



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

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 April 8, 2022 Minutes

Action Item

P. 4-6

5. Confirmed Events

- | | |
|--|---------------------------|
| a. Little Italy Mercato & Wednesday Market | Every Sat. & Wed. |
| b. RemedyRX Red Cross Blood Drive | Wrap-Up |
| c. Mission Federal ArtWalk | Wrap-Up |
| d. Taste of Little Italy | Tue. & Wed.,
6/21 & 22 |
| 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

- | | | |
|---|--------------------|-----------------|
| a. Olive Creative Strategies | | |
| i. Coverage Recap | | P. 7-11 |
| b. Change DISI to District Identity & Placemaking Committee | <i>Action Item</i> | |
| c. Change meeting date to 3rd Friday of the Month | <i>Action Item</i> | |
| d. 2022 Lifestyle Photoshoot | <i>Action Item</i> | P. 12-14 |
| e. Little Italy Casino Night Task Force – Update | | |

7. Streetscape Improvements & Venues

- a. Little Italy Venues
- b. Piazza Giannini Bronze Work – 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. San Diego Hospitality Associates Tours
- b. FuseEvents Proposal: Italian Heritage Concert Series
- c. Public Art Task Force
- d. Donor Opportunities Guide
- e. Piazzas & Quasi-Public/Public Spaces
- f. Little Italy Restaurant, Retail & Hotel Councils
- g. 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>
or call 1-669-900-6833 / Meeting ID: 830 0333 3549
Password: 3898

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, April 8, 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 Mocerri, Davis Newton, Steve Galasso, Lou Palestini, Curt Brooker, Susan Ranft, Perry Meyer, Kathi Meyer, Jeri Keiller, Steve Galasso, Melanie Dellas

Guests: Seth Groce, Dan Anderson (iSwirl Technologies)

Staff: Christopher Gomez, Dianne Serna De Leon, Larisa Medina

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 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 Mocerri moved to accept the vote to continue meeting via Zoom. Jeri Keiller seconded the motion. Unanimously approved.
3. Non-Agenda: Public Comment & Announcements	3. Nothing to report	3. No action taken
4. Approval of March 4, 2022, minutes.	The minutes from March 4, 2022, were reviewed.	4. Perry Meyer moved to accept the Minutes. Danny Mocerri seconded the motion. Unanimously approved.

<p>5. Confirmed Events</p> <p>a. Little Italy Mercato & Wednesday Market</p> <p>b. Remedy Rx Red Cross Blood Drive</p> <p>c. Mission Federal ArtWalk</p>	<p>5.a. No update</p> <p>5.b. Chris reported that the Remedy Rx Blood Drive will take place on Saturday, April 16, 2022, from 10:00am-4:00pm.</p> <p>When you donate blood, you will receive a free cannoli from Zuccherò's.</p> <p>5.c. Curt Brooker reported that Mission Federal ArtWalk will take place on April 30th from 11:00am-6:00pm and May 1, 2022, from 10:00am to 5:00pm.</p> <p>The street closure map can be found on page 9.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p>
<p>6. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage recap</p> <p>b. iSwirl Technologies Presentation & Proposal</p> <p>c. LittleItalySD Trademark-\$750</p>	<p>6.a. Larisa Medina gave an update on Olive Creative Strategies.</p> <p>6.i. Larisa gave a coverage recap on social media coverage.</p> <p>6.b. Seth Groce and Dan Anderson from iSwirl Technologies gave a presentation on the Tigers Share point system. It's a business endorsement program where 25% of the revenues will go to the Little Italy Association.</p> <p>6.c. Chris reported that it will cost \$750 to trademark LittleItalySD or Little Italy San Diego.</p>	<p>6.a. No action taken</p> <p>6.i. No action taken</p> <p>6.b. No action taken</p> <p>6.c. Danny Mocerì moved to approve the cost of the trademark. Davis Newton 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>c. Ben Hur Advertising</p>	<p>7.a. Curt stated that Little Italy Venues has a corporate event coming up on May 2, 2022.</p> <p>7.b. Chris reported that 2 bronze plates will be purchased from the Public Art grant to protect the Bronze Bust at Piazza Giannini.</p> <p>7.c. Chris reported that LIA will not be taking part in the advertising over the Ben Hur mural, located at 800 West Ivy St. at this time. Currently, the building owner has not been contacted regarding the advertising.</p>	<p>7.a. No action taken</p> <p>7.b. No action taken</p> <p>7.c. No action taken</p>
<p>8. Chief Executive Administrator Report</p>	<p>8. Nothing to report</p>	<p>8. No action taken</p>
<p>9. Other</p>	<p>9. Larisa shared that a gentleman in an inflatable boat set sail in October of 2020 from Palermo. He will be arriving in San Diego (Shelter Island), on April 23, 2022.</p> <p>Larisa will continue dialogue with his publicist to plan something in Little Italy.</p> <p>Lou Palestini shared that there will be 25 Italian students coming to Little Italy at the end of May.</p>	<p>9. No action taken</p>
<p>10. Old Business</p>	<p>10. Davis Newton shared that there will be a Casino Night meeting in the Vici Lobby on May 4, 2022, at 5:00pm.</p>	<p>10. No action taken</p>
<p>11. Adjournment</p>	<p>11. Meeting Adjourned.</p>	<p>11. Meeting Adjourned</p>
<p>12. Next Meeting</p>	<p>12. The Next Meeting will be on Friday, May 6, 2022, Friday of the month at 9:00 a.m., via Zoom.</p>	<p>12. No action taken</p>

