriors  
Dec. Tree Sponsor  
Feb. Wounded Warriors  
Feb. Wounded Warriors  
Nov. Casino & State Tix / Dec. Tree  
Linens, Gianni Linens / Feb.  
Wounded Warriors  
Aug. Casino & State Tix / Oct. Fall  
Dec. Annual Donation, Tree Sponsor  
Feb. Wounded Warriors  
Feb. Wounded Warriors, Donation  
Sep. State & Gianni Tix  
Aug. Casino & State Tix / Sep. Fall  
Display, Casino & State Tix / Feb.  
Sep. Casino Vol. x 5  
Sep. Gianni Food / Oct. Fall Display,  
TOTIS Candy / Nov. Tree Sponsor /  
Feb. Wounded Warriors  
Sep. Casino Vol. x 8  
Jul. Hall Rental / Sep. Donation &  
Feb. Wounded Warriors  
Dec. Tree Sponsor

**LITTLE ITALY ASSOCIATION  
FINANCIAL OVERVIEW  
FY JULY 2022 - JUNE 2023**

<b>BOARD MEETING DATE:</b>		<b>3/7/2023</b>				
<b>Accrual Basis Report - JANUARY 2023</b>						
		<u>INCOME YTD</u>	<u>EXPENSE YTD</u>	<u>DIFFERENCE YTD</u>	<b>YTD BUDGET (NET)</b>	<u>REVISED ANNUAL BUDGET (NET)</u>
<b>SAN DIEGO CONTRACTS</b>						
	BID	81,892	77,865	4,027	2,589	0
	MAD <sub>1</sub>	708,042	794,179	-86,137	-98,067	-168,113
	PARKING METER <sub>2</sub>	321,071	317,382	3,689	0	0
	<b>TOTAL</b>	<b>\$1,111,005</b>	<b>\$1,189,426</b>	<b>-\$78,421</b>	<b>-\$95,478</b>	<b>-\$168,113</b>
1. Supplemental Maintenance program: YTD net gain \$98,168. (Budgeted net gain YTD \$59,580. Annual budget net income is \$85,780)						
2. Additional Parking Program operations: YTD net loss -\$3,378. (Budgeted net income \$2,100. Annual budget net income \$3,600)						
Programs and Operations: YTD net loss -\$25,561. (Budgeted YTD net income \$29,558. Annual budget net income \$53,388) Included are the results for the Mercato. <b>Mercato results -Net income YTD \$203,845, budgeted YTD net income \$170,234.</b>						
		<b>Jan-23</b>	<b>Jan-23</b>			
<b>Total income for Little Italy Assn</b>		\$2,066,137	\$1,873,079			
<b>Total expense for Little Italy Assn</b>		<u>\$2,074,316</u>	<u>\$1,859,074</u>			
<b>Net income over expense</b>		-\$8,179	\$14,005			
<b>Balance Sheet</b>						
	<b>1/31/2023</b>	<b>1/31/2022</b>				
<b>Checking</b>	817,476	925,779				
<b>Savings</b>	280,354	276,458				
<b>Fidelity Investments</b>	9,000	0				
<b>Accounts Receivable</b>	242,120	68,212				
<b>Other assets</b>	100,983	125,245				
<b>Total Assets</b>	<u>1,449,933</u>	<u>1,395,694</u>				
<b>Accounts Payable</b>	78,465	37,246				
<b>Advances</b>	332,434	342,823				
<b>Loans</b>	147,835	425,092				
<b>Equity</b>	891,199	590,533				
<b>Liabilities &amp; Equity</b>	<u>1,449,933</u>	<u>1,395,694</u>				



## LIA Board Meeting PR Agenda Tuesday, March 7, 2023

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### PITCHING

#### Recap/Upcoming Focus

- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Local Leads)
- Female-Owned Business Roundup for Women's History Month Short Leads (Local)
- 
- Marine Band Summer Concert Long Leads (includes National)

