



**Little Italy Association of San Diego – DI&P Committee
Friday, November 15, 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/87466353958>
or call 1-669-900-6833 / Meeting ID: 874 6635 3958 / 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 October 18, 2024 Minutes

Action Item

P. 2-4

4. Confirmed Little Italy & Partner Events

- | | |
|--|-------------------|
| a. Little Italy Mercato / Brijet Myers | Every Sat. & Wed. |
| b. Little Italy State of the Neighborhood / Nick Angulo | Wrap-Up |
| c. Bella Vita Fest / Curt Brooker | Wrap-Up |
| d. Trick-or-Treat on India Street / Nick | Wrap-Up |
| e. Fleet Week Concert (Navy & Marine Bands) / Nick | Wrap-Up |
| f. Little Italy Tree Lighting & Christmas Village / Nick | Sat., 12/7 |

5. New Events, Promotions, Fundraising & Councils

- a. Olive Public Relations / Sydney Costales & Cree Jones

P. 5-9

6. Streetscape Improvements & Venues

- a. Little Italy Venues / Curt

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

8. Next Meeting: December 20, 2024 – Cancel?

Action Item

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 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 agendaized and do not count towards Committee quorum or are allowed to vote.

LITTLE ITALY ASSOCIATION OF SAN DIEGO



Little Italy Association of San Diego – DI&P Committee

Friday, November 15, 2024 at 9:00am

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Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/89745309384>

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Present: Lou Palestini, David Rodger, Perry Meyer, Curt Brooker, Brijet Myers, Kathi Meyer

Virtual: Jeri Keiller, Cree Jones

Staff: Christopher Gomez, Nick Angulo, Dianne T. Serna, Sydney Costales

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. Nothing to report	2. No action taken
3. Review of September 20, 2024, Minutes	3. The minutes from September 20, 2024, DI&P meeting were reviewed. Brijet Myers stated that Catt Fields White was not listed on the September attendance. Catt was present, the minutes will be amended.	3. David Rodger moved to approve the minutes with the amendment. Perry Meyer 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. Brijet reported that an unhoused citizen, Adam Yazzie, has returned to Little Italy and is causing issues with the vendors again. His previous stay away order is no longer	4.a. No action taken

	valid as the employee who filed is no longer employees with LIA.	
b. State of the Neighborhood Night/ Chris	4.b. Nick Angulo shared the State of the Neighborhood P&L, SD1 & 2. The total has not been updated to reflect the total profit for the event. This was a successful event bringing in a net profit of \$10,740.	4.b. No action taken
c. Bella Vita Fest/ Curt Brooker	4.c. Curt reported on the Bella Vita Fest. The event will take place on October 19 th and 20 th . This will be a Free Event highlighting 35 Chalk Artist. Only the wine section of this event will be fenced off.	4.c. No action taken
d. Trick-or-Treat on India Street	4.d. Nick reported on TOTUS. This event will take place on Sunday, October 27, 2024. LIA will be handing out maps for those who are participating in handing out candy. India street will be closed from Cedar to Grape. Nick shared that Batta Fulkerson and US Bank will be sponsoring the event.	4.d. No action taken
e. Fleet Week Concert (Navy & Marine Bands)/ Nick	4.e. Nick reported that the Navy & Marine Band will be performing at Piazza della Famiglia for Fleet Week on November 3 rd & 4 th , 2024 at 6:00pm.	4.e. No action taken
f. Little Italy tree Lighting & Christmas Village/ Nick	4.f. Nick reported that the Tree Lighting & Christmas Village will take place on December 7, 2024. Nick reported that the Marine Band will be the headliner for this event.	4.f. No action taken
5. New Events, Promotions, Fundraising & Councils		
a. Olive Public	5.a. Sydney Costales gave a PR.	5.a. No action taken

<p>Relations/ Sydney Costales & Cree Jones</p> <p>b. Little Italy Merchandise/ Chris</p> <p>c. Little Italy Tours x So Diego/ Chris</p>	<p>Cree Jones gave a Social Media update.</p> <p>5.b. Chris reported that Little Italy Merchandise is available for purchase on the Little Italy website.</p> <p>5.c. Chris reported that, So Diego went live October 1, 2024.</p> <p>We will promote the tours for Small Business Sean in November.</p>	<p>5.b. No action taken</p> <p>5.c. No action taken</p>
<p>6. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues/ Curt</p> <p>i. Females Maker's Market- Annual Contract</p> <p>ii. Stella Artois Activation & Banner Installation</p>	<p>6.a. Curt gave an update on Little Italy Venues.</p> <p>6.i. Curt reported on the Female Maker's Market, one-year contract.</p> <p>Curt reported that he is working with the Female Maker's Market to confirm dates. Rates have been approved and will be presented again at Finance.</p> <p>6.ii. Curt reported that he is working with Stella Artois for 2025 Activations.</p>	<p>6. No action taken</p> <p>6.i. No action taken</p> <p>6.ii. No action taken</p>
7. Old Business	7. Nothing to report.	7. No action taken
8. Adjournment	8. Meeting Adjourned	8. David Roger moved to adjourn the meeting. Brijet Myers seconded the motion. Unanimously approved.
9. Next Meeting	9. The next DI&P Meeting will take place on Friday, November 15, 2024, at 9:00am Little Italy Association Office-Conference Room	9. No action taken

Minutes taken by: Dianne T. Serna, Staff.



