



**Little Italy Association of San Diego – DI&P Committee**  
**Friday, February 17, 2023 at 9:00am**  
**Little Italy Association Office – Conference Room (2210 Columbia Street)**

- 1. Introductions / Perry Meyer, Chair**
- 2. Non-Agenda: Public Comment & Announcements**
- 3. Approval of November 18, 2022 Minutes** *Action Item*      **P. 2-5**
- 4. Confirmed Events**
  - a. Little Italy Mercato & Wednesday Market / Catt White Every Sat. & Wed.
  - b. Little Italy Tree Lighting & Christmas Village *Wrap-Up*      **P. 6**
  - c. Camp Pendleton’s Marine Corps Trials: American Experience Tue., 2/28      **P. 7**
  - d. Mission Fed ArtWalk Sat. & Sun.,  
4/29 & 30
  - e. San Diego Padres Italian Heritage Night Fri., 8/4
- 5. New Events, Promotions, Fundraising & Councils**
  - a. Little Italy Experiences & Tours Contract Continuation *Action Item*
  - b. Olive Public Relations / Larisa Medina & Cree Jones **P. 8-10**
- 6. Streetscape Improvements & Venues**
  - a. Little Italy Venues / Curt
- 7. Chief Executive Administrator Report**
- 8. Other**
- 9. 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. None
- 10. Adjournment** *Action Item*
- 11. Next Meeting:**      **Third Friday of the Month at 9:00am**  
**Little Italy Association Office – Conference Room**

**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](mailto:chris@littleitalysd.com) at least 48-hours prior to the meeting.

**LITTLE ITALY ASSOCIATION OF SAN DIEGO**



**Little Italy Association of San Diego – DI&P Committee**

**Friday, November 18, 2022, at 9:00am**

**Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>**

**Or call 1-669-900-6833/ Meeting ID: 830 0333 3549/Password: 3898**

Present Danny Mocerì, Lou Palestini, Jeri Keiller, David Rodger, Joe Cordileone  
Curt Brooker

Guests Sandi Cottrell, Perry Meyer, Kathi Meyer, Jacob Rocha, Cassandra Luis

Staff Christopher Gomez, Dianne T. Serna De Leon, Ethan Olsen, Cree Jones, Alicia Douglas.

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. Christopher Gomez went over the Zoom Meeting Protocol.	No action taken
2. Continuing Virtual Meetings Pursuant to AB 361	2. Chris stated that the Board and Committee need to ratify a vote during each meeting that states that we will continue to meet via Zoom until The Board and Committee are comfortable with resuming in-person meetings.	2. Danny Mocerì moved to accept the vote to continue meeting via Zoom. Sandi Cottrell seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Perry Meyer shared that Meyer Fine Art Inc. had its first Art Reception since the pandemic began. Clay Walker is the highlighted Artist, and the reception is open Wednesdays-Sundays until the end of the year.  Danny Mocerì shared that he will be performing at the Amici House on Saturday from 11:00am-1:00pm. Danny will also be performing at the Little	3. No action taken

	Italy Tree lighting on December 3, 2022, from 4:00pm-4:30pm	
4. Approval of September 23, 2022, minutes.	4. The minutes from September 23, 2022, were reviewed.	4. Perry Meyer moved to accept the Minutes. Danny Mocerri seconded the motion. Unanimously approved.
5. Go Dark in December	5. Chris asked if the committee would like to "Go Dark" for December.	Perry moved to "Go Dark" for the month of December, Danny Mocerri seconded the motion.
6. Confirmed Events		
a. Little Italy Mercato & Wednesday Market / Catt White Every Sat. & Wed.	6.a. Alicia Douglas gave an update on the Little Italy Mercato and Wednesday Market.	6.a. No action taken
b. Trick-or-Treat on India Street Wrap-Up	6.b. Chris reported on the Trick-or-Treat on India Street event. There was a huge turnout.  This year LIA purchased new Halloween Décor for Piazza della Famiglia.  LIA will consider a street closure for next year's event.	6.b. No action taken
c. Small Business Season Sat., 11/26 (Kick-Off)	6.c. Chris shared that Larisa Medina and Cree Jones from Olive Creative Strategies will begin to pull items from Facebook for a shopping guide. Shop Local, Shop small, Shop Little Italy.	6.c. No action taken
d. Little Italy Tree Lighting & Christmas Village	6.d. Chris reported that H.G. Fenton donated \$5,000 for the Tree Lighting event. The Sponsor guide for this event can be found on pages 9 and 10 of the committee packet.	6.d. No action taken
7. New Events, Promotions, Fundraising & Councils		

