**Downtown El Cajon Business Partners – DI&P Committee**
**Tuesday, October 20th, 2026 at 10:00am**
**The Olaf Weighorst Museum (131 Rea Ave)**

**AGENDA**

1. **Introductions & Call to Order / Paris Landen, Chair**
2. **Minutes from the August 18th, 2026 Committee Meeting** — ***Action Item*** — **P. 3-7**
3. **2027 Event Schedule / Chris & Noralyn**
   a. Cajon Cruise — ***Action Item*** — **P. 8-9**
   b. Music on Main — ***Action Item***
4. **Confirmed Downtown El Cajon & Partner/Sponsored Events / Chris & Noralyn**
   a. Cajon Cruise
      i. Draft P&L — **P. 10-11**
   b. Music on Main
      i. Draft P&L — **P. 12-13**
   c. Holiday Lights in Downtown El Cajon — *Sun., 12/6*
      i. Partner Vendor Price Adjustment — ***Action Item***
      ii. New Holiday & District Décor — **P. 14-15**
      iii. Event Activations & Details — **P. 16**
      iv. Event Budget
5. **New Events, Promotions, Fundraising & Councils**
   a. Olive Public Relations / Sydney Costales or Ana Ybarra — **P. 17-20**
   b. Entravision Live Broadcast — *Nov., 18th*
   c. RFP for PR and Social Under New Corporation / Chris
   d. Downtown El Cajon Farmers Market / Nate Prescott
6. **Streetscape Improvements & Public Spaces**
   a. Seasonal Umbrella Schedule / Gabby Manocchio — ***Action Item***
   b. Establish an Arts Alley Task Force / Chris — ***Action Item***
7. **Other**
8. **Old Business**
   *It is the practice of the DECBP 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.*
9. **Non-Agenda Public Comment & Announcements (3-Min. Max Per Person)**
   *Please keep comments directed to non-agenda items.*
10. **Next Meeting:** **Tuesday, November 17th, 2026 at 10:00 AM**

## Olaf Wieghorst Museum

### 11. Adjournment *Action Item*

**MEETING MATERIALS (GOVERNMENT CODE §54957.5 AND AB 2647).** Documents provided to members of a Brown Act body in the 72-hours before a meeting (i.e., after the agenda is typically posted) are available to the public at the same time they are provided to the board members. The agenda and supporting documents are available online at DTElCajonMeetings.com.

**COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (US CODE TITLE 42).** If you need accommodation to participate in the meeting, please call or email and Gabby Manocchio will coordinate arrangements: 619-334-3000 or info@DowntownElCajon.com.

**PUBLIC COMMENT.** Members of the public may attend meetings in person or virtually, when available, and may provide comments during agendized items and the general non-agenda public comment period. To ensure an orderly and efficient meeting, speaker requests must be submitted in writing via approved Speaker Slip. Each speaker will be allotted up to one (1) minute to address the item under consideration or to provide non-agenda public comment. Comments must remain relevant to the topic being discussed. If a speaker strays from the agendized item or discusses agendized matters during the non-agenda public comment period, the meeting facilitator will request that the comments remain on topic. Continued off-topic remarks may result in the forfeiture of the speaker's remaining time. The Board/Committee will not engage in dialogue with speakers during public comment. No action may be taken on items raised during the non-agenda public comment period. If deemed appropriate, a matter may be placed on a future Board/Committee agenda with the approval of the Board or Committee Chair.

**Downtown El Cajon Business Partners – DI&P Committee**
**Tuesday, August 18th, 2026 at 10:00 am**
**The Olaf Weighorst Museum (131 Rea Ave)**

