



Little Italy Association of San Diego – DI&P Committee
Friday, March 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 February 17, 2022 Minutes

Action Item

4. Confirmed Events

- | | |
|--|---------------------------|
| a. Little Italy Mercato & Wednesday Market / Catt White | Every Sat. & Wed. |
| b. Camp Pendleton's Marine Corps Trials: American Experience | Wrap-Up |
| c. Mission Fed ArtWalk / Curt Brooker | Sat. & Sun.,
4/29 & 30 |

5. New Events, Promotions, Fundraising & Councils

- | | |
|--|--------------------|
| a. Italian Catholic Federation BR 246 Event Promotion | <i>Action Item</i> |
| b. Olive Public Relations / Larisa Medina & Cree Jones | |
| c. Little Italy Experiences & Tours Contract – Update | |

6. Streetscape Improvements & Venues

- a. Little Italy Venues / Curt
 b. Capital Outdoor Kiosks – Update

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 at least 48-hours prior to the meeting.

LITTLE ITALY ASSOCIATION OF SAN DIEGO



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)

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

Guests: Perry Meyer, Kathi Meyer, Alex Focus

Staff: Christopher Gomez, Larisa Medina, Alicia Douglas.

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. Christopher Gomez.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Alex Focus introduced himself and voiced his opinion regarding security options and noise levels in Little Italy. Chris addressed Alex's concerns.	2. No action taken
3. Approval of November 18, 2022, Minutes	3. Minutes from November 18, 2022, were reviewed.	3. Danny Mocerì moved to approve the minutes. Perry Meyer seconded the motion. Unanimously approved.
4. Confirmed Events		
a. Little Italy Mercato & Wednesday Market / Catt White Every Sat. & Wed.	4.a. Alicia Douglas gave an update on the Little Italy Mercato and Wednesday Market. Alicia reported that they appreciate the change to the Bella Vita map. Alicia announced that the Mercato has a new staff member, Tristan McCall.	4.a. No action taken
b. Little Italy Tree	4.b. Chris gave an update on the Little Italy	4.b. No action taken

<p>Lighting & Christmas Village Wrap-Up</p> <p>c. Camp Pendleton's Marine Corps Trials: American Experience</p> <p>d. Mission Fed ArtWalk</p> <p>e. San Diego Padres Italian Heritage Night</p>	<p>Tree Lighting & Christmas Village.</p> <p>David Rodger voiced his concerns regarding the sound and the start time of the Tree Lighting.</p> <p>Chris addressed David's concerns.</p> <p>4.c. Chris reported that the Camp Pendleton Marine Corps Trials: American Experience is slated for Tuesday February 28, 2023, at 12:00pm- 2:00pm.</p> <p>4.d. Curt Brooker gave an update on Mission Fe Artwalk.</p> <p>4.e. Chris reported that this year's San Diego Padres Heritage Night will take place on August 4, 2023, against the Los Angeles Dodgers.</p> <p>The commemorative hat is only available for tickets purchase for the Italian Heritage event.</p>	<p>4.c. No action taken</p> <p>4.d. No action taken</p> <p>4.e. No action taken</p>
<p>5. New Events, Promotions, Fundraising & Councils</p> <p>a. Little Italy Experiences & Tours Contract Continuation</p> <p>b. Olive Public Relations / Larisa Medina & Cree Jones</p>	<p>5.a. Chris gave an update on the Little Italy Experiences and Tours contract. Chris stated that the Finance Committee made the decision to suspend the contract.</p> <p>5.b. Larisa Medina gave an update on Olive Public Relations.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p>
<p>6. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues / Curt</p>	<p>6.a. Curt Brooker gave an update on Little Italy venues.</p> <p>Curt reported that the Piazza della Famiglia will be closed for an event on</p>	<p>6.a. No action taken</p>

	April 28, 2023.	
7. Chief Executive Administrator Report	7. Nothing to report.	7. No action taken
8. Other	8. Danny Mocerri asked for an update on the Amici Park Redesign. Chris reported that Amici Park will receive a refresh and enhancement. We will have a better indication of the timeline once we have the finding secured.	8. No action taken
9. Old Business	9. Nothing to report.	9. No action taken
10. Adjournment	10. Meeting Adjourned	10. Danny Mocerri moved to adjourn the meeting. Perry Meyer seconded the motion. Motion passes by consensus.
11. Next Meeting	11 Third Friday of the Month at 9:00am Little Italy Association Office – Conference Room	11. No action taken

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

ITALIAN CATHOLIC FEDERATION BR 246

Is excited to be a part of the St. Charles Borromeo Parish Community!



