



Little Italy Association of San Diego – DI&P Committee

Friday, June 17, 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

1. Zoom Meeting Protocol & Introductions / Perry Meyer, Chair

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 the topic being discussed.

2. Continuing Virtual Meetings Pursuant to AB 361

Action Item

P. 3

Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. Non-Agenda: Public Comment & Announcements

4. Approval of May 6, 2022 Minutes

Action Item

P. 4-7

5. Confirmed Events

- | | |
|--|---------------------------|
| a. Little Italy Mercato & Wednesday Market | Every Sat. & Wed. |
| b. ArtWalk Summer Series | Multiple Days |
| c. Taste of Little Italy | Tue. & Wed.,
6/21 & 22 |
| d. Little Italy Summer Film Festival | Multiple Dates |
| e. San Diego Padres Italian Heritage | Fri., 7/29 |
| f. Marine Band San Diego Summer Concert | Sat., 7/30 |

6. New Events, Promotions, Fundraising & Councils

- Little Italy State of the Neighborhood – 9/22
- Olive Creative Strategies / Larisa Medina
- Little Italy Experiences & Tours – Update
- 2022 Lifestyle Photoshoot – Update
- Little Italy Casino Night Task Force – Update
- Hospitality Task Force – Update

Action Item

P. 8-14

7. Streetscape Improvements & Venues

- Little Italy Venues
- Bella Donnas – Update

8. Chief Executive Administrator Report

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 / LinkedIn: LittleItalySD ■ #LittleItalySD

9. Other

10. 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. FuseEvents Proposal: Italian Heritage Concert Series
- b. Public Art Task Force
- c. Donor Opportunities Guide
- d. Piazzas & Quasi-Public/Public Spaces
- e. Little Italy Restaurant, Retail & Hotel Councils
- f. Little Italy State of the Neighborhood

11. Adjournment

Action Item

12. Next Meeting: First Friday of the Month at 9:00am via Zoom
 Zoom Link: <https://us02web.zoom.us/j/83003333549>
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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 / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview

9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) it is meeting during a proclaimed state of emergency AND
- 2) either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

Thereafter, at least every 30 days the body must make the following findings by majority vote:

- (A) The legislative body has reconsidered the circumstances of the state of emergency.
- (B) Any of the following circumstances exist:
 - (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
 - (ii) State or local officials continue to impose or recommend measures to promote social distancing

Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



Little Italy Association of San Diego – DISI Committee

Friday, May 6, 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 Mocer, Steve Galasso, Lou Palestini, Perry Meyer, Kathi Meyer, Jacob Rocha

Staff Christopher Gomez, Dianne Serna De Leon, Larisa Medina, 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. Chris Gomez went over the Zoom Meeting Protocol.	No action taken
2. Continuing Virtual Meetings Pursuant to AB361	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 Mocer moved to accept the vote to continue meeting via Zoom. Perry Meyer seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Nothing to report	3. No action taken
4. Approval of April 8, 2022, minutes.	The minutes from April 8, 2022, were reviewed.	4. Steve Galasso moved to accept the Minutes. Danny Mocer seconded the motion. Unanimously approved.
5. Confirmed Events		

a. Little Italy Mercato & Wednesday Market	5.a. Alicia Douglas gave an update on the Little Italy Mercato and Saturday Market.	5.a. No action taken
b. Remedy Rx Red Cross Blood Drive	5.b. Chris reported that the Remedy Rx Blood Drive goal was to raise 18 units. The event was a success, with a total of 60 units donated. Chris thanked Zuccherò's, Nonna's & Pappalecco's for their donations to the participants.	5.b. No action taken
c. Mission Federal ArtWalk	5.c. Jacob Rocha gave a recap on Mission Federal ArtWalk. Jacob thanked everyone for their help with the event. Jacob apologized for the delay in the cleanup, however, it was taken care of, and the event was a success.	5.c. No action taken
d. Taste of Little Italy	5.d. Jacob reported that the Taste of Little Italy will take place on July 21 and July 22, 2022. Over 20 restaurants have already confirmed. Jacob shared that the new restaurant, Coco Maya is also interested in participating.	5.d. No action taken
e. San Diego Padres Italian heritage	5.e. Chris reported that the San Diego Padres Italian Heritage night will take place on July 29, 2022. The first pitch will be at 6:40pm.	5.e. No action taken
f. Marine Band San Diego Summer Concert	5.f. Chris reported that the Marine Band SD Summer Concert will take place on July 30, 2022. Chris thanked Steve Galasso for the \$2,500 sponsorship from US Bank.	5.f. No action taken