**Present:** Cathy Zeman, Paris Landen, Nate Prescott

**Staff:** Chris Gomez, Gabby Manocchio, Noralyn Arroyo, Sydney Costales

**Public**: Erin Perschbacher, Rick & Sharon Hall (Knox House), Benjamin & Helen Jones (Art World Gallery)

MINUTES:

| Item | Discussion | *Action Taken?* |
|---|---|---|
| 1. Introductions & Call to Order/ Paris Landen, Chair | 1. The meeting was called to order by Chris Gomez at 10:02 am. | *1. No action taken.* |
| 2. Review of June 16, 2026 Meeting Minutes | 2. The minutes from the June 16, 2026 DI&P Committee were reviewed. | *2. Paris Landen moved to accept the June 16, 2026 minutes. Cathy Zeman seconded the motion. Unanimously passed.* |
| 3. Confirmed Downtown El Cajon & Partner/Sponsored Events<br><br>a. Cajon Cruise / Chris<br><br>i. Draft P&L<br><br>b. Music on Main / Chris | i. Chris reviewed the draft P&L for the event series, highlighting recent expenditures and fundraising. | *i. No action taken* |

| | | | |
|---|---|---|---|
| i. | Draft P&L | i. Chris reviewed the draft P&L, including the County health fee and sponsorships. | *i. No action taken* |
| c. Alley Cat Art Fest / Chris & Noralyn Arroyo | | | |
| i. | Draft P&L | i. Chris reported that Noralyn has joined our team and will be shadowing staff throughout this process. Staff reviewed the draft P&L and event planning updates. | *i. No action taken* |
| ii. | Event Map | ii. Staff reviewed the proposed event layout, including approximately 80 vendor spaces and music, entertainment, and children's activities. | *ii. No action taken* |
| iii. | Sponsors & Sponsor Deck | iii. Sophie's St. Madeleine's Center provided a $5,000 sponsorship. The Magnolia is providing use of Centennial Plaza. Additional sponsors are being solicited. | *iii. No action taken* |
| iv. | Artist & Food Vendors: Update & Waive Tent Fees | iv. DECBP purchased canopies last year for use as an event revenue source. Discussion included allowing participating artists and vendors with businesses within the district to use the canopies free of charge, with vendors responsible for setting up the canopies. | *iv. Cathy Zeman moved to waive tent fees for participating artists and food vendors. Paris Landen seconded. Motion passed unanimously.* |
| v. | Entertainment | v. Noralyn reviewed the entertainment plan, including three paid performers on Prescott Promenade stage and additional DJ/community stages at Magnolia, Claydell, and Centennial Plaza, with staff continuing to recruit local bands and community groups. | *v. No action taken* |
| vi. | Mural Restoration & Additional Project | vi. Staff discussed using the event to raise funds for mural restoration and other art projects within the district. | *vi. No action taken* |

| | | |
|---|---|---|
| a. Bird of Paradise: St. Madeleine Sophie's Center & Attention Getters | a. Staff reported that the mural restoration was funded by St. Madeleine Sophie's Center. | *a. No action taken* |
| b. Navajos at Castle Creek: Olaf Wieghorst Museum & Private Donors | b. Staff reported that the Olaf Wieghorst Museum funded restoration of the courtyard mural. | *b. No action taken* |
| d. El Cajon Hauntfest: Cancelled / Chris | d. Staff reported that the City has cancelled Hauntfest due to event costs and limited funding and sponsorships. Discussion followed regarding potential future DECBP involvement in a Halloween-themed event. The Committee agreed to allow time to consider a future event concept separate from Hauntfest. | *d. No action taken* |
| e. Holiday Lights in Downtown El Cajon / Chris | e. Holiday Lights is scheduled for December 6 and will follow last year's layout. The Committee discussed ending the event at 7:00 pm to accommodate early departures. | *e. No action taken* |
| 4. New Events, Promotions, Fundraising & Councils | | |
| a. Olive Public Relations – Update / Sydney Costales or Ana Ybarra | a. Sydney Costales reviewed pages 18–21 of the packet, highlighting the new amenities rolling out and Music on Main and Cajon Cruise final month. | *a. No action taken* |
| b. Approve RFP Task Force to Make Recommendation | b. Staff reported that an RFP was issued for PR and social media services following the expiration of | *b. Nate Prescott moved to establish an RFP Task Force to make a* |