<p>a. Little Italy Italian Heritage Concert Series – 10/2023</p> <p>b. Bella Vita – 10/21- 22/2023 / Curt Brooker</p> <p>c. Olive Creative Strategies / Larisa Medina &amp; Cree Jones</p> <p>d. Little Italy Experiences &amp; Tours / Anthony Davi</p>	<p>7.a. Curt Brooker gave an update on the Little Italy Italian Heritage Concert Series.</p> <p>Curt shared that this will be a 2-night, ticketed event taking place on the October 1, 2023, and October 8th, 2023.</p> <p>More information for this event can be found on page 17 of the committee packet.</p> <p>7.b. Curt gave an update on the Bella Vita Chalk Festival. This event will take place on October 21 and 22, 2023.</p> <p>7.c. Cree Jones gave an update on Olive Creative Strategies.</p> <p>7.d. Chris shared that Little Italy Experiences and Tours will reduce its tours from ten to three.</p>	<p>7.a. Danny Mocerri moved to approve this event. Steve Galasso seconded the motion. Curt Brooker abstained. Motion passes.</p> <p>7.b. Lou Palestini moved to approve this event with both maps being presented for permitting. Steve Galasso seconded the motion. Curt Brooker abstained. Motion Passes.</p> <p>7.c. No action taken</p> <p>7.d. No action taken</p>
<p>8. Streetscape Improvements &amp; Venues</p> <p>a. Little Italy Venues / Curt</p>	<p>8.a. Curt stated that there is no update.</p>	<p>8.a. No action taken</p>
<p>9. Chief Executive Administrator Report</p>	<p>9. The CEO was not present for this meeting.</p>	<p>9. No action taken</p>
<p>10. Other</p>	<p>10. Gio the Elf will begin making his rounds throughout Little Italy during the month of December.</p>	<p>10. No action taken</p>
<p>11. Old Business</p>	<p>11. Nothing to report.</p>	<p>11. No action taken</p>
<p>12. Adjournment</p>	<p>12. Meeting Adjourned.</p>	<p>12. Danny Mocerri moved to adjourn the</p>

		meeting. Steve Galasso seconded the motion. Unanimously approved.
13. Next Meeting	13. The next DI&P Committee meeting will take place on the third Friday in January.	13. Danny Mocerri moved to adjourn the meeting. Steve Galasso seconded the motion. Unanimously approved.

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

2:52 PM

01/30/23

Accrual Basis

**DRAFT**

**Little Italy Association of San Diego**  
**CHRISTMAS PROGRAMS Profit & Loss**  
 July 2022 through June 2023

	Jul '22 - Jun 23
<b>Income</b>	
<b>PROGRAM INCOME</b>	
NCA Fundraising (Sponsorships)	20,000.00
LIA Board Give or Get	14,500.00
Sponsors	5,000.00
Vendor income	7,804.50
	47,304.50
<b>Total PROGRAM INCOME</b>	47,304.50
<b>Total Income</b>	47,304.50
<b>Gross Profit</b>	47,304.50
<b>Expense</b>	
<b>ASSESS DIST OPERATIONAL EXP</b>	
<b>MAD / BID OPERATIONS</b>	
Meals & Entertainment	14.00
	14.00
<b>Total MAD / BID OPERATIONS</b>	14.00
<b>Total ASSESS DIST OPERATIONAL EXP</b>	14.00
<b>ACCOUNTANT EXPENSE ENTRIES</b>	
Depreciation	4,749.31
	4,749.31
<b>Total ACCOUNTANT EXPENSE ENTRIES</b>	4,749.31
<b>PROGRAM EXPENSE</b>	
Public Relations	1,000.00
Entertainment	1,750.00
Equipment Rentals	10,178.95
Event Staffing Payroll Taxes	545.64
Landscaping & Nursery Supplies	4,400.84
Program Operations	3,215.35
Program Supplies	3,489.54
	24,580.32
<b>Total PROGRAM EXPENSE</b>	24,580.32
<b>Maintenance Personnel</b>	
Event or Special staffing	153.75
	153.75
<b>Total Maintenance Personnel</b>	153.75
<b>Total Expense</b>	29,497.38
<b>Net Income</b>	17,807.12

**Re: Countries**

Brianna Bentley <[bbentley@uso.org](mailto:bbentley@uso.org)>

Tue 1/31/2023 1:18 PM

To: Christopher M. Gomez <[chris@newcityamerica.com](mailto:chris@newcityamerica.com)>

Hi Chris,

Thanks again for your time yesterday.

Currently, there are 87 international warriors from the following countries:

Colombia

Estonia

France

Georgia

Italy

Netherlands

United Kingdom

They will be arriving to San Diego on Sunday, February 26th.

I have asked about serving wine during the international day celebration - will update you as soon as I have an answer.

The official title of the event is: Marine Corps Trials  
I'm waiting on their logo.

More to come, soon!

