



**Little Italy Association of San Diego – DI&P Committee
Friday, August 9, 2024 at 9:00am**

**Little Italy Association Office – Conference Room (2210 Columbia Street) or via
Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/89745309384>
or call 1-669-900-6833 / Meeting ID: 897 4530 9384 / Password: 3898**

1. Introductions / Perry Meyer, Chair

2. Non-Agenda Public Comment & Announcements (3-Min. Max Per Person)

Please keep comments directed to non-agenda items.

3. Review of July 19, 2024 Minutes

Action Item

P. 3-5

4. Confirmed & Proposed Events

- | | |
|--|----------------------------|
| a. Little Italy Mercato / Brijet Myers | Every Sat. & Wed. |
| b. San Diego Padres Italian Heritage Night / Chris Gomez | Fri., 8/23 |
| c. Little Italy State of the Neighborhood / Nick Angulo | Thu., 9/26 |
| d. Italian Heritage Concert Series / Curt Brooker | Suns., 10/6 & 13 |
| e. Bella Vita Fest | Sat. & Sun.,
10/19 & 20 |
| f. Trick-or-Treat on India Street / Nick | Sun., 10/27 |

5. New Events, Promotions, Fundraising & Councils

- | | |
|--|--------------------|
| a. Marine Band San Diego Fleet Week Concert / Nick | Action Item |
| b. Punches in Little Italy / David Rodger | Action Item |
| c. Olive Public Relations / Sydney Costales & Cree Jones | |
| d. Little Italy Merchandise – Update / Chris | |

P. 6-8

6. Streetscape Improvements & Venues

- | | |
|--|--------------------|
| a. Little Italy Venues / Curt | |
| i. Stella Artois Activation & Banner Installation | Action Item |
| ii. Females Maker’s Market – One (1) Year Contract | Action Item |

7. Old Business

It is the practice of the LIA to formally request that an item under Old Business be pulled from the agenda and placed on a future Agenda for Discussion and/or Action.

- a. Capital Outdoor Kiosks
- b. Little Italy Tours x So Diego

8. Adjournment

Action Item

9. Next Meeting: Friday, August 9, 2024 at 9:00am

Action Item

Little Italy Association Office – Conference Room

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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 on 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 via email at chris@littleitalysd.com at least 48-hours prior to the meeting. **VIRTUAL MEETING PARTICIPATION.** Under current guidance by the State of California, meetings can be supported with a virtual option, but the participants attending virtually are only permitted to provide comments regarding items agendized and do not count towards Committee quorum or are allowed to vote.



Little Italy Association of San Diego – DI&P Committee
Friday, July 19, 2024, at 9:00am
Little Italy Association Office – Conference Room (2210 Columbia Street)

Present: Steve Galasso, Lou Palestini, David Rodger, Perry Meyer, Audrey Hermes, Kathi Meyer

Virtual: Jacob Rocha, Mike Stuart, Toshi Kushuhara

Staff: Christopher Gomez, Nick Angulo, Jenn Von Stauffenberg, Dianne T. Serna, Brijet Myers

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions / Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. by Christopher Gomez.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Mike Stuart is a musician who plays in the Piazza della Famiglia. He asked if Hanna Reynolds would work with him to figure out a more permanent schedule for his band to perform.	2. No action taken
3. Review of June 14, 2024, Minutes	3. The minutes from June 14, 2024, DI&P meeting were reviewed.	3. Steve Galasso moved to approve the minutes. Perry Meyers seconded the motion. Unanimously approved.
4. Confirmed Events		
a. Little Italy Mercato & Wednesday Market / Brijet Myers	4.a. Brijet Myers gave an update on the Little Italy Mercato and Wednesday Market.	4.a. No action taken
b. The Bulls of St. Agata Charge	4.b. Nick Angulo shared the Bulls of St. Agata P&L on page 7. The net income for	4.b. No action taken

<p>Little Italy- P&L/ Nick</p> <p>c. Taste of Little Italy/ Curt</p> <p>d. Marine Band San Diego Summer Concert/ Nick</p> <p>e. San Diego Padres Italian Heritage Night/ Chris</p> <p>f. Little Italy State of the Neighborhood</p>	<p>this event was reflected in FY24.</p> <p>4.c. Hanna shared the P&L for the Taste of Little Italy on page 8. This was a successful, sold-out event.</p> <p>Jacob Rocha gave a net total of \$39,357.89 to the Association.</p> <p>d. Nick gave an update on the Marine Band San Diego Summer Concert.</p> <p>Nick shared the P&L which shows a net of \$800 to the Association. Steve Galasso will be donating \$200, bringing the total to \$1,000 for this event.</p> <p>e. Chris reported that the San Diego Italian Heritage Night will take place on August 23, 2024.</p> <p>Chris stated that the Padres will be playing the New York Mets.</p> <p>\$3.00 from each ticket sold will be split with half going to LIA, then the remaining half being split between Convivio & ICC.</p> <p>f. Nick shared that the State of the Neighborhood will take place on Thursday, September 26, 2024, from 5:00pm to 9:00pm. General admission tickets will be \$50.00 and VIP tickets will be \$60.00.</p> <p>Each Board member will receive 4 tickets to sell for this event.</p>	<p>4.c. No action taken</p> <p>4.d. No action taken</p> <p>4.e. No action taken</p> <p>4.f. No action taken</p>
<p>5. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations/ Sydney Costales & Cree Jones</p> <p>b. Little Italy Merchandise/</p>	<p>5.a. Jenn Von Stauffenberg gave a PR update.</p> <p>5.b. Chris reported that the Association purchased some basic Little Italy</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p>