<p>6. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage recap</p> <p>b. Change DISI to District Identity & Placemaking Committee</p> <p>c. Change meeting date to 3rd Friday of the Month</p> <p>d. 2022 Lifestyle Photoshoot</p>	<p>6.a. Larisa Medina gave an update on Olive Creative Strategies.</p> <p>6.i. Cree Jones gave a coverage recap on social media coverage.</p> <p>6.b. Chris asked the committee for approval to change the name of the DISI committee to District Identity & Placemaking (DI&P).</p> <p>6.c. Chris asked the committee for approval to change the meeting date to the 3rd Friday of the month moving forward.</p> <p>6.d. Chris reported that the Lifestyle photoshoot will cost \$4,865.</p> <p>Steve Galasso suggested we pay half of the total this Fiscal Year and the other half, next Fiscal Year.</p> <p>Steve also asked if we could look for less expensive models so we can save money on the total.</p>	<p>6.a. No action taken</p> <p>6.i. No action taken</p> <p>6.b. Steve Galasso moved to approve the name change. Danny Mocerì seconded the motion. Unanimously approved.</p> <p>6.c. Steve Galasso moved to approve the date change. Perry Meyer seconded the motion. Unanimously approved.</p> <p>6.d. Steve Galasso moved to approve the Lifestyle Photoshoot with his suggestions. Danny Mocerì seconded the motion. Unanimously approved.</p>
<p>7. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues</p> <p>b. Piazza Giannini Bronze Work</p>	<p>7.a. Jacob Rocha asked to table this item as Curt Brooker was not present for the meeting.</p> <p>7.b. Chris reported that the water and corrosion work on the Bronze at Piazza Gianni is finished.</p>	<p>7.a. No action taken</p> <p>7.b. No action taken</p>
<p>8. Chief Executive</p>	<p>8. Nothing to report.</p>	<p>8. No action taken</p>

Administrator Report		
9. Other	9. Nothing to report.	9. No action taken
10. Old Business	10. Nothing to report.	10. No action taken
11. Adjournment	11. Meeting Adjourned.	11. Meeting Adjourned
12. Next Meeting	12. The Next Meeting will be on Friday, June 17, 2022, Friday of the month at 9:00 a.m., via Zoom.	12. No action taken

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



LIA DI&P Meeting

PR Agenda

Friday, May 6, 2022

PITCHING

Recap

- Celebrating Mother's Day in Little Italy (Short Leads)
- Summer Events Roundup - Taste of Little Italy, Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival, Little Italy Mercato (Long Leads)
- Taste of Little Italy (Long Leads)

Upcoming Focus

- Taste of Little Italy (Short Leads)
- Summer Events Roundup - Summer ArtWalk Series, Marine Band Summer Concert, Italian Film Festival (Short Leads)
- Celebrating Father's Day in Little Italy (Short Leads)
- Top 10 Things to do in Little Italy This Summer (National)

BLOGS

Current

- Celebrating Mother's Day in Little Italy

Upcoming

- Highlighting Taste of Little Italy

WRITING

Recap

- Celebrating Mother's Day in Little Italy
- Top 10 Things to do in Little Italy This Summer (National)
- May Blog #1 | Celebrating Mother's Day in Little Italy
- San Diego Downtown News May | Mother's Day in Little Italy
- Board Agenda for June
- Little Italy Tours & Experiences Web Copy

Upcoming

- Celebrating Father's Day in Little Italy
- Taste of Little Italy (Short Leads)
- June Blog #1 | Highlighting Taste of Little Italy
- San Diego Downtown News June | Taste of Little Italy
- DISI Agenda for June

- Board Agenda for July

Summer Events Roundup (Marine Band Summer Concert, ArtWalk Little Italy Summer Series, Little Italy Mercato, Little Italy Summer Film Festival)