COMMUNITY

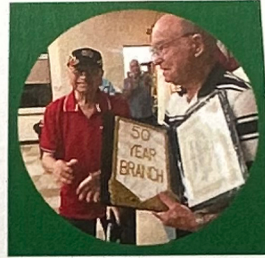
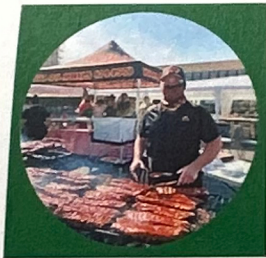
The Italian Catholic Federation has approximately 18,000 members in the United States. Our Central Council, is located in Oakland, CA

HERITAGE

Our banner, in the gold and white papal colors, carries the initials FPIA which stand for Faith (Fede), Homeland (Patria), Italy/America. Our motto is "Ignem Veni Mittere" (I came to light a fire)

STRENGTH

We are proud to belong to the Italian Catholic Federation because we know that together we do make a difference. The stronger we are, the greater our achievements will be.



ABOUT US!

Branch #246 of the Italian Catholic Federation was founded in 1969. Our primary goals are to develop and uphold the religious spirit of our membership and to spread that spirit among all people outside of our organization. We enjoy a diversity of members from all nationalities and different religions. Our meetings are always a celebration of faith, family, friends, food and fun.

We have several fund raisers during the year, including St. Joseph's Table, benefiting a number of organizations, Phil's B-B-Q chicken dinner, annual Lenten Fish Fry, and many more! Since our inception, we have raised over \$210,000 for our charitable contributions.

If you have any questions, want to be apart of our organization or want to say hello, please contact us through one of the methods below!

UPCOMING EVENTS!

Lenten Fish Fry

What is it:

Join us this Lenten season for the best Fish Fry in San Diego. Branch 246 and Phil's BBQ will be serving a Restaurant style meal. A great time to enjoy dinner with our friends and family of our St. Charles Borromeo Community. Come in to Dine or Take your order to Go!

When is it:

February 24, March 3, March 10, March 17, March 24 (Feast of St. Josephs), March 31

Where is it:

Location: 2802 Cadiz St, San Diego CA 92110
4 pm to 7 pm



619-994-8676
Joe Fontana



torrea@san.rr.com



@Branch246 on Facebook



LIA DISI Meeting

PR Agenda

Friday, March 17, 2023

PITCHING

Recap

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

Upcoming Focus

- Marine Band Summer Concert (Long Leads)
- Summer Event Roundup (Long Leads)
- Green Business Roundup for Earth Day

BLOGS

Current

- Women-Owned Business Roundup

Upcoming

- Green Business Roundup

WRITING

Recap

- 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)
- San Diego Downtown News April | Earth Day

Marine Corps Trials 2/28

SECURED COVERAGE

- **3/4 secured print coverage in San Diego Union-Tribune**
 - Article highlighted the meal hosted by the Little Italy Association for the Wounded Warriors
- **3/4 secured online coverage on San Diego Union-Tribune**

- Article highlighted the meal hosted by the Little Italy Association for the Wounded Warriors
- **3/4 secured online coverage on News Break**
 - Syndicated San Diego Union-Tribune article highlighted the meal hosted by the Little Italy Association for the Wounded Warriors
- **3/4 secured online coverage on Local Today**
 - Syndicated San Diego Union-Tribune article highlighted the meal hosted by the Little Italy Association for the Wounded Warriors
- **3/4 secured online coverage on Head Topics US**
 - Syndicated San Diego Union-Tribune article highlighted the meal hosted by the Little Italy Association for the Wounded Warriors
- **2/28 secured broadcast coverage on CBS 8 (News Live at 5 p.m.)**
 - Segment highlighted the reception hosted by the Little Italy Association honoring wounded warriors
- **2/28 secured broadcast coverage on FOX 5 (Morning News at 7 a.m.)**
 - Segment highlighted the reception hosted by the Little Italy Association honoring wounded warriors