| | | |
|---|---|---|
| to Board / Gabby Manocchio | Olive PR's contract. The Committee discussed establishing a task force to review proposals and make a recommendation directly to the Board. Olive PR will provide an August extension to ensure continued coverage while the RFP process is completed. | *recommendation directly to the Board. Paris Landen seconded. Motion passed unanimously. The DI&P Committee will serve on the task force.* |
| 5. Streetscape Improvements & Public Spaces<br><br>a. Hardscape ROW Improvements / Chris<br><br>i. Batta Fulkerson Dog Waste Stations: Complete<br><br>ii. Main Street Banner Bracket Program | i. Staff reported that all 40 dog waste stations have been installed and stocked. The sponsorship covers the cost of dog waste bags for three years.<br><br>ii. Staff reported that new banners reinforcing district branding will be installed this week. Staff anticipates developing the program into a seasonal banner program following district renewal. | *i. No action taken*<br><br>*ii. No action taken* |
| 6. Other | 6. Nothing to report. | *6. No action taken* |
| 7. Old Business | 7. Nothing to report. | *7. No action taken* |
| 8. Non-Agenda Public Comment & Announcements (1-Min. Max Per Person) | 8. Erin Perschbacher reported that a local elementary school art teacher is interested in returning to provide caricatures at Alley Cat Art Fest, requesting a shaded booth space; contact information will be forwarded to staff.<br><br>Rick Hall discussed the proposed earlier closing time for Holiday Lights and potential impacts related to the end of daylight | *8. No action taken* |

| | | |
|---|---|---|
| | saving time. | |
| 9. Next Committee Meeting | Tuesday, September 15, 2026 10:00 am. The Olaf Wieghorst Museum (131 Rea Avenue). | *9. No action taken* |
| 10. Adjournment | Meeting adjourned. | *10. Paris Landen moved to adjourn the meeting. Cathy Zeman seconded the motion. Meeting adjourned.* |

Minutes taken by Gabby Manocchio, New City America

**Another great car show season behind us!**

**Notes/requests and ideas for the 2027 Cajon Cruise**

1) **Downtown El Cajon business partners contribute 15k instead of the 10k**
   **Costs have increased / we have lost a few sponsors**
2) **Confirmation on dates for 2027 right away as Sponsors tend to project and calculate their sponsor budgets at the end of the prior year so I like to approach them in October or November of this year.**
3) **Allow the Poster with all the sponsors that have committed to come out on a certain date regardless of if one or more are unpaid as I like to get the schedule out early and do not want to upset sponsors, &, If they don't pay (which has never happened) they would be banned for the next year/ easy alt solution**
4) **The homeless (we all know) But must be mentioned are a huge deterrent for people coming to El Cajon. Police? Parks & Rec? Not just the Promenade but Main St. too**
5) **We would have A Lot more participation without the 3:00 rule. Many car people are confused, upset and feel they are being treated different than others – Most are eating lunch someplace and it doesn't seem fair not to allow them? A solution should be discussed!**
6) **The thought of an April thru July schedule may be considered as Aug was extremely hot!**

**The huge presence of the homeless have made an impact on attendance as they are loud, rude and ornery, drug & Alcohol use, nudity and the ambiance is uninviting. I had a sponsor attend that rarely comes and they left mid show because they were appalled at the situation. In addition, many participants have failed to make the visit as they feel discriminated against, due to this 3pm rule that was implemented in recent years.**

**They are customers of our merchants and not allowing them to park has created a lot of negative publicity and talk. The rule has upset participants, staff and merchants and should be addressed as it is not assisting but only a hinderance.**

**I Appreciate The opportunity and all of your assistance**
**As we continue to do great things for the downtown area**

**Thank you**

**2026 Cajon Cruise** *10/16/26*
***Draft P&L***

**INCOME**

| Source | Amount |
|---|---|
| DECBP Contribution | $10,000 |
| Sponsor | |
| CCC Motorsports CC Bronze Sponsorship | $500 |
| Clifton Mercedes Cajon Cruise - Silver Sponsorship | $1,500 |
| El Cajon Harley Davidson CC Bronze Sponsorship | $500 |
| Eugene Bruno & Associates CC Bronze Sponsorship | $500 |
| Life is a Highway CC Bronze Sponsorship | $500 |
| Lloyd's Collision CC Silver Sponsorship | $1,500 |
| Mustang Club of San Diego CC Bronze Sponsorship | $500 |
| Over the Hill Gang CC Bronze Sponsorship | $500 |
| SDACC - CC Bronze Sponsorship | $500 |
| SoCal Suspension CC Bronze Sponsorship | $500 |
| Sycuan Casino CC Gold Sponsorship | $2,500 |
| The Antique Automobile Club of America CC Supporter | $200 |
| True Line Wheel Alignment CC Silver Sponsorship | $1,000 |
| Vendors | |
| Cajon Cruise Non-Food Vendor Fee for 5/27/2026 | $50 |
| The Legacy Auto Spa Non-Food Vendor Fee | $50 |
| **TOTAL INCOME** | **$20,800** |