SECURED COVERAGE

- **6/13 secured broadcast coverage in ABC 10 (10News This Morning at 4:30am)**
 - Weekend news mentioned the beginning of this year's ArtWalk Little Italy Summer Series and included event info, times and what attendees can expect at the event
- **6/12 secured broadcast coverage in ABC 10 (Sports XTRA 11:30pm)**
 - Weekend news mentioned the beginning of this year's ArtWalk Little Italy Summer Series and included event info, times and what attendees can expect at the event
- **6/12 secured broadcast coverage in KUSI (Good Morning San Diego, Weekend at 9am)**
 - Weekend news mentioned the beginning of this year's ArtWalk Little Italy Summer Series and included event info, times and what attendees can expect at the event
- **6/10 secured broadcast coverage in FOX 5 (Morning News at 9am)**
 - Geena's weekend roundup segment highlighted the ArtWalk Little Italy Summer Series as a must-visit event during the summer, running now through end of July
- **6/10 secured online coverage in Patch (Encinitas)**
 - Article included ArtWalk Little Italy Summer Series in weekend event roundup
- **6/10 secured online coverage in Flipboard**
 - Syndicated Patch (Encinitas) article included ArtWalk Little Italy Summer Series in weekend event roundup
- **6/9 secured online coverage in Times of San Diego**
 - Article included ArtWalk Little Italy Summer Series in weekend event roundup
- **6/9 secured online coverage in News Break**
 - Syndicated Times of San Diego article included ArtWalk Little Italy Summer Series in weekend event roundup
- **6/8 secured online coverage in ABC 10**
 - Article included ArtWalk Little Italy Summer Series in weekend event roundup
- **6/8 secured online coverage in News Break**
 - Syndicated ABC 10 article included ArtWalk Little Italy Summer Series in weekend event roundup
- **6/8 secured online coverage in Thrillist**
 - Article included ArtWalk Little Italy Summer Series in weekend event roundup
- **6/1 secured online coverage in San Diego Tourism Authority**
 - Article titled "What's New in San Diego - Summer 2022" highlighted ArtWalk Little Italy Summer Series and where attendees can purchase tickets
- **5/16 secured online coverage in Thrillist**
 - Article included Little Italy Summer Film Festival and Marine Band Summer Concert in summer event roundup

Taste of Little Italy 6/21 & 6/22 Long Leads

SECURED COVERAGE

- **6/12 secured online coverage in San Diego Reader**
 - Article highlighted Taste of Little Italy as one of the featured events within the next two weeks. This article included information regarding the event, what attendees can expect and where to purchase tickets
- **6/8 secured print coverage in North County Sun**
 - Summer 2022 issue included Taste of Little Italy as a must-visit event for the summer

- **6/8 secured online coverage in North County Sun**
 - Summer 2022 issue included Taste of Little Italy as a must-visit event for the summer
- **6/6 secured online coverage in We The Italians**
 - Article highlighted Taste of Little Italy, what attendees can expect and where to purchase tickets
- **6/1 secured online coverage in San Diego Tourism Authority**
 - Article titled "What's New in San Diego - Summer 2022" highlighted Taste of Little Italy and where attendees can purchase tickets
- **6/1 secured online coverage in San Diego Magazine**
 - June event roundup included Taste of Little Italy as a must-attend and included the link to the event page where attendees can see the participating restaurants and purchase tickets
- **6/1 secured online coverage in Flipboard**
 - Syndicated San Diego Magazine June event roundup included Taste of Little Italy as a must-attend and included the link to the event page where attendees can see the participating restaurants and purchase tickets
- **6/1 secured print coverage in San Diego Family**
 - June/July issue included Taste of Little Italy as a family-friendly event to attend in the month of June
- **6/1 secured print coverage in Presidio Sentinel**
 - Article included Taste of Little Italy as a must-visit event along with information on the event and where attendees can purchase tickets
- **6/1 secured online coverage in Presidio Sentinel**
 - Article included Taste of Little Italy as a must-visit event along with information on the event and where attendees can purchase tickets
- **6/1 secured print coverage in News Break**
 - Article included Taste of Little Italy as a must-visit event along with information on the event and where attendees can purchase tickets
- **6/1 secured print coverage in Daily Advent**
 - Article included Taste of Little Italy as a must-visit event along with information on the event and where attendees can purchase tickets
- **5/23 secured print coverage in Modern Luxury SD**
 - June issue included Taste of Little Italy under events section
- **5/23 secured online coverage in Modern Luxury SD**
 - June issue included Taste of Little Italy under events section
- **5/16 secured online coverage in SD News**
 - Weekly briefing announced Taste of Little Italy as an upcoming event, which restaurants are confirmed so far and where attendees can purchase tickets
- **5/13 secured online coverage in THERE San Diego**
 - Article included detailed information on the event, some of the participating restaurants, and where attendees can purchase tickets

SECURED OPPORTUNITY

- **San Diego Union-Tribune | The Dish**
 - Confirmed event inclusion in Pam Kragen's food column, *The Dish*. Broadcast and online.
- **ABC 10**
 - Confirmed segment with Filippi's focusing on them and their story and mentioning their participating in Taste of Little Italy this year. Called Harriett 6/8, waiting for response. Segment would be live 6/21. Broadcast and online.

