



Little Italy Association of San Diego - Board of Directors Meeting
Tuesday, October 6, 2020 at 8:30am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/84591466999>
or call 1-669-900-6833 / Meeting ID: 845 9146 6999

CLOSED SESSION ON LEGAL CONSULTATION ON ITEM 6

AGENDA

- 1) Zoom Meeting Protocol & Introductions / Steve Galasso, President**
 - a. All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to that particular topic.

- 2) Minutes of the September 1, 2020 Board Meeting** *Action Item*

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

- 4) Presentation by Candidates for Mayor / 8:30am**
 - a. Councilmember Barbara Bry – 10 minutes
 - b. Assemblyman Todd Gloria – 10 minutes
 - c. Q and A – 20 minutes

- 5) Committee Reports**
 - Org Committee / Steve Galasso
 - a. Little Italy Board Give-or-Get / Chris Gomez
 - b. YTD Financial Report / Jeri Keiller & Lou Palestini *Action Item*
 - c. Letter from Lou Palestini – Withdrawal and Consideration
 - d. Nomination of Treasurer *Action Item*
 - e. Nomination of Vice President of Cultural Affairs *Action Item*
 - f. Bylaws Task Force Update / Steve Galasso
 - i. Finance Committee in Proposed Tasks in Bylaw Amendments
 - d. Next Meeting: TBA

 - DISI Committee / Perry Meyer
 - a. Olive Creative Strategies
 - b. Little Italy Mercato / Catt White
 - c. *Al Fresco*
 - d. Taste of Little Italy: Take-Out Edition / Sandi Cottrell
 - e. Little Italy Virtual Tree Lighting & Christmas Season Experience / Chris Gomez
 - f. Fall Displays – Thank You
 - g. Next Meeting: Friday, November 6, 2020 at 9:00am via Zoom
Visit: <https://us02web.zoom.us/j/81845314996> or
Call: 1-669-900-6833 / Meeting ID: 818 4531 4996
Password: 3898

Parking & Mobility Committee / Luke Vinci

- a. FY21 Little Italy Parking District Funds
- b. Bollard Status
- c. AB-5 / Prop 22 Discussion

Sidewalk Operations / Rich Gustafson

- a. No report

Finance Committee / Bryan Thompson

- a. Amici Park Redesign RFP / Luke Vinci
- b. Next Meeting: Tuesday, October 27, 2020 at 10:00am via Zoom
Visit: <https://us02web.zoom.us/j/81846361659> or
Call: 1-669-900-6833 / Meeting ID: 818 4636 1659
Password: 3898

Other:

Community reports: OLR, Washington Elementary School, LIRA, SDPD

- 6) **CLOSED SESSION: PRESENTATION FROM THE ROBERT WRIGHT ON LIA'S POSITION ON CIVIL STAY AWAY ORDERS/PARTNERSHIP WITH BUSINESSES AND PROPERTY OWNERS** *Action Item*
- 7) **Reopen Board Meeting – Report to Public Board Recommendations from Closed Session**
- 8) **Next Meeting: Tuesday, November 3, 2020 at 8:30am via Zoom**
Visit: <https://us02web.zoom.us/j/83391016612> or
Call: 1-669-900-6833 / Meeting ID: 833 9101 6612
Password: 3898
- 9) **Adjournment**

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:

Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit www.LittleItalySDMeetings.com (Page 4, Section 11).

THE 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 at least 48-hours prior to the meeting.



Board of Directors Meeting
Little Italy Association
Tuesday, September 1, 2020 - 8:30 a.m.
Little Italy Association Office (Zoom Meeting)
2210 Columbia Street San Diego, CA 92101

Present: Vito Altieri, Jenn Borba Von Stauffenberg, Sandi Cottrell, Dino Cresci, Melanie Dellas, Jim DeSpenza, Steve Galasso, Jonathan Herbert, Diana Strauss Casey, Domenic Brunetto, Jeri Keiller, Christie Kong, Melania Dellas, Jocelyn Marcus, Perry Meyer, Danny Mocerri, Lou Palestini, Frank Stiriti, Bryan Thompson, Juan Nunez, Luke Vinci, Catt White, Joe Cordileone, Charlie Coradino, Rich Gustafson, Lee Scrivner, Father Joe Tabigue, Jack Pecoraro, John La Raia, Pasquale Ioele, Tom Zolezzi, Joey Busalacchi, Ryan Blum – Not voting this meeting, Olivia Connolly – Not voting this meeting

Guests: City Attorney Mara Elliott, Councilmember Chris Ward, Brittany Bailey, Randy Wilde, Kathi Meyer, Susan Ranft, Curt Brooker, Michael Sabella, Zina Busalacchi, Stacy Dion, Marsha Lyon, Brijet Meyers, Cheryl Fitzgerald, Unknown Caller (3032), Unknown Caller (1227)

Staff: Marco Li Mandri, Rosie DeLuca, Chris Gomez, Dianne T. Serna De León, Madeleine Hennessy, Mike Zarconi

MINUTES:

| <i>Item</i> | <i>Discussion</i> | <i>Action Taken?</i> |
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| 1. Introductions | The meeting was called to order at 8:30 a.m. by the President, Steve Galasso. Chris Gomez went over the Zoom meeting etiquette, Steve then turned the meeting over to Marco LiMandri, the Chief Executive Administrator(non-voting). | No action taken |
| 2. Review of August 4, 2020 Board Minutes | Minutes from August 4, 2020 were reviewed. Jeri Keiller asked to amend the minutes on Page 8 of the Board Packet. Jeri asked to remove, "for the period of 5 years", from the Minutes. | Jeri Keiller moved to amend and accept the Board Minutes. Steve Galasso seconded the motion. Unanimously approved. |

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| <p>3. Non-Agenda/Public Comment, Introductions and Announcements</p> | <p>3. There were no public comments, introductions, or announcements.</p> | <p>3. No action taken</p> |
| <p>4. Presentation by Candidates for City Council- 9:15 a.m.</p> <p>a. Mara Elliott-</p> <p>b. Cory Briggs-</p> <p>c. Q and A-</p> | <p>4.a. Joe Cordileone introduced City Attorney Mara Elliott. Mara has served as City Attorney since 2016. Prior to 2016, Mara worked with the Senior Deputy of the Transit Authority and was also an Attorney for School Districts throughout California. Mara has committed her 26-year career in public service and is the first woman to serve as City Attorney.</p> <p>4.b. Cory Briggs was invited, but did not attend the “Zoom” Board Meeting due to a conflict with a court case.</p> <p>4.c. Marco opened the floor for Q and A. Marco reported that LIA has been sued for several trip & falls, which has resulted in a drastic increase in insurance premiums. Little Italy’s General Liability premium has gone up from \$25,000-\$35,000 to over \$90,000 this year. Marco is working with the Mayor’s office to see if LIA can be insured under the City of San Diego’s liability policy. Marco added that Christina Bibler, Economic Development Director with the City of San Diego is aware of this issue and may be able to help. Mara stated that she was unaware of this problem and that she would talk to her staff about this issue.</p> <p>Jack Pecoraro expressed his concerns for safety in the neighborhood and is asking for an organization similar to LIA’s Live Well, Live Safe to be implemented. Discussion followed.</p> <p>Marco stated that he believed that parking meter revenues could be used for “extraordinary security” and that this might help not only Little Italy but Downtown and Hillcrest.</p> | <p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p> |