Respectfully,

**Brianna Bentley, M.Ed**

Center Manager

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San Diego | Camp Pendleton



## LIA DISI Meeting PR Agenda Friday, February 17, 2023

### PITCHING

#### Recap

- How to Start Off the New Year on the Right Foot in Little Italy
- Valentine's Day in Little Italy (Short Leads)
- Taste of Little Italy (Long Leads)

#### Upcoming Focus

- Taste of Little Italy (Long Leads)
- USO Marine Corps Trials (Short Leads)
- Female-Owned Business Roundup for Women's History Month
- Marine Band Summer Concert (Long Leads)

### BLOGS

#### Current

- Valentine's Day in Little Italy

#### Upcoming

- Women-Owned Business Roundup

### WRITING

#### Recap

- San Diego Downtown News January | Health and Wellness
- How to Start Off the New Year on the Right Foot in Little Italy
- San Diego Downtown News February | Valentine's Day
- Valentine's Day in Little Italy (Short Leads)
- San Diego Downtown News March | Female-Owned Business Roundup
- Taste of Little Italy (Long Leads)
- USO Marine Corps Trials (Short Leads)

#### Upcoming

- Female-Owned Business Roundup
- Marine Band Summer Concert (Long Leads)

#### Other

#### SECURED COVERAGE

- 2/3 secured online coverage on SD News



- Contributed article highlighted things to do in Little Italy for Valentine's Day including Cloak & Petal, Ironside Fish & Oyster Bar, Herb & Wood, Born and Raised, India Street Antiques, Love & Aesthetics, Vitreum, D3 Home and other Little Italy businesses
- **2/2 secured print coverage in San Diego Union-Tribune**
  - Article highlighted the potential agreement with the Little Italy Association to upgrade Amici Park in Little Italy including an interview with Marco Li Mandri
- **2/1 secured online coverage on San Diego Union-Tribune**
  - Article highlighted the potential agreement with the Little Italy Association to upgrade Amici Park in Little Italy including an interview with Marco Li Mandri
- **2/1 secured online coverage on Head Topics US**
  - Syndicated San Diego Union-Tribune article that highlighted the potential agreement with the Little Italy Association to upgrade Amici Park in Little Italy including an interview with Marco Li Mandri
- **2/1 secured online coverage on Local Today**
  - Syndicated San Diego Union-Tribune article that highlighted the potential agreement with the Little Italy Association to upgrade Amici Park in Little Italy including an interview with Marco Li Mandri
- **1/26 secured online coverage on SoCal Pulse**
  - Article included the Little Italy Mercato in its roundup of things to do this weekend in San Diego

## Social Media



### Highlights / Recap

- Gained 1,102 total new followers on all platforms
- Earned over 1.4M total impressions
- Garnered over 29K total engagements

### Upcoming

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

### **Analytics (Last 30 days as of February 6)**

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	844	90091	5103	198702
 Little Italy	139	93702	23957	1153345

- **TikTok**

- Followers: **586** (+119)
- Likes: **824** (+286)

### 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 6,014  
 👤 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 5,737  
 👤 Engaged users 115  
 🖱️ Clicks 17  
 🖱️ Other clicks 10



Jan 30, 2023 · Little Italy  
**An authentic Italian dining experience awaits in #LittleItalySD. 🇮🇹 🍷 What's...**  
 📶 Reach 5,647  
 👤 Engaged users 270  
 🖱️ Clicks 19  
 🖱️ Other clicks 139

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

Best performing content published during the selected period.



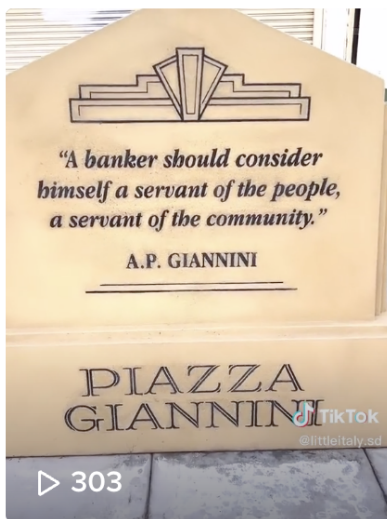
Jan 22, 2023 · Little Italy San Diego  
**Mai tais and a mystical ambiance are the specialties at this hidden tiki...**  
 📶 Reach 22,630  
 💬 Comments 33  
 ❤️ Likes 1,235  
 💾 Saves 119  
 📈 Engagement 1,387



Jan 13, 2023 · Little Italy San Diego  
**#LittleItalySD is full of flavors you'll want to get your tentacles on. 🦑 📍 ...**  
 📶 Reach 21,875  
 💬 Comments 27  
 ❤️ Likes 776  
 💾 Saves 131  
 📈 Engagement 1,106



Feb 3, 2023 · Little Italy San Diego  
**Skyline views & vibrant hues 🌈 📍 Glass Door at @portovistahotel...**  
 📶 Reach 13,506  
 💬 Comments 10  
 ❤️ Likes 505  
 💾 Saves 53  
 📈 Engagement 563



The Piazza Giannini honor...



New year, New you! Our n...



#LittleItalySD is full of flav...