- **CBS 8**
 - Live in-studio segment highlighting 3 restaurants participating and spokesperson on 6/15. Civico 1845, Allegro and TBD confirmed. Broadcast and online.
- **Lighthouse Magazine**
 - Confirmed event inclusion in June issue. Print.
- **FOX 5**
 - Live in-person segment in the Piazza della Famiglia highlighting what attendees can expect at the event. Will include an interview with Chris Gomez and Sam the Cooking Guy to highlight the offerings for Graze by Sam and Samsburgers. Broadcast.

SECURED INTEREST

- **NBC 7**
 - Interested in live segment in the Piazza morning of 21st. Waiting to hear back from producer on times and details
- **KUSI**
 - Weekend segments didn't work out. Producer pitching features' reporter for piece of Taste

Other

SECURED COVERAGE

- **6/4 secured print coverage in San Diego Downtown News**
 - Chris Gomez' contributed article highlighted Taste of Little Italy, participating restaurants and their offerings, as well as where attendees can purchase tickets
- **6/4 secured online coverage in San Diego Downtown News**
 - Chris Gomez' contributed article highlighted Taste of Little Italy, participating restaurants and their offerings, as well as where attendees can purchase tickets
- **6/4 secured online coverage in News Break**
 - Syndicated San Diego Downtown News' contributed article from Chris Gomez highlighted Taste of Little Italy, participating restaurants and their offerings, as well as where attendees can purchase tickets
- **6/1 secured broadcast coverage in CBS 8**
 - Segment included information regarding the new Spaces as Places program live from Little Italy
- **5/6 secured print coverage in San Diego Downtown News**
 - Chris Gomez' contributed article highlighted the best ways to celebrate Mother's Day in the neighborhood
- **5/6 secured online coverage in San Diego Downtown News**
 - Chris Gomez' contributed article highlighted the best ways to celebrate Mother's Day in the neighborhood

Social Media Statistics

Highlights / Recap

- Gained 1,750 total new followers on all platforms
- Earned over 2.2M total impressions
- Garnered over 26K total engagements

Upcoming

- Creating original Reels / TikTok videos

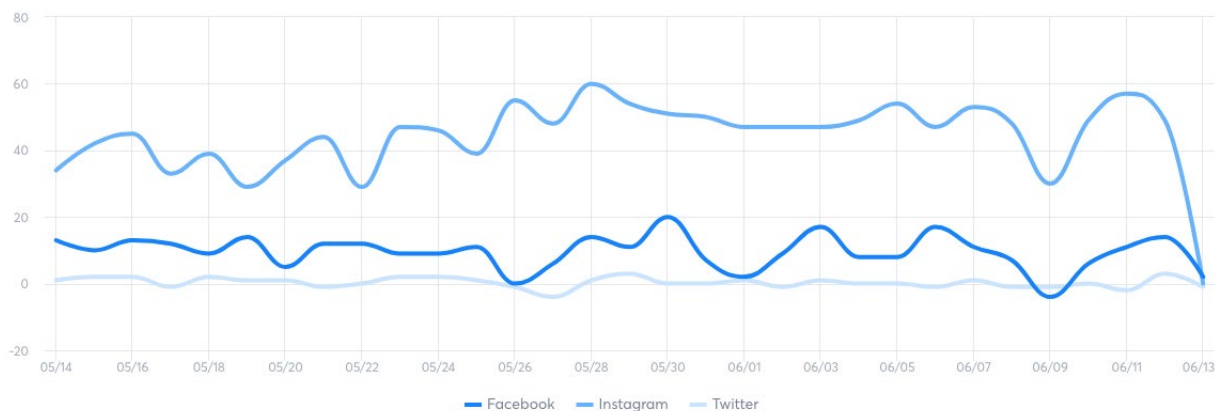
- Promoting Padres Italian Heritage Night event

Analytics (May 14 - June 14)