### BLOGS

#### Current

- Women-Owned Business Roundup

#### Upcoming

- Easter in Little Italy

### WRITING

#### Recap/Upcoming Focus

- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Local Leads)
- San Diego Downtown News February | Valentine's Day
- Female-Owned Business Roundup for Women's History Month Short Leads (Local)
- Marine Band Summer Concert Long Leads (includes National)
- San Diego Downtown News March | Women Owned Businesses
- San Diego Downtown News April | Easter in Little Italy
- 

### Social Media



#### Highlights / Recap

- Gained 1,121 total new followers on all platforms
- Earned over 1.3M total impressions
- Garnered over 27K total engagements

#### Upcoming

- Creating original Reels / TikTok videos
- Continue to promote upcoming events

## Social Media Analytics (Last 30 days as of February 3)


Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	829	90059	4480	171200
 Little Italy	188	93707	22959	1123107

### TikTok

- Followers: **584 (+104)**
- Likes: **821 (+253)**

### Top content - Facebook (Based on reach)


Best performing content published during the selected period.



Jan 13, 2023 · Little Italy

**#LittleItalySD is full of flavors you'll want to get your tentacles on. 🦑 📍 ...**


👁️ Reach	6,000
👤 Engaged users	245
👉 Clicks	103
👉 Other clicks	107



Jan 7, 2023 · Little Italy

**Fresh air and fresh finds. You never know what you'll stumble upon at...**

👁️ Reach	5,706
👤 Engaged users	115
👉 Clicks	17
👉 Other clicks	10




Jan 30, 2023 · Little Italy

**An authentic Italian dining experience awaits in #LittleItalySD. 🇮🇹 What's...**

👁️ Reach	5,337
👤 Engaged users	257
👉 Clicks	18
👉 Other clicks	133

### Top content - Instagram (Based on engagement)


Best performing content published during the selected period.



Jan 22, 2023 · Little Italy San Diego

**Mai tais and a mystical ambiance are the specialties at this hidden tiki...**


👁️ Reach	22,480
💬 Comments	33
❤️ Likes	1,234
📌 Saves	117
📊 Engagement	1,384



Jan 13, 2023 · Little Italy San Diego

**#LittleItalySD is full of flavors you'll want to get your tentacles on. 🦑 📍 ...**

👁️ Reach	21,723
💬 Comments	27
❤️ Likes	776
📌 Saves	130
📊 Engagement	1,105



Jan 7, 2023 · Little Italy San Diego

**Fresh air and fresh finds. You never know what you'll stumble upon at...**

👁️ Reach	7,231
💬 Comments	4
❤️ Likes	334
📌 Saves	4
📊 Engagement	342



The Piazza Giannini hon...



New year, New you! Our...



#LittleItalySD is full of fl...

The Little Italy Association presents  
**What's the Port Really Planning for The Embarcadero?**

**Embarcadero  
Coalition**

*Please join us for a presentation regarding the proposed redevelopment of the Central Embarcadero, known as Seaport Project, and an update of the North Embarcadero section of the Port Master Plan Update*

**March 16, 2023 @ 6pm**

**Fire House Museum, 1572 Columbia St**



Presenters: Susan Simon (Meridian) and Janet Rogers (Grande North) co-chair the Embarcadero Coalition, a group of concerned citizens actively engaged in ensuring the North, Central and South Embarcadero areas of the Port of San Diego are developed responsibly.

Contact: [EmbarcaderoCoalition@gmail.com](mailto:EmbarcaderoCoalition@gmail.com)

**Little Italy Board of Directors Get-or-Give Self-Reporting Form**

**Term:** 2022-2023

**Board Member:** \_\_\_\_\_

**Month:** \_\_\_\_\_

Date	Activity	Cash	In-Kind (Value)	Volunteer (Max 10/Hrs)

**Staff Review:** \_\_\_\_\_ **Date:** \_\_\_\_\_