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| <p>5. Committee Reports Org Committee: Steve Galasso;</p> <p>a. YTD Financial Report</p> <p>b. Report from the Nominations Committee</p> <p>i. Approval of Business Owner Directors</p> <p>ii. Approval of Property Owner Directors</p> <p>iii. Approval of Community at-Large Reps</p> <p>c. Nomination of President</p> | <p>5.a. The YTD Financial Report was not included in the Board Packet.</p> <p>5.bi. Steve Galasso reported that there are two members for Business Directors recommended for Two-Year Terms:</p> <ol style="list-style-type: none"> 1. Joey Busalacchi 2. Sandi Cottrell <p>5.ii. Marco reported that there are eight members for Property Owner Directors recommended for Two-Year Terms:</p> <ol style="list-style-type: none"> 3. Ryan Blum* (replacing Christie Kong – 610 W. Ash) 4. Olivia Connolly* (replacing Michelle Van Rooyen - Fenton) 5. Rich Gustafson 6. Daniel Mocerri 7. Jack Pecoraro 8. Father Joe Tabigue 9. Bryan Thompson 10. Luke Vinci <p><i>* New Consideration</i></p> <p>5.iii. Steve reported that there are six members for Community-at-Large Representatives for One-Year Terms:</p> <ol style="list-style-type: none"> 1. Joe Cordileone 2. Melanie Dellas 3. Lou Palestini 4. Frank Stiriti 5. Catt White 6. Tom Zolezzi <p>5.c. Luke Vinci nominated Steve Galasso for Board President for a three-year term. Marco asked if there were any other nominations for President. No one was nominated. Steve will therefore serve as President for the next term, based upon the Board's vote.</p> | <p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.i. Luke Vinci moved to approve the recommendation for the Business Owner Directors. Perry Meyer seconded the motion. Unanimously approved.</p> <p>5.ii. Sandi Cottrell moved to approve the recommendation for the Property Owner Directors. Joe Cordileone seconded the motion. Unanimously approved.</p> <p>5.iii. Luke Vinci moved to approve the recommendations for Community-at-Large Reps. Danny Mocerri seconded the motion. Unanimously approved.</p> <p>5.c. Luke Vinci moved to nominate Steve Galasso for President. Perry Meyer seconded the motion. Steve Galasso abstained from the vote. Motion approved.</p> |
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| <p>d. Nomination of Treasurer</p> | <p>Lou Palestini was nominated to serve as Treasurer.</p> <p>5.d. Frank Stiriti nominated Lou Palestini for Treasurer.</p> <p>Christie Kong nominated Bryan Thompson.</p> <p>The nominations were closed. The two candidates will be voted on for the Treasurer's position at the October Board meeting.</p> | <p>5.The Board approved both nominees by consensus Danny Mocerri abstained from the nomination for Treasurer. Motion Approved.</p> |
| <p>e. Creation of Bylaws Review Task Force to review to and update bylaws</p> | <p>5.e. Marco requested that the following Board Members participate in the Bylaws Review Task Force: Diana Casey, Bryan Thompson, and Jeri Keiller. They will serve on the Bylaws Task Force along with the Officers and any other interested Board members. Steve will Chair the Bylaws Task Force. The bylaws need to be reviewed and updated. The final changes will be sent to the Board in November.</p> | <p>5.e. No action taken</p> |
| <p>f. October (Mayor) Councilmember Barbara Bry & Assembly member Todd Gloria</p> | <p>5.f. Marco reported that Councilmember Barbara Bry and Assembly member Todd Gloria will be joining us via "Zoom" in October.</p> | <p>5.f. No action taken</p> |
| <p>g. Next Meeting:</p> | <p>5.g. Next meeting will be Friday, September 18, 2020 via "Zoom"</p> | <p>5.g. No action taken</p> |
| <p>Committee Reports</p> | | |
| <p><i>DISI Committee:</i> <i>Perry Meyer</i></p> | | |
| <p>a. Olive Creative Strategies</p> | <p>5.a. Madeleine Hennessy from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p> | <p>5.a. No action taken</p> |
| <p>b. Little Italy Mercato- Catt White</p> | <p>5.b. Catt White reported on the current Mercato activities.</p> | <p>5.b. No action taken</p> |
| <p>c. <i>Al Fresco</i> Update</p> | <p>5.c. Chris Gomez stated that the Hospitality Task Force will meet to discuss if <i>Al Fresco</i> will continue for the month of</p> | <p>5.c. No action taken</p> |

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| <p>d. Taste of Little Italy: Take-Out-Edition-October 2020</p> <p>e. Clarity Foundation's Paint the Town Teal-String Lights & Ribbons on Poles</p> <p>f. Next Meeting</p> | <p>September now that indoor dining will be expanded to 25%.</p> <p>5.d. Chris Gomez reported that the Taste of Little Italy Take-Out Edition will be moving forward with October Dates. Further details will be discussed at the next DISI meeting.</p> <p>5.e. Chris Gomez stated that LIA has partnered with the Clarity Foundation to bring awareness to Ovarian Cancer. Beginning September 1st, the String Lights in Little Italy will change to Teal. On September 5th, the Foundation will tie Teal ribbons on the Poles throughout Little Italy.</p> <p>5.f. Next Meeting will be Friday, September 4, 2020 at 9:00 a.m. via Zoom</p> | <p>5.d. No action taken</p> <p>5.e. No action taken</p> <p>5.f. No action taken</p> |
| <p>Parking & Mobility Committee: Luke Vinci</p> <p>a. Columbia Street & Remaining Side Streets Parking Conversion</p> | <p>5.a. Luke Vinci reported that there is no update on the remaining Little Italy parking conversions.</p> <p>Luke also gave an update on Our Lady of the Rosary Catholic Church restoration, which is about 98% done. The goal was to raise \$2.5 million, however, \$2.7 million was raised.</p> | <p>5.a. No action taken</p> |
| <p>Committee Reports Sidewalk Operations: Rich Gustafson;</p> <p>a. No Report</p> | <p>5.a. There is no report on Sidewalk Operations.</p> | <p>5.a. No action taken</p> |
| <p>Committee Reports Finance Committee: Bryan Thompson</p> <p>a. Amici Park, RFP, DIF, & Sending to Amici Park Task Force</p> | <p>5.a. Luke Vinci reported that there is a meeting scheduled on September 30TH at 8:00 a.m. for the Amici Park RFP.</p> | <p>5.a. No action taken</p> |