**EXPENSES**

| Vendor | Memo | Amount |
|---|---|---|
| Acme Safety & Supply | No parks signs | $360 |
| All Around Mobile Music | Music - May 6th - May 27th 4 car shows | $800 |
| All Around Mobile Music | June Music service for Cajon Cruise | $800 |
| All Around Mobile Music | July Music service for Cajon Cruise | $1,000 |
| All Around Mobile Music | August Music service for Cajon Cruise | $800 |
| All Pro Live Sound and DJ | May 2026 Cajon Cruise DJ Services 3 weeks 1x a week | $300 |
| All Pro Live Sound and DJ | June 2026 Cajon Cruise DJ Services 4 weeks 1x a week | $400 |
| All Pro Live Sound and DJ | July DJ services - Cajon Cruise | $500 |
| All Pro Live Sound and DJ | August DJ services - Cajon Cruise | $400 |
| Ballpark Printing & Graphics | 1 10.5X9.5 Banner | $693 |
| Barbara Haines | 149 Silk Screen T-shirts | $2,791 |
| Cajon Cruise | Square processing Fee | $50 |
| Cajon Cruise | Square processing Fee | $7 |
| Cajon Cruise | Square processing Fee | $17 |
| Cajon Cruise | Square Processing Fee | $17 |
| Cajon Cruise | Square Processing Fee | $17 |
| Cajon Cruise | Square Processing Fee | $17 |
| Cajon Cruise | Square processing Fee | $50 |
| Cajon Cruise | Square Processing Fee | $17 |
| Cajon Cruise | Square Processing Fee | $17 |
| Cajon Cruise | Square Processing Fee | $17 |
| Cajon Cruise | Square Processing Fee | $17 |
| Cajon Cruise | Square processing Fee | $2 |
| Cajon Cruise | Square Processing Fee | $2 |
| City of El Cajon | Deposit Refund - Chk# 683097 | -$1,350 |
| County Of San Diego EHAQ | Temporary Event Organizer Fee - Cajon Classic Cruise | $664 |
| East VIllage Association Inc. | Office Depot - cut flyers | $5 |
| El Cajon Parks and Recreation | Permit #R3483 | $7,025 |
| Gabby Manocchio | Office Depot - Printing | $21 |

| | | |
|---|---|---|
| Office Depot | Cut Flyers | $5 |
| Steve Lordigyan | Cajon Cruise help - May | $500 |
| Steve Lordigyan | June help payout | $500 |
| Steve Lordigyan | July help payout | $500 |
| Steve Lordigyan | August help payout | $400 |
| T's & Signs Inc. | 20 Plaques | $2,501 |
| T's & Signs Inc. | 6 2 X 3 coroplastic signs | $196 |
| **TOTAL EXPENSES** | | **$20,056** |
| | | |
| **VARIANCE** | | **$744** |

**2026 Music on Main** *10/16/26*

***Draft P&L***

**INCOME**

| Source | | Amount |
|---|---|---|
| DECBP Contribution | | $48,000 |
| DECBP Income | | |
| Sponsorships | | |
| US Bank | | $1,500 |
| Anthony's Seafood | | $4,000 |
| Vendors | | $600 |
| DECA Income | | |
| Raffle | Cash | $12,808 |
| | Venmo | $107 |
| **TOTAL DECBP & DECA INCOME** | | **$67,015** |