LIA DI&P Meeting PR and Social Report Friday, November 15, 2024

PITCHING

Recap

- Fleet Week Concert Series
- Small Business Season
- Little Italy Tree Lighting

Upcoming Focus

- Little Italy Tree Lighting Short Leads

WRITING

Recap

- San Diego Downtown News November
- Tree Lighting & Christmas Village (short leads)

Upcoming

- San Diego Downtown News December

Little Italy Tree Lighting Short Leads

SECURED COVERAGE

- **11/7 secured online coverage in La Jolla Mom**
 - Article mentioned Tree Lighting in a roundup of holiday events in San Diego
- **11/7 secured online coverage in Modern Luxury**
 - Article highlighted Little Italy Tree Lighting as one of the best holiday light displays in San Diego

SECURED OPPORTUNITY

- **11/7 secured opportunity with Gente Bonita Magazine**
 - Interview with Chris scheduled for 11/12
- **11/7 secured opportunity with FOX 5**
 - Interview with Chris scheduled for 12/6
- **11/7 secured opportunity with San Diego Union-Tribune**
 - Will be including tree lighting in their upcoming community events roundup

SECURED INTEREST

- **11/8 secured interest with KUSI**
 - Would like to schedule segment in coming weeks

Fleet Week Concert Series**SECURED COVERAGE**

- **11/4 secured online and print coverage on San Diego Union Tribune**
 - Article mentioned the concert series in a roundup of Veteran's Day events
- **11/4 secured broadcast and YouTube coverage on FOX 5**
 - 6 segments (Teaser at 8am, Segments at 4:30am, 5am, 8am, 9am) shared the details of the concert series, shared on YouTube
 - CBS 8 (News at 9:00 am)
 - CBS 8 (News at 8:00 am)
 - CBS 8 (News at 8:00 am) teaser
 - CBS 8 (News at 5:00 am)
 - CBS 8 (News at 4:30 am)
- **11/4 secured broadcast coverage on CBS 8**
 - 2 segments (6am & 2pm) shared details of the concert series
- **11/3 secured broadcast coverage on FOX 5 (News at 10:00 pm)**
 - Segment shared the details of the Fleet Week Concert Series
- **11/3 secured broadcast coverage on KUSI (News at 10:00 pm)**
 - Segment shared the details of the Fleet Week Concert Series
- **11/1 secured social coverage on @ashleyjacobstv**
 - 1 reel and story shared details about the Fleet Week Concert Series
- **11/1 secured online coverage on Times of San Diego**
 - Article mentioned concert series in a roundup of weekend events around San Diego
- **11/1 secured online coverage on SD News**
 - Article mentioned concert series in a roundup of events around San Diego
- **10/31 secured social media coverage with @ashleyjacobstv**
 - 1 reel and story sharing details of the Fleet Week Concert Series
- **10/31 secured online and newsletter coverage with There San Diego**
 - Article shared details of the concert series
- **10/30 secured online and syndicated coverage with San Diego Union-Tribune**
 - Article mentioned concert series in a roundup of weekend events
 - Syndicated on Fresno Bee, San Luis Obispo Tribune, and Merced Sun-Star
- **10/30 secured print coverage with San Diego Reader**
 - Mentioned concert series in a roundup of upcoming concerts
- **10/28 secured online, broadcast, and YouTube coverage with NBC 7**
 - Segment shared details of the concert series in an interview with Chris Gomez
 - NBC 7 (News at 11:00am)
- **10/24 secured online and syndicated coverage with San Diego Union Tribune**
 - Article mentioned event in a roundup of community events
 - Syndicated on Merced Sun-Star, Fresno Bee, Modesto Bee, and San Luis Obispo Tribune
- **10/17 secured broadcast and online coverage with FOX 5**
 - Segment shared details of the concert series in an interview with Chris Gomez
 - FOX 5 (News at 7:00pm)

- FOX 5 (News at 7:00pm) - teaser
- **10/16 secured newsletter coverage with DoSD**
 - Newsletter mentioned Fleet Week Concert series

SECURED OPPORTUNITY

- **10/16 secured opportunity with FOX 5**
 - Segment scheduled for 10/31, will air on 11/7 on the Localist

SECURED INTEREST

- **10/29 secured interest with FOX 5**
 - Requested additional images for event

Little Italy x So Diego Tours

SECURED COVERAGE

- **10/25 secured online coverage with There San Diego**
 - Article mentioned event in a roundup of weekend events

SECURED OPPORTUNITY

- **10/25 secured online and print opportunity with Gente Bonita**
 - Will be attending food tour and will include in upcoming article