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| 6. CLOSED SESSION PRESENTATION | Please refer to minutes taken by Secretary, Luke Vinci. The subject matter was the New City America administrative contract | 6. No action taken |
| 7. Reopen Board Meeting | | |
| 8. Next Meeting | The next meeting of the Board will be on Tuesday, October 6 th , 2020 at 8:30 via zoom | 8. No action taken |

Minutes taken by: Dianne T. Serna De León, Staff.

**LITTLE ITALY ASSOCIATION
FINANCIAL OVERVIEW
SAN DIEGO CONTRACTS
FY JULY 2020 - JUNE 2021**

| | | | | | | | |
|---|---|-------------------|--------------------|---------------------------|-------------------------------|--------------------------------------|------------------------------------|
| BOARD MEETING DATE: | 10/8/2020 | | | | | | |
| Accrual Basis Report through August 2020 | | | | | | | |
| | | <u>INCOME YTD</u> | <u>EXPENSE YTD</u> | <u>DIFFERENCE YTD</u> | <u>NET BUDGET YTD</u> | <u>ANNUAL BUDGET (GROSS)</u> | <u>ANNUAL BUDGET (NET)</u> |
| SAN DIEGO CONTRACTS | | | | | | | |
| | BID | 21,650 | 24,679 | -3,029 | 0 | 126,000 | 0 |
| | MAD₁ | 189,396 | 159,658 | 29,738 | 40,029 | 1,063,637 | 0 |
| | PARKING METER₂ | 89,326 | 103,066 | -13,740 | -84 | 1,632,000 | 0 |
| | TOTAL | \$300,372 | \$287,403 | \$12,969 | \$39,945 | \$2,821,637 | \$0 |
| <p>1. Supplemental Maintenance program: YTD net gain \$13,314. (Budget net gain YTD \$8,988.) 2. Additional Parking Program operations has a loss ytd \$19,999. (Budget net gain YTD \$26,667) 3. Programs and Operations YTD loss is 26,779 (Budgeted net loss was 18,323)</p> | | | | | | | |
| | | Aug-20 | | | | | |
| | Total income for Little Italy Association | \$582,780 | | | | | |
| | Total expense for Little Italy Association | 602,319 | | | | | |
| | Net income over expense YTD | <u>-\$19,539</u> | | | | | |
| Balance Sheet | | 8/31/2020 | 8/31/2019 | | | | |
| Assets | | | | | | | |
| | Bank Account balances | 675,984 | 506,790 | | | | |
| | Account Receivable | 124,575 | 200,040 | | | | |
| | Other Current Assets | 12,222 | 12,222 | | | | |
| | Fixed Assets | 90,598 | 74,598 | | | | |
| | Total Assets | <u>903,379</u> | <u>793,651</u> | | | | |
| Liabilities & Equity | | | | | | | |
| | Accounts Payable | 48,027 | 27,428 | | | | |
| | Advances | 105,553 | 124,664 | | | | |
| | EIDL loan | 149,259 | 0 | | | | |
| | Auto loans | 28,948 | 28,948 | | | | |
| | Equity | 571,592 | 612,611 | | | | |
| | Total Liabilities & Equity | <u>903,379</u> | <u>793,651</u> | | | | |



Little Italy Association of San Diego
Organization Committee & Finance Meeting
Friday, September 18, 2020 / 10:00 am - LIA Office & Virtual

PRESENT Steve Galasso, Lou Palestini, Jeri Keiller, Diana Casey, Danny Mocerri, Luke Vinci, Vito Altieri, Kathi Meyer, Perry Meyer, Bryan Thompson, Catt White, Olivia Connelly.

STAFF Marco Li Mandri, Chris Gomez, Dianne Serna De León

MINUTES

| ITEM | DISCUSSION | ACTION TAKEN |
|---|--|----------------------|
| Next Meeting | Next Meeting will be on Monday, October 5, 2020 at 9:30am | Unanimously approved |
| Restated Bylaws of the Little Italy Association | Marco LiMandri read through the track changes for the Bylaws. The packet was reviewed page by page for recommendations. | Non-Taken |
| Page 3, Article 5, Section 1, A1 and A2 | Section A.1.- Number and Term: 2/3 will be changed to 60% Section A.2.- Business Owner Directors shall be elected for a 2-year term and Community-at-large shall be elected every year. | Non-Taken |
| Page 4, Article 5, Section 3 (E) | Section 3. Duties: Telegraphed was removed as email, facsimile or in person delivery of notices of meetings will suffice. | Non-Taken |
| Page 5, Article 5, Section 12 | Section 12. Quorum for Meeting: President or Managing Officer will replace Chair. | Non-Taken |
| Page 6, Article 5, Section 14 | Section 14: Chairperson, should be changed to Managing Administrator/non-voting member | Non-Taken |
| Page 8, Article 6, Section 1 | Section 1- Number of Officers: Two classes of Officers has been recommended (Primary and secondary); this will be discussed further. | Non-Taken |
| Page 8, Article 6, Section 2 | Section 2- Qualifications, Election and Term of Office: Primary Officers should hold office for 2 years instead of 3 years. | Non-Taken |
| Page 9, Article 6, Section 2 | Section 2- Qualifications, Election and Term of Office: Primary Officers, President and Treasure will be elected on Even years and Secondary Officers, Vice President and Secretary, will be elected on Odd Years. | Non-Taken |
| Page 9, Article 6, Section 5 | Section 5- Vacancies: Catt White suggested that it would makes sense to integrate Secondary seats into the Vacancies section. This section needs further discussion. | Non-Taken |
| Page 11, Article 7, Section 1 | Section 7- Committees: Marco took out the term Executive (Organization Committee) and redid the wording in this section to make it less confusing. | Non-Taken |
| Page 12, Article 7, Section 2 | Section 2- Finance Committee: See track changes in this section. Bryan Thompson added that he would like to review the NCA contract and mirror the wording into the Bylaws. Diana Casey agreed that this | Non-Taken |