**EXPENSES**

| Vendor | Memo | Amount |
|---|---|---|
| DECBP Expenses | | |
| Entertainment | | |
| Thorr Music, LLC | June 5th Performance - Heart of Rock and Roll | $2,800 |
| Entertainment Merchant Group LLC | June 12th - Ronstadt Revival | $2,800 |
| Mark Murphy | June 19th Performance - Journeymen | $1,500 |
| Daring Greatly LLC | June 26th Performance - Half Shot | $2,000 |
| Jimmy's Buffet | July 3rd Performance - Jimmy's Buffet | $2,000 |
| Whitney Shay | July 10th Performance - Whitney Shay | $2,400 |
| Amor Prohibido Band LLC | July 17th Performance - Amor Prohibido | $2,400 |
| Trey Hill | July 24th Performance - Trey Hill | $2,200 |
| Fortunate Son | July 31st Performance - Fortunate Son | $2,600 |
| Benito Meschoulam | August 7th Performance - Santana Ways | $2,000 |
| PHT Entertainment, Inc | August 14th Performance - Patrick Howard Trampus Band | $2,000 |
| Riversage Entertainment | August 21st Performance - Back to the Garden Band | $2,200 |
| ~~Jeff Snider~~ | ~~August 28th Performance - Soul Persuaders~~ | ~~$0~~ |
| Siers Brothers | August 28th Performance - Siers Brothers | $1,800 |
| Staff Support | | |
| Charlotte Wood | Music on Main Support - June 2026 | $400 |
| Charlotte Wood | Music on Main Support - July 2026 | $500 |
| Charlotte Wood | Music on Main Support - August 2026 | $400 |
| Joseph Gonzalez | Music on Main Support - 7/24/26 - 8/28/26 | $573 |
| Joseph Gonzalez | Music on Main Support - 6/26/26  7/3/26 | $221 |
| Joseph Gonzalez | Music on Main Support - 7/10/26 7/17/26 | $210 |
| Eric Silva | Music on Main Support - 6/19/2026 | $126 |
| Audio & Visual | | |
| William B Noble | June Sound Services | $2,600 |
| William B Noble | July Service | $3,250 |
| William B Noble | August Sound Services for music on Main | $2,600 |
| Rentals & Services | | |
| Paul Nestor | Photographer - 4 hours | $450 |
| Safiros Sanitations | June Portable bathrooms & handwash stations | $1,369 |
| Safiros Sanitations | July Portable bathrooms & handwash stations | $2,166 |
| Safiros Sanitations | August Portable bathrooms & handwash stations | $1,369 |
| Miscellaneous | | |
| Amazon | Spandex table cover, 5 pack disk pad locks, money deposit bags, 50/50 raffle tickets, | $128 |
| Amazon | cash box, Q hanger Hooks for outdoor string lights | $43 |

| | | |
|---|---|---|
| Amazon | 2000 pcs 50/50 yello raffle tickets | $30 |
| Amazon | Folding Chairs, Cooler, Weight Bags for pop up canopy | $425 |
| Amazon | Fire Extinguisher | $59 |
| Amazon | 50/50 yellow raffle tickets | $75 |
| Amazon | Yellow raffle tickets, laminating sheets, white zip ties | $112 |
| Big 5 Sporting Goods | Tables for Raffle | $818 |
| Chris Gomez | Water and Ice | $45 |
| Chris Gomez | Ice, soda, water | $56 |
| City of El Cajon | Deposit Refund - Chk# 683097 | -$1,350 |
| County Of San Diego EHAQ | Temporary Event Organizer Permit - Annual | $530 |
| DECBP Petty Cash | Petty Cash Deposit - Returned | -$300 |
| El Cajon Parks and Recreation | Permit #R3622 | $5,625 |
| Elite Wear Apparel Inc. | 192 Hats - 24 orange , 24 hunter green, 24 maroon, 24 purple, 24 coyote brown, 24 black, 24 Oyst... | $2,529 |
| Factory Direct Craft | Purple enamelware pails | $58 |
| Fair Valley Liquor | Ice & Water | $29 |
| Fair Valley Liquor | Water and Ice Music on main | $45 |
| Fair Valley Liquor | Water and Ice Music on main | $18 |
| Home Depot | Vigoro River Pebbles | $56 |
| Office Depot | Cut Flyers | $5 |
| Tammy DeLuca | Cash for Raffle Music on Main | $300 |
| The UPS Store | UPS Heart of Rock and Roll's check | $17 |
| T's & Signs Inc. | Music on Main Banners | $1,484 |
| T's & Signs Inc. | 28 Raffle Tables - Film heat transfer | $244 |
| T's & Signs Inc. | 12 Digital Decals 12 x 6 1 Gatorboard with laminated digital decal 24 x 36 | $111 |
| William B Noble | Audio Cables | $259 |
| DECA Expenses | | |
| Elite Wear Apparel Inc. | 168 Hats for Raffle | $2,170 |
| **TOTAL DECBP & DECA EXPENSES** | | **$58,556** |
| **VARIANCE** | | **$8,459** |