Chris	<p>Merchandise that will be sold at the Mercato. Eventually, items will be made available for online purchasing.</p> <p>We are starting out with soccer shirts, Bella shirts, wines glasses, hats and denim jackets.</p>	
<p>6. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues/ Curt</p>	<p>6.a. Hanna gave an update on Little Italy Venues.</p> <p>Hanna reported that the Dreamers and Female Maker's Market are still doing well.</p> <p>Hanna reported that Matua Wine has rented the Piazza della Famiglia August 19 & 18, 2024 for Wine Tasting.</p>	6.a. No action taken
7. Old Business	7. Nothing to report.	7. No action taken
8. Adjournment	8. Meeting Adjourned	8. Steve Galasso moved to adjourn the meeting. Audrey Hermes seconded the motion. Unanimously approved.
9. Next Meeting	<p>9. Chris asked the committee to approve the change for the next meeting to be held on the 2nd Friday of the month.</p> <p>The next DI&P Meeting will take place on Friday, August 9, 2024, at 9:00am Little Italy Association Office-Conference Room</p>	9. Lou Palestini moved to approve the meeting to be held on 8/9/24. Peery Meyer seconded the motion. Unanimously approved.

Minutes taken by: Dianne T. Serna, Staff.



LIA DI&P Meeting PR and Social Report Friday, August 9, 2024

PITCHING

Recap

- Trick-or-Treat on India Street (long leads)

Upcoming Focus

- Trick-or-Treat on India Street (long leads)
- Italian Heritage Concert Series (long leads)

WRITING

Recap

- San Diego Downtown News August
- Trick-or-Treat on India Street (long leads)

Upcoming

- San Diego Downtown News September
- Italian Heritage Concert Series (long leads)

OTHER

- Developed the scope of services for reduced budget
- Prepared 23/24 fiscal year summary report
- Updated Marine Band website copy

Trick-or-Treat India St. (long leads)

SECURED OPPORTUNITY

- **7/15 secured opportunity with LOCALE**
 - Will include in story on website and on social media, both Instagram and TikTok

Marine Band (short leads)

SECURED COVERAGE

- **7/12 secured print coverage in San Diego Downtown News**
 - Article highlighted Marine Band Summer Concert
- **7/12 secured online coverage on SD News**
 - Roundup of weekend events includes the Marine Band Concert

- **7/12 secured online coverage on There San Diego**
 - Article featured Marine Band concert in things to do over the weekend
 - 7/12 shared in their newsletter
- **7/12 secured broadcast coverage on FOX 5**
 - Secured 2 segments that highlighted the Marine Band concert in sitdown interview
 - 7/12 FOX 5 (News at 7:00pm) - teaser
 - 7/12 FOX 5 (News at 7:00pm) - teaser
- **7/11 secured online coverage on San Diego Magazine**
 - Roundup of weekend events includes the Marine Band Concert
- **7/11 secured broadcast coverage on FOX 5**
 - Secured 2 segments that highlighted the Marine Band in the studio
 - FOX5 (News at 7:00 am)
 - FOX5 (News at 7:00 am) – teaser
- **7/11 secured online coverage on San Diego Union-Tribune**
 - Roundup of weekend events includes the Marine Band Concert

Other

SECURED COVERAGE

- **7/30- 8/1 secured coverage with San Diego Magazine**
 - Secured one online, print, and social media hit that highlighted the neighborhood and featured an interview with Marco
 - 8/1 Instagram post
 - 8/1 San Diego Magazine print
 - 7/30 San Diego Magazine online article

Social Media

Highlights / Recap

- Gained 1,482 total new followers
- Earned 966K impressions
- Garnered 34K engagements
- Promoted Marine Band Summer Concert
- Promoted Italian Heritage Night - FB event page has 409 responses
- Promoted State of the Neighborhood - FB event page has 137 responses

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jul 29, 2024 · Little Italy San Diego

Twist, turn, and tango under the stars! 🌟🎉 Come to the Piazza dell...

Reach	8,978
Comments	14
Likes	400
Saves	8
Engagement	471
Engagement rate per reach	5.2%
Engagement rate per impression	4.4%



Jul 8, 2024 · Little Italy San Diego

Enjoying la dolce vita with bruschetta and wine – the perfect...

Reach	6,739
Comments	6
Likes	238
Saves	44
Engagement	382
Engagement rate per reach	5.7%
Engagement rate per impression	5.6%



Jul 18, 2024 · Little Italy San Diego

Start your day with a smile and a pastry 😊 Have you visited this new...

Reach	4,785
Comments	6
Likes	195
Saves	21
Engagement	252
Engagement rate per reach	5.3%
Engagement rate per impression	5.1%

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Jul 12, 2024 · Little Italy

Tomorrow night, the heart of Little Italy will be beating to the tunes of...

Reach	14,591
Engaged users	278
Clicks	129
Other clicks	58
Engagement rate per reach	1.9%
Engagement rate per impression	1.9%



Jul 4, 2024 · Little Italy

It's almost time for the #BigBayBoom – hope you get a good seat! Happy...

Reach	3,499
Engaged users	55
Clicks	6
Other clicks	8
Engagement rate per reach	1.6%
Engagement rate per impression	1.5%



Jul 21, 2024 · Little Italy

Here's the scoop: it's National Ice Cream Day! 🍦 What's your favorite...

Reach	2,863
Engaged users	121
Clicks	3
Other clicks	39
Engagement rate per reach	4.2%
Engagement rate per impression	3.9%