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ■ San Diego, CA 92101 ■ Phone: 619-233-3898 ■ Fax: 619-233-4866
 Email: mail@littleitalysd.com ■ Website: www.littleitalysd.com
 Facebook / Twitter / Instagram / Pinterest: LittleItalySD ■ #LittleItalySD

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| | would be a good idea. Chris Gomez suggested the Committee members should not exceed 50% minus 1. | |
| Page 13, Article 8, Section 2 | Section 2- Checks and Notes: Chris Gomez wanted to specify that two or more Officers, as well as Managing Administrators (Marco and Chris) may sign Checks. (Although Marco and Chris will not sign checks payable to NCA). | Non-Taken |
| Page 16, Article 9, Section 8 | Section 8- Audited Financial Statements: Article 9, Section 8 will be the responsibility of the Finance Committee. | Non-Taken |
| Page 17, Article 13, Section 1 | Section 1- Prohibition Against Sharing Corporate Profits and Assets: Jeri Keiller will review this section. | Non-Taken |
| Page 18-23, Article 16, Section 1 | Section 1- Prohibited Transactions: Marco added these sections for review and consideration. | Non-Taken |
| Meeting Adjourned | 10:40 am | |

Minutes taken by Dianne Serna De León

Oct. 1, 2020

Re: Nomination Resignation and Alternate Nomination

Dear Steve,

Please accept this letter as my formal request to withdraw my nomination as Treasurer of the Little Italy Association. In lieu, I would like to request to be nominated Vice President of Cultural Affairs.

Thank you and the Association for the chance to serve this position for the past 23 years. I've greatly enjoyed the opportunity to help grow our neighborhood and be part of creating a great Association while working with my fellow colleagues.

Thank you,

A handwritten signature in cursive script, appearing to read "Louis Palestini".

Louis Palestini



BOARD of GOVERNORS

CHAIR

P. Kay Coleman

TREASURER

Cindy J. Bertrand

SECRETARY

Steven Klosterman, AIF

VICE CHAIR

Kevin Hamilton, CFA

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Jacob James

Leigh Kole Johnson

Mel Katz

Pamela Luster, EdD

Becky Petitt, PhD

Donna Marie Robinson

Clifford Schireson

Steven D. Sefton

Grant ID: D2021101403

9/14/2020

Little Italy Association
2210 Columbia St.
San Diego, CA 92101

Dear Friends:

We are pleased to provide you with the enclosed check for \$217.04 which represents the earnings of the Little Italy Endowment Fund at The San Diego Foundation. This grant is a semi-annual distribution to support the Little Italy Association. The granted amount represents the Fund's distributable balance as of June 30, 2020.

By cashing the enclosed check, your organization certifies that it is, or is the equivalent of, a duly recognized charitable organization under Section 501(c)(3) of the Internal Revenue Code. Additionally, your organization certifies this grant will not be used to fulfill pledges or other financial obligations, pay dues, tickets to events or for other activities that would result in a benefit to the donor, fund advisor or related party. The donor, fund advisor and related party decline any benefit associated with this grant.

We are pleased to make this grant to support your good work and wish you continued success! Should you have any questions, please contact us at 619-235-2300 or grants@sdfoundation.org.



The San Diego Foundation

To: Little Italy Association
Vendor ID: G-19243

9/14/2020

186182

| INVOICE NUMBER | DATE | DESCRIPTION | AMOUNT | DISCOUNT | NET AMOUNT |
|------------------|-----------|----------------------------------|-----------------|---------------|-----------------|
| GE-D2021101403-1 | 9/14/2020 | Little Italy Endowment Fund 6814 | \$217.04 | \$0.00 | \$217.04 |
| | | Totals: | \$217.04 | \$0.00 | \$217.04 |



Little Italy Association of San Diego – DISI Committee
Friday, September 4, 2020 at 9:00am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86033726067>
or call 1-669-900-6833 / Meeting ID: 860 3372 6067

Present: Steve Galasso, Lou Palestini, Danny Mocerri, Perry Meyer, Kathi Meyer, Brijet Meyers, Michelle Van Rooyen, Sandi Cottrell, Joe Cordileone, Vito Altieri, Joey Busalacchi, Melanie Dellas, Leanna VanDyk, Susan Ranft, Jeri Keiller, Melanie Dellas, Jacob Rocha, Unknown Caller

Staff: Chris Gomez, Dianne T. Serna De León, Kelly Orange, Jenn von Stauffenberg, Olivia Connolly

MINUTES:

| <i>Item</i> | <i>Discussion</i> | <i>Action Taken?</i> |
|--|---|--|
| 1. Zoom Meeting Protocol & Introductions-Perry Meyer, Chair | The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol. | No action taken |
| 2. Approval of August 7, 2020 minutes. | The Minutes from August 7, 2020 were reviewed. | Perry Meyer moved to accept the Minutes. Danny Mocerri seconded the motion. Unanimously approved. |
| 3. Events | | |
| a. Cancelled | 3.a. Chris Gomez reported that some upcoming events will be cancelled. | 3.a. No action taken |
| i. Little Italy State of the Neighborhood | 3.i. The Little Italy State of the Neighborhood has been cancelled. | 3.i. No action taken |
| ii. Trick-or-Treat on India Street | 3.ii. Trick or Treat on India Street has been cancelled. LIA will work with Olive Creative Strategies and Little Italy moms to come up with something. Perhaps displaying | 3.ii. No action taken |

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| <p>b. <i>Al Fresco</i></p> <p>c. Little Italy Mercado</p> <p>d. Taste of Little Italy: Take-out Edition</p> | <p>Pumpkins in the windows of businesses for the children to find.</p> <p>3.b. Chris Gomez stated that Al Fresco will continue on Fridays and Saturdays for the month of September.</p> <p>3.c. Brijet Meyers, reported on the current Mercado activities.</p> <p>3.d. Sandy Cottrell reported that the Taste of Little Italy is scheduled for October 4th-October 8th. They are hoping to have menus ready by next week. Tickets will sell for \$50 for one serving and \$80 for a serving for two.</p> | <p>3.b. No action taken</p> <p>3.c. No action taken</p> <p>3.d. No action taken</p> |
| <p>4. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage Recap</p> <p>ii. Social Media Giveaways & Advertising</p> <p>b. Little Italy Merchandise</p> | <p>4.a. Kelly Orange from Olive Creative Strategies reported on Little Italy PR and Social Media activity.</p> <p>4.i. Kelly Orange reported on Art and Design shops to support in Little Italy and National Eat outside Day.</p> <p>4.ii. Social media continues to increase across all of our followers.</p> <p>4.b. Chris Gomez reported that we now have renderings from Marco Polo Cortez. We will create a Merchandise Task Force with Danny Mocerri, Lou Palestini and Joey LiMandri.</p> | <p>4.a. No action taken</p> <p>4.i. No action taken</p> <p>4.ii. No action taken</p> <p>4.b. No action taken</p> |
| <p>5. Streetscape Improvements & Venues</p> <p>a. Nothing to report</p> | <p>5.a. Chris Gomez stated there is nothing to report on Streetscape Improvements and Venues. Little Italy Venues has not charged us for the last couple of months. There hasn't been a lot of traction to rent venues at this time.</p> | <p>5.a. No action taken</p> |