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



LIA DISI Meeting PR Agenda Friday, May 6, 2022

PITCHING

Recap

- Celebrating Easter in Little Italy
- RemedyRX Blood Drive (Short Leads)

Upcoming Focus

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

BLOGS

Current

- Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk

Upcoming

- Celebrating Mother's Day in Little Italy

WRITING

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, SD Padres Italian Heritage Nights, Al Fresco Dining, Little Italy Wednesday & Saturday Mercato (Long Leads)
- April Blog #1 | Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk
- San Diego Downtown News April | Little Italy Neighborhood Blood Drive & Mission Fed ArtWalk

Upcoming

- 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

Little Italy Neighborhood Blood Drive

SECURED COVERAGE

- 4/16 secured broadcast coverage in ABC 10 (10News This Morning at 8am Saturday)

- Segment included an interview with Chris Gomez regarding the Little Italy Neighborhood Blood Drive and how people can sign up to donate
- **4/16 secured broadcast coverage in KUSI (Good Morning San Diego Weekend at 8am)**
 - Segment included an interview with April Segal regarding the Little Italy Neighborhood Blood Drive and how people can sign up to donate
- **4/16 secured broadcast coverage in KUSI (Good Morning San Diego Weekend at 7am)**
 - Segment included an interview with April Segal regarding the Little Italy Neighborhood Blood Drive and how people can sign up to donate
- **4/15 secured online coverage in Yahoo!**
 - Syndicated Easter roundup weekend events included the Little Italy Neighborhood Blood Drive. Article was syndicated across 56 Southern California markets
- **4/15 secured online coverage in MSN**
 - Syndicated Easter roundup weekend events included the Little Italy Neighborhood Blood Drive. Article was syndicated across 56 Southern California markets
- **4/15 secured online coverage in Patch (Encinitas)**
 - Easter roundup weekend events included the Little Italy Neighborhood Blood Drive. Article was syndicated across 56 Southern California markets
- **4/15 secured online coverage in HeadTopics**
 - Syndicated KUSI article included interview with April Segal regarding the Little Italy Neighborhood Blood Drive and how people can sign up to donate
- **4/15 secured online coverage in KUSI**
 - Article included interview with April Segal regarding the Little Italy Neighborhood Blood Drive and how people can sign up to donate
- **4/15 secured broadcast coverage in KUSI (News at Ten)**
 - Segment included an interview with April Segal regarding the Little Italy Neighborhood Blood Drive and how people can sign up to donate
- **4/15 secured broadcast coverage in KUSI (Good Evening San Diego at 4pm)**
 - Segment included an interview with April Segal regarding the Little Italy Neighborhood Blood Drive and how people can sign up to donate
- **4/15 secured online coverage in News Break**
 - Syndicated KPBS article included details regarding the blood drive and where donors can sign up ahead of time
- **4/15 secured online coverage in KPBS**
 - Article included details regarding the blood drive and where donors can sign up ahead of time
- **4/12 secured online coverage in Chula Vista Today**
 - Article included details regarding the blood drive and where donors can sign up ahead of time
- **4/11 secured online coverage in Patch San Diego**
 - Article on events to attend this week included the Little Italy Neighborhood Blood Drive
- **4/11 secured online coverage in Patch San Diego**
 - Article listed blood drives in San Diego county to attend during National Minority Health Month and included the Little Italy Neighborhood Blood Drive