Trick or Treat on India Street

SECURED COVERAGE

- **10/27 secured broadcast coverage with ABC 10**
 - Segment shared details of Trick-or-Treat on India Street
 - ABC 10 (News at 5:00am)
 - ABC 10 (News at 6:00am)
- **10/27 secured broadcast coverage with ABC 10**
 - Segment shared details of Trick-or-Treat on India Street
 - ABC 10 (News at 1:00am)
 - ABC 10 (News at 11:00pm)
- **10/26 secured broadcast coverage with ABC 10**
 - Segment shared details of Trick-or-Treat on India Street
 - ABC 10 (News at 11:00pm)
- **10/25 secured online coverage with Times of San Diego**
 - Article mentioned event in a roundup of weekend events
- **10/25 secured newsletter coverage with SoCal Pulse**
 - Newsletter mentioned Trick-or-Treat on India Street in a roundup of weekend events
- **10/25 secured broadcast and online coverage with NBC 7**
 - Segment shared the details of Trick-or-Treat on India Street in an interview with Chris Gomez and Barks and Crafts
 - NBC 7 (News at 11:00am)
- **10/24 secured broadcast coverage with KUSI**
 - Segment shared details of the event in an interview with Chris Gomez and Sam The Cooking Guy of Basta

- KUSI (News at 9:00am)
 - KUSI (News at 9:00am) - teaser
- **10/23 secured online coverage with SoCal Pulse**
 - Article mentioned event in a roundup of weekend events
- **10/23 secured broadcast coverage with FOX 5**
 - Segment shared the details of the event in an interview with Chris Gomez
 - FOX 5 (News at 7:00pm)
 - FOX 5 (News at 7:00pm) - teaser
- **10/22 secured online coverage with San Diego Magazine**
 - Article mentioned event in a roundup of weekend events
- **10/22 secured online and syndicated coverage with San Diego Union-Tribune**
 - Article mentioned event in a roundup of weekend events
 - Syndicated on Modesto Bee and San Luis Obispo Tribune
- **10/21 secured online coverage with Modern Luxury**
 - Article mentioned event in a roundup of Halloween events
- **10/16 secured online coverage with SD News**
 - Article mentioned details of Trick-or-Treat on India Street in a roundup of Halloween events
- **10/16 secured broadcast and online coverage with CBS 8**
 - Shared details of Trick or Treat on India Street and interviewed vendors
 - CBS 8 (News at 8:00am)
 - CBS 8 (News at 8:00am) - teaser
 - CBS 8 (News at 7:00am)
 - CBS 8 (News at 7:00am) - teaser
 - CBS 8 (News at 6:00am) - teaser
- **10/16 secured online and syndicated coverage with FOX 5/KUSI**
 - Article mentioned Trick or Treat on India Street in a roundup of Halloween events
 - Syndicated on Yahoo Lifestyle and AOL
- **10/15 secured online coverage with There San Diego**
 - Article shared details of Trick-or-Treat on India Street
- **10/15 secured online coverage with There San Diego**
 - Article mentioned Trick or Treat on India Street in a roundup of Halloween events
- **10/14 secured online coverage NBC 7 San Diego**
 - Article mentioned Trick or Treat on India Street in a roundup of Halloween events

Social Media

Highlights / Recap

- Gained 1,438 total new followers (655 net)
- Earned 618K impressions
- Garnered 8K engagements (37% increase)
- Promoted Fleet Week Concert Series
- Promoted Trick-or-Treat on India Street
- Currently promoting Tree Lighting and Small Business Season

Top content - Little Italy San Diego, Instagram (Based on engagement)

Best performing content published during the selected period.



Oct 27, 2024

Another wickedly fun Trick-or-Treat on India Street 🍬👻 #LittleItalySD

Reach	7,863
Comments	14
Likes	768
Saves	17
Engagement	868
Engagement rate per reach	11%
Engagement rate per impression	10.7%



Nov 7, 2024

🌟 Mark your calendars 🌟 On December 7th, Little Italy will light ...

Reach	5,345
Comments	5
Likes	461
Saves	55
Engagement	732
Engagement rate per reach	13.7%
Engagement rate per impression	12.7%



Oct 15, 2024

🌟 GIVEAWAY 🌟 Ready for the ultimate fall staycation? We've...

Reach	5,121
Comments	418
Likes	172
Saves	12
Engagement	624
Engagement rate per reach	12.2%
Engagement rate per impression	8.9%

Top content - Little Italy, Facebook (Based on reach)

Best performing content published during the selected period.



Oct 9, 2024

Game day plans? 🏆 Pre-game pasta, post-game drinks, or catch t...

Reach	2,531
Engagement	64
Clicks	3
Other clicks	6
Engagement rate per reach	2.5%
Engagement rate per impression	2.4%



Oct 31, 2024

Wishing you a spook-tacular Halloween! 🍎👻 May your day be f...

Reach	2,504
Engagement	101
Clicks	17
Other clicks	24
Engagement rate per reach	4%
Engagement rate per impression	4%



Nov 7, 2024

🌟 Mark your calendars 🌟 On December 7th, Little Italy will light ...

Reach	1,996
Engagement	125
Clicks	47
Other clicks	24
Engagement rate per reach	6.3%
Engagement rate per impression	6.3%