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| 6. Other | 6. Chris Gomez reported that the Mexican Consulate will be holding a Passive Event for Mexican Independence Day on Wednesday, September 16, 2020. The street will be closed for about one hour in the morning. | 6. No action taken |
| 7. Adjournment | Meeting Adjourned. | 6. No action taken |
| 8. Next Meeting | The Next Meeting will be the First Friday of the month at 9:00 a.m., via Zoom. | 7. No action taken |

Minutes taken by: Dianne T. Serna De León, Staff.



GET-OR-GIVE FUNDRAISING BOARD POLICY

Adopted on February 2, 2016 / Effective on July 1, 2016 / Amended September 10, 2019

Effective July 2, 2019, the Little Italy Association Board of Directors revised its "Get-or-Give" Policy. The expectations for each Member will be to:

- 1) "Get" monies via donations to the Association for specific projects/programs; and/or
- 2) Volunteer for special events with a max number of hours set forth by this Board; and or
- 3) "Give" monies that have not been fulfilled by the above methods.

Our goal is to have every Member meet a minimum of \$1,500 in cash and/or in-kind donations. This amount may be reviewed and adjusted at the end of each fiscal year for the next fiscal year to help the Association meet fundraising goals.

The ways that the goals, per Member, can be met are by the following methods:

- 1) Raise \$1,500 cash; and/or
- 2) Donate \$1,500 in-kind; and/or
- 3) Purchase mandatory tickets for Little Italy events and/or
- 4) Volunteer hours for Little Italy sanctioned events at a max of 10 hours per Member (Value: \$75 per hour worked).

A record of donations and volunteered hours will be maintained for each Member by staff. Members will be provided a quarterly report for review or upon request. If there is a discrepancy, it is the responsibility of the Member to provide verifying information to staff.

Contributions larger than the minimum requirement can be rolled over for a max of one (1) fiscal year.

Amended by the Organization Committee: Steve Galasso, Danny Mocerì, Louis Palestini and Luke Vinci

I, _____, hereby agree to comply and fulfill my requirements of the Get-or-Give Policy that was adopted by the Little Italy Board of Directors on July 2, 2019.

Signature

Date

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ■ San Diego, CA 92101 ■ Phone: 619-233-3898 ■ Fax: 619-233-4866
 Email: mail@littleitalysd.com ■ Website: www.littleitalysd.com
 Facebook: Little Italy San Diego ■ Twitter / Instagram / Pinterest: @LittleItalySD ■ #LittleItalySD

Little Italy Board of Directors Get-or-Give Self-Reporting Form
Term: 2020-2021

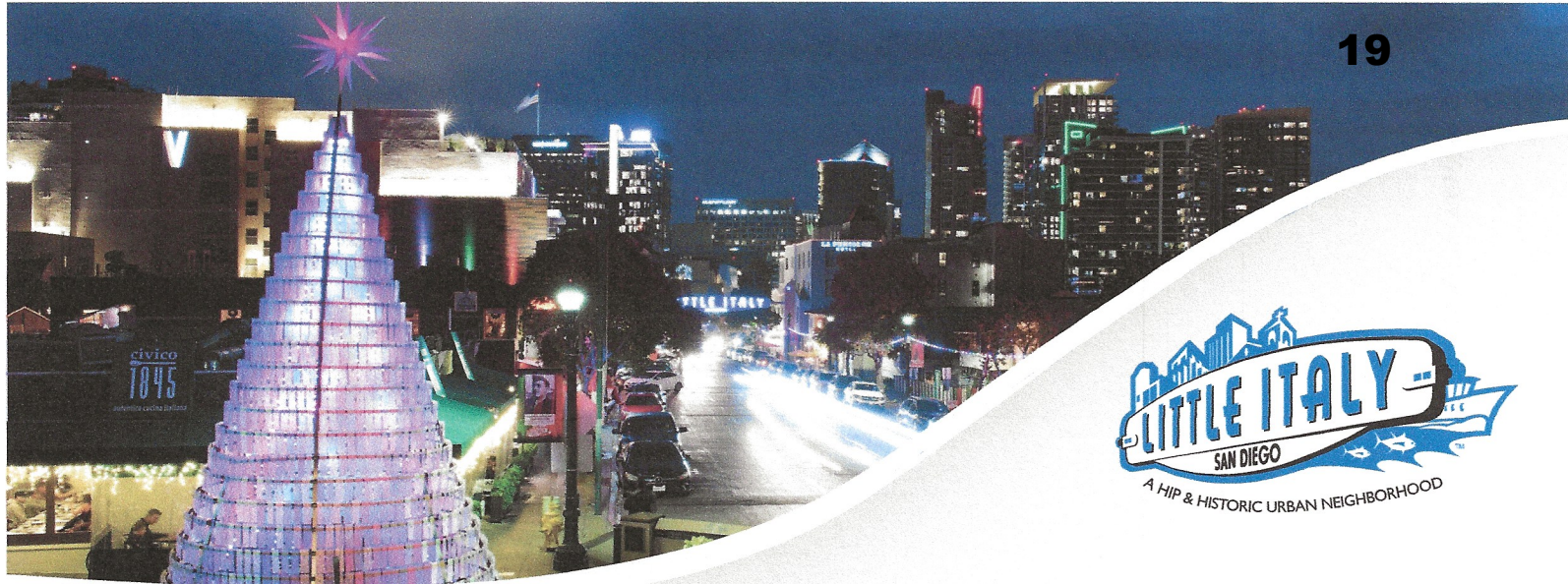
Board Member: _____

Month: _____

| Date | Activity | Cash | In-Kind (Value) | Volunteer (Max 10/Hrs) |
|------|----------|------|-----------------|------------------------|
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Staff Review: _____

Date: _____



LITTLE ITALY VIRTUAL TREE LIGHTING & CHRISTMAS SEASON EXPERIENCE

VIRTUAL TREE LIGHTING

DATE // Saturday, December 5, 2020

TIME // 6:30pm-7:15pm

CHRISTMAS SEASON EXPERIENCE

DATES // December 1, 2020- January 6, 2021

In light of the current restrictions on group gatherings and special events, the Little Italy Association will be morphing our time-honored Little Italy Tree Lighting & Christmas Village into a virtual celebration filled with holiday wishes from Little Italy leadership and community members, a virtual lighting ceremony, Santa reading a story for the little ones, entertainment and more that viewers can enjoy from the comfort and safety of their homes.