Audience growth

Aggregated

Number of fans/followers gained during the selected period



Facebook	295
Instagram	1,359
Twitter	10
New Fans/Followers	1,664



The total audience is

188,827 Fans

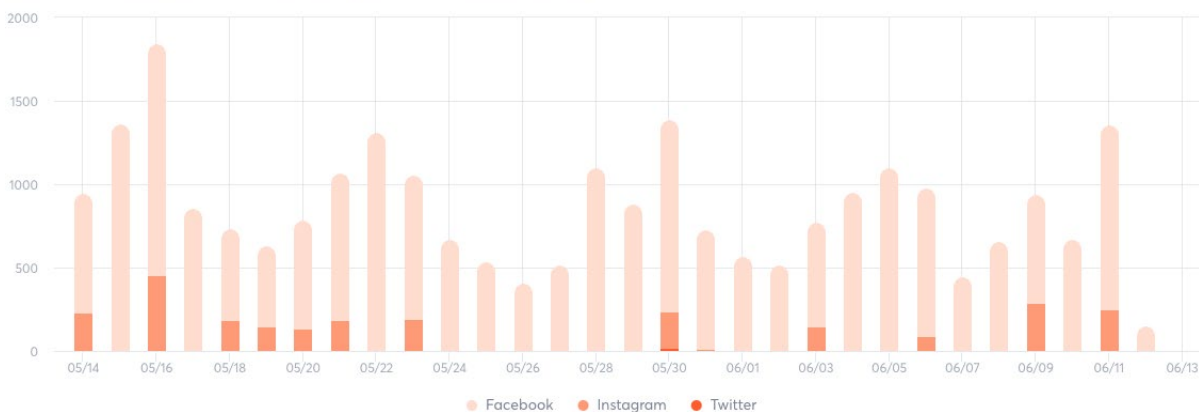
representing a variation of **+ 0.7%**
compared to Apr 13, 2022 - May 13, 2022

● TikTok

- Followers: **241** (+86)
- Likes: **309**

Engagement Aggregated

Number of audience's interactions with your social profiles during the selected period



Facebook	23,513
Instagram	2,552
Twitter	35
Total interactions	26,100

The total engagement is
26,100 interactions
 representing a variation of **-37.2%**
 compared to **Apr 13, 2022 - May 13, 2022**

Impressions Aggregated

Number of times content of your social profiles has been viewed during the selected period



Facebook	2,130,662
Instagram	137,213
Total impressions	2,267,875

The total number of impressions are
2,267,875
 representing a variation of **-25.2%**
 compared to **Apr 13, 2022 - May 13, 2022**

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



May 23, 2022 · Little Italy

Don't miss out on your chance to enjoy bites and sips from your favori...

🔊 Reach	7,236
📊 Engaged users	251
👁️ Clicks	63
👁️ Other clicks	100



May 30, 2022 · Little Italy

Today we honor the brave men and women who have made the ultimate...

🔊 Reach	7,155
📊 Engaged users	227
👁️ Clicks	9
👁️ Other clicks	35



May 16, 2022 · Little Italy

You can't beat these #LittleItalySD sunsets! 🌅 @savvyjane00

🔊 Reach	6,470
📊 Engaged users	189
👁️ Clicks	20
👁️ Other clicks	45

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



May 16, 2022 · Little Italy San Diego

You can't beat these #LittleItalySD sunsets! 🌅 @savvyjane00...

🔊 Reach	6,568
💬 Comments	9
❤️ Likes	440
💾 Saves	10
📊 Engagement	459



Jun 9, 2022 · Little Italy San Diego

Batter up! ⚾ Join us for the San Diego Padres Italian Heritage Night on Jul...

🔊 Reach	7,361
💬 Comments	0
❤️ Likes	272
💾 Saves	7
📊 Engagement	279



Jun 11, 2022 · Little Italy San Diego

We ❤️ our furry friends! From the dog park to pet shops and the Amici Pet...

🔊 Reach	4,902
💬 Comments	4
❤️ Likes	243
💾 Saves	3
📊 Engagement	250

Top content - Twitter (Based on engagement)

Best performing content published during the selected period.



May 30, 2022 · Little Italy SD

Today we honor the brave men and women who have made the ultimate...

❤️ Likes	18
🔄 Retweets	3
📊 Engagement	21



Jun 9, 2022 · Little Italy SD

Batter up! ⚾ Join us for the San Diego Padres Italian Heritage Night on Jul...

❤️ Likes	5
🔄 Retweets	1
📊 Engagement	6



Jun 3, 2022 · Little Italy SD

Taste of Little Italy is just a few short weeks away! 🍷 Enjoy delicious sips ...

❤️ Likes	5
🔄 Retweets	0
📊 Engagement	5