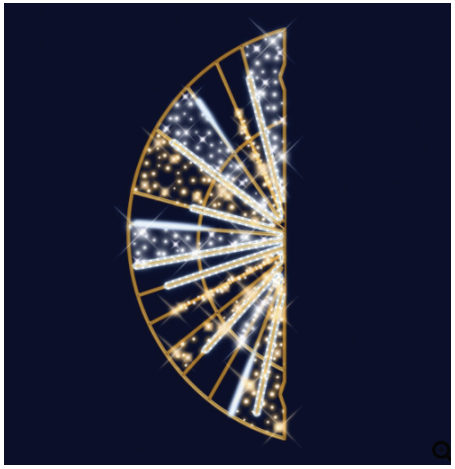
9.5' Star Arch with LED Twinkle Lights
$499.99-$433.33



Quadrille Diamond Mount
$1,065



Bright Twist Pole Mount
$1,185



Bolero Burtsing Pole Mount
$1,180



Lyre Pole Mount
$1,750




15 Total Poles
- 1 Orange to Magnolia
- 9 Magnolia to Sulzfeld
- 5 Sulzfeld to Claydelle













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# Popotan 9FT Starburst Light Tree, 196 LEDs, Bluetooth App & Remote Control, Music Sync and Timer, Outdoor Holiday Decor for Patio and Yard

Visit the Popotan Store

5.0 ★★★★★ (2) | Search this page

**New on Amazon** in past month

$199.99 Price history

Or $50.00 /2 weeks (x4). Select from 2 plans

**Thank you for being a Prime member. Get $175 off: Pay $24.99 ~~$199.99~~ upon approval for Prime Visa.**

**prime Tomorrow**

FREE Returns

Size: **9FT**

| 9FT | 12FT |
|---|---|
| $199.99 FREE Delivery **Tomorrow 7 AM - 10 AM** | $259.99 FREE Delivery **Tomorrow 7 AM - 10 AM** |