We will also be bringing several other activities that can be done from home via social media and other platforms or in Little Italy while allowing participants to maintain physical distancing and follow other County protocols all month long.

Alongside the above activities, we will be adding additional embellishments throughout neighborhood to maintain that holiday cheer and spirit for those that visit Little Italy throughout the season.

If State and County restrictions are lifted and allow for some sort of in-person celebration, we will pivot the virtual tree lighting ceremony and transform the Piazza della Famiglia into a viewing party with the live lighting taking place at the same time as those that are watching from home so all can enjoy the same holiday experience.

SPONSORSHIP LEVELS

- **Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship
- **Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**
Logo on website with hyperlink.

LITTLE ITALY SAN DIEGO

Virtual Tree Lighting & Christmas Season Experience

Little Italy Virtual Tree Lighting & Christmas Season Experience Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship
- Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- Bronze Level / \$1,000**
Logo on website with hyperlink.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association
Mail to: 2210 Columbia Street, San Diego, CA 92101
Email to: Chris@LittleItalySD.com

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.





Little Italy Tree Lighting Virtual & Seasonal Experience

Virtual Lighting: Saturday, December 5, 2020 at 6:30pm

Seasonal Experience: December 1, 2020 to January 6, 2021

Please review and add any ideas for Virtual Tree Lighting prerecorded show.

1. Prerecord of countdown and tree lighting(s)
2. Prerecord of Carollers of OLR Choir
3. Prerecord of Santa reading A Night Before Christmas
4. Prerecorded messages from Little Italy community members (Residents & Businesses)
5. Prerecord of Officer or Marco with Message to Viewers

Possible in-person at Piazza della Famiglia if State/County restrictions are lifted.

- 1) Rental of AV Equipment to show prerecorded show, except the lighting.
 - i. Tree Lighting with opening remarks, blessing by Father, and countdown.
- 2) Some live music.

Christmas Village on Wednesdays

- 1) Mercato vendors with Christmas emphasis on Wednesdays from 10am-2pm in the Piazza della Famiglia.

Please select 5 ideas from Olive's Idea list on Page 2 & 3

Any other ideas for décor?

1. Décor
2. Nutcrackers
3. Snowflakes
4. Aurora Tree - \$7,000 (Amortization)
5. Pdf Tree
6. Landscaping
7. Street Trees - \$25,000 (Getting bids)
8. ArtReach Kids Activities
9. OLR Nativity Scene on Private Property

Fundraising – Bring 5 companies or friends/families that can be approached for sponsorship. Sponsor Guide attached in email.

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Olive Creative Strategies Brainstorming

What kind of experiences can be created that create community, that helps us come out of this year with a new tradition, with some hope and magic. Launches spirit of community in this hard time. (~~Strike through~~ – Not feasible. Red – Not sure restaurants have bandwidth.)

- ~~Making it snow every weekend in the Piazza della Famiglia~~
- Connect about toy drive - how can we work this into our messaging
- Big mailbox in the Piazza della Famiglia where the neighborhood kids send their letters, include email to respond
- Email/send Santa letters to LIA, draft Facebook posts sharing what some of them said
- App where the LIA Santa can have a photo and the kids can send in a text and have a generic video response (researching)
- ~~Santa sleigh ride through the streets during *Al Fresco*, hand out paper for kids to write notes to Santa – Santa responds to every letter with a custom video up to a certain amount/or email.~~
- LIA posts on social directions on a DIY ornament each week, at home kids can follow along and do it and submit it to reshare / competition.
- Play on an Italian elf on the shelf - post the elf around LIA, people can take pictures or this could just be a social media content where we create clues and a picture about where it is and people guess.
- Instagram story filter with the elf / Snapchat filter
- Nordic tracker to follow when Santa will be in Little Italy, Santa sightings, culminating in the posting of Santa reading a story or a live Facebook with Santa.
- Dominic the Donkey, where is he in Little Italy - tie into Santa's reindeer, like the elf on the shelf idea
- Photo bingo - printable bingo sheets with different popular locations and facts in LI ~~#BigREDCHAIRSD~~, by the Christmas tree, by fisherman statue -
- Photo challenge 12/25 days of LIA Christmas - 3 bowls of spaghetti, 4 slices of pizza 12 cannoli's
- ~~Every week themed RED Chair, decorated all out for people to take pictures on~~
- Every business creates a Christmas tree, people purchase raffle tickets and submit for a store's Christmas tree, people could be selected to win on each of the 12-days

leading up to Christmas, raffle for charity as a fundraiser for LIA. Engages the community. will create social media content. Business that wins get trophy that gets passes around,

- Feast of 7 fishes? Sharing stuff on social from a specific restaurant with a tip, or win a feast of 7 fishes. (Ironsides) - Grander giveaway, Christmas miracle partnership with a hotel giveaway - hotel room completely decked out with a tree and a grand meal, list of toys that they want
- LIA Santa zoom call with all the children, kids get a passcode and Santa comes on the TV - go in the waiting room Santa lets them in.
- Thursday nights during the holidays Book reading once a week live on Facebook so people can join in from anywhere, if not live we could pre-film. Staged questions with little kids chiming in "what's going to happen with Christmas this year, " - maybe culminating in the last reading as a live if we do prior ones pre-recorded (3,10,17,24)
- Changing decor every week / lights in the piazza so that there's a different ambiance - all red, all green, all gold with nutcrackers
- ~~Baby grand in the piazza playing Christmas songs, every night in Little Italy~~
- Church: Christmas masses online, maybe live on Facebook
- ~~Little elves can pass out cards for kids to fill out and drop in the mailbox.~~
- Research custom jibjabs with LIA Santa
- ~~Socially distanced carolers in the Piazza~~
- Time-lapse of the Christmas tree build
- Make India Street crazy Christmas decorations so people can drive through and have an experience but not necessarily get out
- Storefront decoration competition, gingerbread houses



Board Meeting PR Agenda

Tuesday, October 6, 2020

PITCHING

Recap

- Little Italy Businesses Get Creative
- Best Happy Hours in Little Italy
- Taste of Little Italy