Other

SECURED COVERAGE

- **4/8 secured online coverage in Telemundo 20**

- Article included information on the Little Italy Association's partnership with the San Diego Rescue Mission and included interviews with Carla Vanegas and interview bites from Marco Li Mandri
- **4/8 secured broadcast coverage in Telemundo 20 (Noticiero a las 6pm)**
 - Segment focused on the Little Italy Association's partnership with the San Diego Rescue Mission and included interviews with Carla Vanegas and interview bites from Marco Li Mandri
- **4/8 secured broadcast coverage in Telemundo 20 (Noticiero a las 5pm)**
 - Segment focused on the Little Italy Association's partnership with the San Diego Rescue Mission and included interviews with Carla Vanegas and interview bites from Marco Li Mandri
- **4/8 secured online coverage in San Diego Downtown News**
 - Chris Gomez' contributed article highlighted the Little Italy Neighborhood Blood Drive and Mission Fed ArtWalk
- **4/8 secured print coverage in San Diego Downtown News**
 - Chris Gomez' contributed article highlighted the Little Italy Neighborhood Blood Drive and Mission Fed ArtWalk

Social Media Statistics: March 22 - April 22

Highlights / Recap

- Promoted Neighborhood Blood Drive
- Created FB event page for Taste of Little Italy
- Created FB event page for Padres Italian Heritage Night
- Gained 1,481 total new followers on all platforms
- Earned over 2.2M total impressions
- Garnered over 472K total engagements

Upcoming

- Creating original Reels / TikTok videos
 - Firehouse Museum
 - Murals of #LittleItalySD
- Promoting Taste of Little Italy event
- Promoting Padres Italian Heritage Night event




Analytics

- **Instagram**
 - Followers: **87,628 (+1,279)**
 - Impressions: **223K**
 - Engagements: **437K**
- **Facebook**
 - Fans: **90,709 (+139)**
 - Impressions: **2M**
 - Engagements: **33K**
- **TikTok**
 - Followers: **155 (+45)**
 - Likes: **197**
- **Twitter**




- Followers: **8,729 (+18)**
- Engagements: **144**

Top Performing Posts:

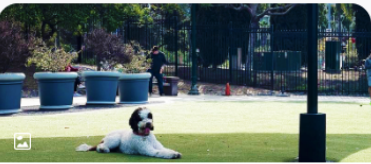


Instagram

 <p>Mar 26, 2022</p> <p>You know that feeling of pure bliss when you're dining outside in the...</p> <table border="1"> <tr><td>👁️ Reach</td><td>18,666</td></tr> <tr><td>💬 Comments</td><td>15</td></tr> <tr><td>❤️ Likes</td><td>687</td></tr> <tr><td>📌 Saves</td><td>10</td></tr> <tr><td>📊 Engagement</td><td>712</td></tr> </table>	👁️ Reach	18,666	💬 Comments	15	❤️ Likes	687	📌 Saves	10	📊 Engagement	712	 <p>Apr 17, 2022</p> <p>Buona Pasqua! 🍷❤️ We hope you have a wonderful and blessed holiday...</p> <table border="1"> <tr><td>👁️ Reach</td><td>14,809</td></tr> <tr><td>💬 Comments</td><td>18</td></tr> <tr><td>❤️ Likes</td><td>750</td></tr> <tr><td>📌 Saves</td><td>39</td></tr> <tr><td>📊 Engagement</td><td>807</td></tr> </table>	👁️ Reach	14,809	💬 Comments	18	❤️ Likes	750	📌 Saves	39	📊 Engagement	807	 <p>Apr 5, 2022</p> <p>As you stroll through #LittleItalySD, you never know what you'll discover...</p> <table border="1"> <tr><td>👁️ Reach</td><td>12,118</td></tr> <tr><td>💬 Comments</td><td>9</td></tr> <tr><td>❤️ Likes</td><td>483</td></tr> <tr><td>📌 Saves</td><td>12</td></tr> <tr><td>📊 Engagement</td><td>504</td></tr> </table>	👁️ Reach	12,118	💬 Comments	9	❤️ Likes	483	📌 Saves	12	📊 Engagement	504
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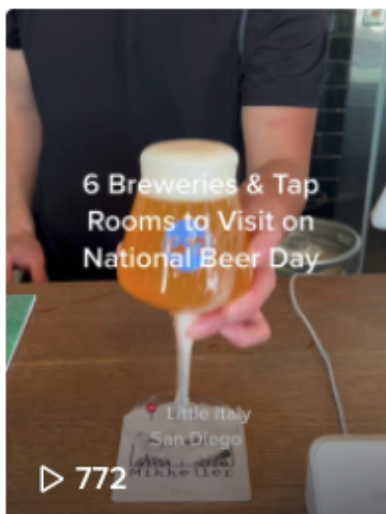
Facebook