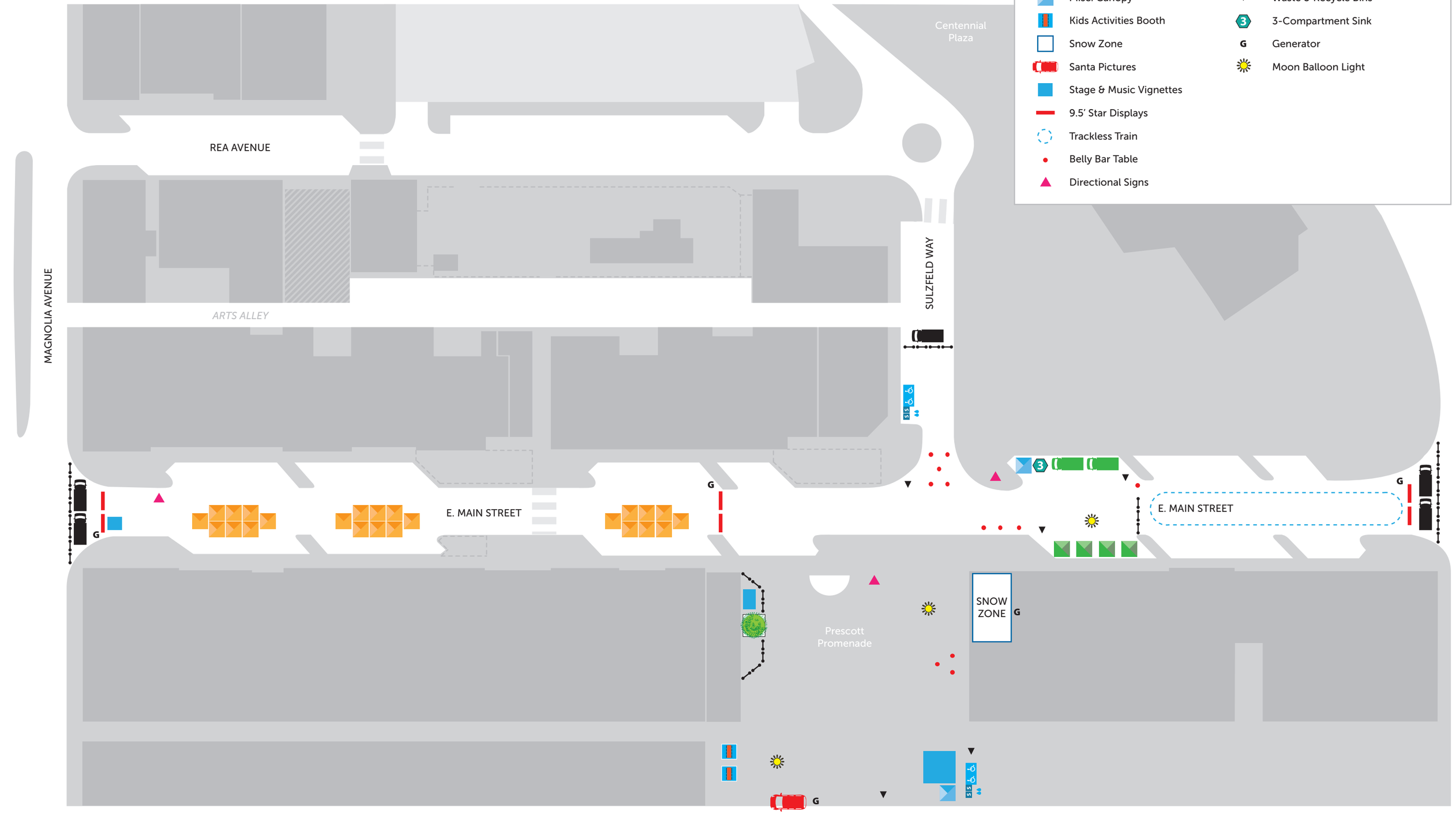
| | |
|---|---|
| **Color** | RGB (Red, Green, Blue) |
| **Brand** | Popotan |
| **Indoor/Outdoor Usage** | Outdoor |
| **Special Feature** | Timer |
| **Light Source Type** | LED |

See more

**HOLIDAY LIGHTS IN DOWNTOWN EL CAJON**
**Sunday, December 6, 2026**
Closure: Noon
Event: 3:00pm to 7:00pm
Reopen: 10:00pm

*Updated 10.2.2026*

- Vendor & Exhibitor Booths
- Food Vendors
- Food Trucks
- Misc. Canopy
- Kids Activities Booth
- Snow Zone
- Santa Pictures
- Stage & Music Vignettes
- 9.5' Star Displays
- Trackless Train
- Belly Bar Table
- Directional Signs
- 20' Box Truck Blockade
- Barricades
- Std. & ADA Porto & HW Stations
- Waste & Recycle Bins
- 3-Compartment Sink
- G — Generator
- Moon Balloon Light



# DECA DI&P Meeting
# PR & Social Media Report

Tuesday, October 20, 2026

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**PITCHING**

**Current/Upcoming Focus**

- Alley Cat Art Fest (short leads)
- Holiday Lights in DEC (long leads)

**WRITING**

**Current/Upcoming**

- Contributed article October
- Holiday Lights in DEC (long leads)