Current/Upcoming Focus

- Italian Heritage Month
- Small Business Saturday

BLOGS

Recap

- Taste of Little Italy
- Businesses Get Creative

Upcoming

- Little Italy Mercato: Then & Now
- Pumpkin Spice & Everything Nice: Fall Plates from LI's Restaurants

SECURED COVERAGE

- **10/1 secured online coverage on Ranch & Coast**
 - Little Italy listed as "Best Local Tourist Attraction" along with the photoshoot done with Marco being named "Editor's Pick: Outdoor Dining Champion"
- **10/1 secured online coverage on San Diego Magazine**
 - Included the details on Taste of Little Italy during the "Hot Plates" section of the Happy Half Hour podcast highlighting some of the offerings and how Little Italy has been able to adapt this event
- **10/1 secured online coverage on SoCalPulse**
 - Included Taste of Little Italy in roundup of things to do this weekend
- **9/30 secured online coverage on Pacific San Diego**
 - Article featuring the details on Taste of Little Italy
- **9/30 secured broadcast coverage on CBS 8 (News at 10 p.m.)**
 - Segment featuring an interview with Chris at Ballast Point along with visits to Cloak & Petal and Davanti
- **9/30 secured broadcast coverage on CBS 8 (News at 11 a.m.)**

- Segment featuring an interview with Chris at Ballast Point along with visits to Cloak & Petal and Davanti
- **9/30 secured broadcast coverage on CBS 8 (News at 7 a.m.)**
 - Segment featuring an interview with Chris at Ballast Point along with visits to Cloak & Petal and Davanti
- **9/30 secured broadcast coverage on CBS 8 (News at 6 a.m.)**
 - Segment featuring an interview with Chris at Ballast Point along with visits to Cloak & Petal and Davanti
- **9/30 secured online coverage on CBS 8**
 - Article featuring the details on Taste of Little Italy
- **9/30 secured online coverage on News Chant**
 - Syndicated CBS8.com article featuring the details on Taste of Little Italy
- **9/28 secured print coverage in Ranch & Coast**
 - Little Italy listed as "Best Local Tourist Attraction" along with the photoshoot done with Marco being named "Editor's Pick: Outdoor Dining Champion"
- **9/24 secured online coverage on The Guam Daily Post**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/23 secured online coverage on Greater Milwaukee Today**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/18 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment on how Little Italy is surviving and how the Little Italy Association is helping to keep businesses open during COVID featuring an interview with Marco
- **9/18 secured broadcast coverage on KUSI (News at 5 p.m.)**
 - Segment on how Little Italy is surviving and how the Little Italy Association is helping to keep businesses open during COVID featuring an interview with Marco
- **9/16 secured online coverage on Stars & Stripes**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/15 secured online coverage on Northwest Georgia News**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/15 secured online coverage on News Bug**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/15 secured online coverage on Finger Lakes**
 - Syndicated LA Times article highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/15 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment featuring an interview with Hillary Theakston from The Clarity Foundation to discuss the work they are doing and how Little Italy is helping to spread awareness
- **9/15 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment featuring an interview with Hillary Theakston from The Clarity Foundation to discuss the work they are doing and how Little Italy is helping to spread awareness
- **9/15 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business

- **9/15 secured online coverage on KPBS**
 - Feature discussing how neighborhoods in the 92101 zip code are dealing with COVID-19 outbreaks and includes a quote submitted on behalf of Chris
- **9/15 secured online coverage on News Break**
 - Syndicated KPBS article discussing how neighborhoods in the 92101 zip code are dealing with COVID-19 outbreaks and includes a quote submitted on behalf of Chris
- **9/14 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured broadcast coverage on KUSI (News at 5 p.m.)**
 - Segment features interviews with Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured online coverage on KUSI**
 - Article features commentary from Marco and Danijela Dostanic from Sogno di Vivo to discuss how changes in health orders would impact business
- **9/14 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment features an interview with Marco discussing the steps Little Italy is taking as they reopen
- **9/13 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment features an interview with Marco discussing the steps Little Italy is taking as they reopen
- **9/13 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment features an interview with Marco discussing the steps Little Italy is taking as they reopen
- **9/13 secured broadcast coverage on KUSI (News at 6 p.m.)**
 - Segment features an interview with Marco discussing the steps Little Italy is taking as they reopen
- **9/11 secured print coverage in the Los Angeles Times**
 - Feature highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/10 secured online coverage on the Los Angeles Times**
 - Feature highlighting Little Italy's Al Fresco dining as a way San Diego is navigating the pandemic along with commentary from Marco
- **9/9 secured online coverage on NBC 7**
 - Feature highlighting all the details of the upcoming Taste of Little Italy event
- **9/8 secured online coverage on Side News**
 - Feature highlighting all the details of the upcoming Taste of Little Italy event
- **9/7 secured online coverage on San Diego Food Finds**
 - Feature highlighting all the details of the upcoming Taste of Little Italy event
- **9/4 secured print coverage in San Diego Downtown News**
 - Ghost-written article by Chris around Little Italy as a leader during COVID
- **9/4 secured online coverage on San Diego Downtown News**

- Ghost-written article by Chris around Little Italy as a leader during COVID
- **9/3 secured online coverage on There San Diego**
 - Feature highlighting all the details of the upcoming Taste of Little Italy event
- **9/1 secured broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
 - Article on protocols restaurants must take for indoor dining featuring an interview with Marco
- **9/1 secured online coverage on KUSI**
 - Article featuring commentary from Marco on how Little Italy has been doing throughout the pandemic and the protocols restaurants must take for indoor dining

SECURED OPPORTUNITIES

- **Secured Thrillist**
 - Will be including Taste of Little Italy in their weekend roundup
- **Secured Ranch & Coast**
 - Will be sharing details on Taste of Little Italy with their audience digitally
- **Secured KUSI**
 - Segment on Sunday, October 4 featuring interviews with Chris, Frost Me Café and Nolita Hall
- **Secured FOX 5**
 - Including mentions of Taste of Little Italy in their weekend morning shows
- **Secured San Diego Union-Tribune**
 - Pam Kragen is including Taste of Little Italy in her upcoming dining column
- **Secured San Diego Downtown News**
 - Ghost-written article by Chris around the Little Italy Mercato discussing its history and the safety precautions it has taken since reopening

SECURED INTEREST

- **Secured FOX 5**
 - Geena the Latina is pitching Taste of Little Italy to her editors to share on her segment
- **Secured NBC 7**
 - Feature outdoor on dining in San Diego, specifically on restaurants with parklets. Shared images with reporter
- **Secured Downtown Idea Exchange**
 - Conducted an interview with Marco and planning to publish after a trip to San Diego in September
- **Secured DoSD.com**
 - Planning to share Taste of Little Italy with their audience
- **Secured LOCALE Magazine**
 - Submitted the ways businesses in Little Italy are getting creative for editorial consideration
- **Secured KUSI**
 - Submitted Clarity Foundation “Paint the Town Teal” for segment consideration