Other

SECURED COVERAGE

- **2/10 secured broadcast coverage on ABC 10 News (Midday at 11:30 a.m.)**
 - Segment highlighted the outdoor dining grants in Little Italy including an interview with Marco Li Mandi
- **2/10 secured radio coverage on KPBS Radio at 7:45 a.m.**
 - Radio segment highlighted the outdoor dining grants in Little Italy including an interview with Marco Li Mandi
- **2/10 secured broadcast coverage on ABC 10 (News This Morning at 5 a.m.)**
 - Segment highlighted the outdoor dining grants in Little Italy including an interview with Marco Li Mandi
- **2/9 secured broadcast coverage on ABC 10 (News at 7 p.m.)**
 - Segment highlighted the outdoor dining grants in Little Italy including an interview with Marco Li Mandi
- **2/9 secured broadcast coverage on KPBS (Evening Edition at 6:30 p.m.)**
 - Segment highlighted the outdoor dining grants in Little Italy including an interview with Marco Li Mandi
- **2/9 secured radio coverage on KPBS Radio at 6 p.m.**
 - Radio segment highlighted the outdoor dining grants in Little Italy including an interview with Marco Li Mandi
- **2/9 secured broadcast coverage on KPBS (Evening Edition at 5 p.m.)**
 - Segment highlighted the outdoor dining grants in Little Italy including an interview with Marco Li Mandi

Social Media

Highlights / Recap

- Gained 1,091 total new followers on all platforms
- Earned over 1.3M total impressions
- Garnered over 26K total engagements
- Created Facebook event page for Padres Italian Heritage Night

Upcoming

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

Analytics (Last 30 days as of March 6)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	792	90143	3964	163526
 Little Italy	279	93934	21921	1166409

- **TikTok**
 - Followers: 606 (+20)
 - Likes: **873** (+51)

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Mar 2, 2023 · Little Italy
It's with great sadness that we share the passing of Father Louis M. Solci...
 🗣️ Reach 7,286
 👤 Engaged users 397
 🖱️ Clicks 42
 🖱️ Other clicks 198



Feb 18, 2023 · Little Italy
This is how we celebrate #NationalDrinkWineDay! 🍷 🍷...
 🗣️ Reach 4,724
 👤 Engaged users 166
 🖱️ Clicks 33
 🖱️ Other clicks 35



Feb 22, 2023 · Little Italy
Today we honor Ash Wednesday, a Catholic holy day of prayer and...
 🗣️ Reach 4,451
 👤 Engaged users 198
 🖱️ Clicks 39
 🖱️ Other clicks 52

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Feb 27, 2023 · Little Italy San Diego
Take me out to the ball game 🎵 Join us for the San Diego Padres...
 🗣️ Reach 13,930
 💬 Comments 8
 ❤️ Likes 606
 💾 Saves 23
 📊 Engagement 637



Mar 2, 2023 · Little Italy San Diego
It's with great sadness that we share the passing of Father Louis M. Solci...
 🗣️ Reach 15,884
 💬 Comments 29
 ❤️ Likes 514
 💾 Saves 14
 📊 Engagement 557



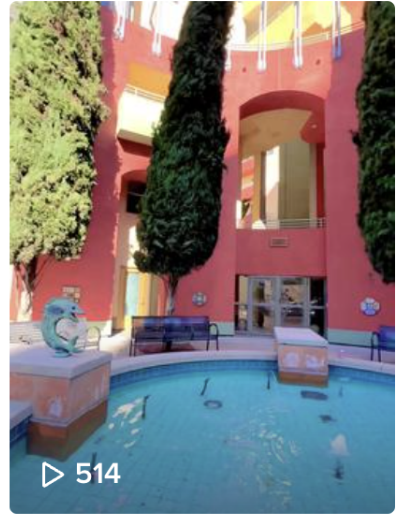
Feb 17, 2023 · Little Italy San Diego
This is your sign to go on a picnic this weekend 🍷 Tag a friend that you'd...
 🗣️ Reach 12,922
 💬 Comments 7
 ❤️ Likes 378
 💾 Saves 29
 📊 Engagement 454



It's easy to get hooked on ...



This is your sign to go on ...



Soak in vibrant architectur...