 <p>Apr 19, 2022</p> <p>Little Italy is rooted in history since the 1920s! Today, Little Italy...</p> <table border="1"> <tr><td>👁️ Reach</td><td>8,737</td></tr> <tr><td>📊 Engaged users</td><td>414</td></tr> <tr><td>👉 Clicks</td><td>57</td></tr> <tr><td>👉 Other clicks</td><td>158</td></tr> </table>	👁️ Reach	8,737	📊 Engaged users	414	👉 Clicks	57	👉 Other clicks	158	 <p>Apr 2, 2022</p> <p>We may not have many April showers, but we certainly have all of the...</p> <table border="1"> <tr><td>👁️ Reach</td><td>8,722</td></tr> <tr><td>📊 Engaged users</td><td>474</td></tr> <tr><td>👉 Clicks</td><td>53</td></tr> <tr><td>👉 Other clicks</td><td>173</td></tr> </table>	👁️ Reach	8,722	📊 Engaged users	474	👉 Clicks	53	👉 Other clicks	173	 <p>Mar 30, 2022</p> <p>Frozen treats galore! 🍷🍷 Paletas are a Mexican frozen treat made from fres...</p> <table border="1"> <tr><td>👁️ Reach</td><td>8,021</td></tr> <tr><td>📊 Engaged users</td><td>187</td></tr> <tr><td>👉 Clicks</td><td>90</td></tr> <tr><td>👉 Other clicks</td><td>85</td></tr> </table>	👁️ Reach	8,021	📊 Engaged users	187	👉 Clicks	90	👉 Other clicks	85
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Twitter

 <p>Apr 13, 2022</p> <p>We've recently added a new shade structure at the Little Italy Dog Park,...</p> <table border="1"> <tr><td>❤️ Likes</td><td>32</td></tr> <tr><td>🔄 Retweets</td><td>5</td></tr> <tr><td>📊 Engagement</td><td>37</td></tr> </table>	❤️ Likes	32	🔄 Retweets	5	📊 Engagement	37	 <p>Apr 19, 2022</p> <p>Little Italy is rooted in history since the 1920s! The Little Italy Associatio...</p> <table border="1"> <tr><td>❤️ Likes</td><td>20</td></tr> <tr><td>🔄 Retweets</td><td>4</td></tr> <tr><td>📊 Engagement</td><td>24</td></tr> </table>	❤️ Likes	20	🔄 Retweets	4	📊 Engagement	24	 <p>Mar 30, 2022</p> <p>Frozen treats galore! 🍷🍷 Paletas are a Mexican frozen treat made from fres...</p> <table border="1"> <tr><td>❤️ Likes</td><td>14</td></tr> <tr><td>🔄 Retweets</td><td>1</td></tr> <tr><td>📊 Engagement</td><td>15</td></tr> </table>	❤️ Likes	14	🔄 Retweets	1	📊 Engagement	15
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TikTok



Have you visited the tap ...



Frozen treats galore! 🍷🍷...



There's no shortage of g...

Little Italy lifestyle Shoot PHOTOSHOOT PROPOSAL



Photography-8 hour shoot	Quantity	Unit Price	Cost
1st hour \$495	1	\$ 495	\$ 495
Every hour after - \$350	7	\$ 350	\$ 2,450
		Subtotal	\$ 2,945

MODELS COSTS

4 MODELS= \$100 AN HOUR PLUS 20% AGENCY FEE FOR EACH MODEL.

MODEL COST FOR 4 HOURS (TWO MODELS FOR 4 HOURS IN THE MORNING & TWO MODELS FOR 4 HOURS IN THE EVENING)= \$400 PLUS \$80 (AGENCY FEE)= \$480 PER MODEL X 4 MODELS= **\$1920**

TOTAL FOR 8 HOUR SHOOT= \$2945 + \$1920 = \$4865

CONTACT

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