Social Media Statistics: September

- **Facebook**
 - Fans: 82,742 (+819)
 - Impressions: 1,551,088
 - Engagements: 48,376

- **Twitter**
 - Followers: 8,430 (+50)
 - Impressions: 18,748
 - Engagements: 716
- **Instagram**
 - Followers: 71,031 (+2,117)
 - Impressions: 390,157
 - Engagements: 13,843

Highlights

- Broke 71k followers on Instagram
- Garnered more than 1.9M impressions across all platforms
- Gained more than 1.9K new followers across all platforms
- Earned more than 62.9K total engagements across all platforms
- FB Page likes ad garnered 351 page likes
- Overall FB & IG ad reach = **34.1K**
- Overall FB & IG ad impressions = **62.5K**
- Twitter ad = 40 followers* reallocated ¼ of budget to TOLI ads
- August-September dates of Al Fresco as a Facebook “event page” – 70.1K people reached, 2.2K event responses
- Created Taste of Little Italy Facebook “event page” – 134.7K reach with 588 event responses
- Created 14 separate Taste of Little Italy ads to test audiences and images and have reached 20,002 people with 37,778 impressions over the month
- Created individual Instagram stories for each TOLI date with dish images and descriptions with link to menu pages
- Created posts for all platforms promoting Taste of Little Italy
- Written copy to engage restaurants and business owners in posting on TOLI


Upcoming

- Continue to share CiaoBellaSD.com site & highlight reopening campaign
- Continue to promote Al Fresco Open-Air Dining Experience and parklets (I believe this is continuing?)
- Continue to promote Taste of Little Italy: Take-Out Edition
- Promote Virtual Christmas experience and work in tandem with Christmas Task-Force
- Continue to share new state and county mandates
- Continue to post on safety measures
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media

FACEBOOK: Top Performing Posts:

Little Italy
Wed 9/2/2020 1:09 pm PDT


A round of applause to our very own, San Diego Police Department, on parade down India Street last Saturday. We thank you for your service! They are. We are. I AM LITTLE ITALY!



| | |
|-------------------|-------|
| Total Engagements | 1,292 |
| Reactions | 415 |
| Comments | 78 |
| Shares | 0 |
| Post Link Clicks | 1 |
| Other Post Clicks | 798 |

Little Italy
Tue 9/22/2020 7:15 pm PDT


Ciao summer! Ready for some of those fall vibes in the Piazza. #LittleItalySD 🍷 : @collectmomentsnotcoins



| | |
|-------------------|-----|
| Total Engagements | 496 |
| Reactions | 289 |
| Comments | 20 |
| Shares | 12 |
| Post Link Clicks | - |
| Other Post Clicks | 175 |

Little Italy
Mon 9/21/2020 6:33 pm PDT

All we need is a San Diego sunset and a pizza. 🍷 Cure your case of the Mondays with a slice and some salty air down at the waterfront. #LittleItalySD 🍷 : @marykatparty




| | |
|-------------------|-----|
| Total Engagements | 349 |
| Reactions | 177 |
| Comments | 11 |
| Shares | 11 |
| Post Link Clicks | - |
| Other Post Clicks | 150 |

TWITTER: Top Performing Tweets:

LittleItalySD
Tue 9/22/2020 1:34 am UTC


All we need is a San Diego sunset and a pizza. 🍷 Cure your case of the Mondays with a slice and some salty air down at the waterfront. #LittleItalySD 🍷 : @marykatparty



| | |
|-------------------|----|
| Total Engagements | 66 |
| Likes | 13 |
| @Replies | 0 |
| Retweets | 1 |
| Post Link Clicks | 1 |
| Other Post Clicks | 51 |
| Other Engagements | 0 |

LittleItalySD
Sat 9/12/2020 11:33 pm UTC

India Street will be closed to create a 30' physical distancing promenade for our guests and to allow restaurants to expand out, safely into the street. Visit CiaoBellaSD.com



| | |
|-------------------|----|
| Total Engagements | 57 |
| Likes | 10 |
| @Replies | 0 |
| Retweets | 2 |
| Post Link Clicks | 17 |
| Other Post Clicks | 28 |
| Other Engagements | 0 |


LittleItalySD
Tue 9/29/2020 6:23 pm UTC

Have you been to the Piazza Pescatore on the corner of Kettner & W. Fir? This remarkable bronze sculpture of a tuna fishermen holding his catch honors the rich history of San Diego.

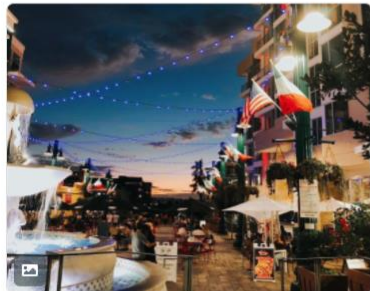


| | |
|-------------------|----|
| Total Engagements | 46 |
| Likes | 16 |
| @Replies | 1 |
| Retweets | 4 |
| Post Link Clicks | - |
| Other Post Clicks | 25 |
| Other Engagements | 0 |


INSTAGRAM: Top Performing Posts:

 @ littleitalysd
Tue 9/22/2020 7:05 pm PDT


Ciao summer! Ready for some of those fall vibes in the Piazza. #LittleItalySD 🇺🇸 : @collectmomentsnotcoins




| | |
|-------------------|-------|
| Total Engagements | 1,592 |
| Likes | 1,536 |
| Comments | 23 |
| Saves | 33 |

 @ littleitalysd
Thu 9/24/2020 4:48 pm PDT


The weather hasn't gotten the hint that it's officially fall, so grab your amici and chase that summer feeling with some cold treats. 🍷 Cin Cin! #LittleItalySD 🇺🇸 : @thehungryje



| | |
|-------------------|-------|
| Total Engagements | 1,570 |
| Likes | 1,371 |
| Comments | 69 |
| Saves | 130 |

 @ littleitalysd
Mon 9/21/2020 6:27 pm PDT

All we need is a San Diego sunset and a pizza. 🍕 Cure your case of the Mondays with a slice and some salty air down at the waterfront. #LittleItalySD 🇺🇸 : @marykateparty



| | |
|-------------------|-------|
| Total Engagements | 1,235 |
| Likes | 1,180 |
| Comments | 36 |
| Saves | 19 |