**Alley Cat Art Fest (short leads)**

**SECURED COVERAGE**

- 9/13 secured print coverage on San Diego Union-Tribune
    - Article highlights details on Alley Cat Art Fest, including quotes from Charlene Mosley and Brianna Gardner
- 9/12 secured online coverage on San Diego Union-Tribune
    - Article highlights details on Alley Cat Art Fest, including quotes from Charlene Mosley and Brianna Gardner
- 9/12 secured online coverage on the San Diego Union Tribune
    - Article highlights photos from the Alley Cat Art Fest
- 9/12 secured broadcast coverage on CBS 8
    - Segment features information on Alley Cat Art Fest
        - CBS 8 (News at 9pm)
        - CBS 8 (News at 10pm)
- 9/11 secured newsletter coverage on Times of San Diego
    - Morning Update Newsletter features Alley Cat Art Fest
- 9/11 secured newsletter coverage on There San Diego
    - Newsletter includes article highlighting information on Alley Cat Art Fest
- 9/11 secured print coverage on San Diego Union-Tribune
    - Article in the 'Art & Day - Classical & Art' section features information on Alley Cat Art Fest
- 9/10 secured newsletter coverage on There San Diego
    - Newsletter includes article highlighting information on Alley Cat Art Fest
- 9/10 secured social coverage on @katielynnestyle
    - Instagram reel and TikTok feature Alley Cat Art Fest
- 9/10 secured newsletter coverage on San Diego Magazine

    - Newsletter includes article featuring information on Alley Cat Art Fest
- 9/10 secured online coverage on Pacific Keys Realty
    - September roundup features the Alley Cat Art Fest
- 9/10 secured online coverage on KPBS
    - Weekend roundup features details on Alley Cat Art Fest
- 9/10 secured online coverage on Axios
    - Weekend roundup features information on Alley Cat Art Fest
- 9/10 secured online coverage on SoCal Pulse
    - Weekend roundup features details on Alley Cat Art Fest
        - Included in newsletter
- 9/10 secured online on Times of San Diego
    - Weekend roundup features details on Alley Cat Art Fest
        - Uploaded in Spanish as well
- 9/10 secured radio segment on KGB-FM SC
    - Radio segment (News at 9am) features information on Alley Cat Art Fest
- 9/9 secured social coverage on @sandiegomag
    - Instagram reel and Facebook post feature Alley Cat Art Fest
- 9/9 secured online coverage on San Diego Union-Tribune
    - Weekend roundup features details on Alley Cat Art Fest
        - Syndicated onto Merced Sun-Star and Sacramento Bee
- 9/9 secured broadcast coverage on KUSI
    - In-studio interview-style segment (News at 6am - Teaser + full segment) with Erin Perschbacher highlights details on Alley Cat Art Fest
- 9/8 secured radio coverage on 600 KOGO Morning News
    - Segment (News at 5am) features information on Alley Cat Art Fest
- 9/5 secured online coverage on Hoodline
    - Article highlights details on Alley Cat Art Fest
- 9/5 secured online coverage on East County Magazine
    - Article highlights information on Alley Cat Art Fest, including quotes from Annette Cirillo and Gabby Manocchio
- 9/4 secured broadcast coverage on CBS 8
    - In-studio interview-style segment (News at 7am - 2 teasers + full segment) with Gabby Manocchio highlights details on Alley Cat Art Fest
        - Uploaded online, syndicated onto Yahoo! News, uploaded onto YouTube
- 9/1 secured online coverage on Hispanos Unidos
    - Article highlights details on Alley Cat Art Fest

**Other**

**SECURED COVERAGE**

- **10/2 secured online coverage in East County Californian**
    - Contributed article highlights information on October in Downtown El Cajon

- **8/28 secured online coverage on the San Diego Business Journal**
    - Article features New City America and their San Diego districts
        - Also shared in print

The San Diego Union-Tribune

## El Cajon's Alley Cat Art Fest unveils newly restored mural

The open-air festival lined El Cajon's downtown with artists and launched a new public art restoration project.




From quirky ceramics to vibrant paintings and handmade jewelry, artists turned downtown El Cajon's mural-lined streets into an open-air art festival Saturday to showcase local art and launch a new public mural restoration project.

The event merged two of the city's popular art events: Artivál and the Alley Cat Art Walk, an annual event that ran for over two decades as an evening stroll celebrating local art and galleries.

"We're trying really hard for people to come to East County to experience and see the representation of local artists and the community," Charlene Mosley, vice president of the East County Art Association, said.

Saturday's festival debuted the new daytime Alley Cat Art Fest, put on by the Downtown El Cajon Association.

This year's celebration unveiled the newly restored Birds of Paradise mural — a longtime landmark located in Arts Alley, a corridor lined with murals acting as a permanent art gallery. Proceeds from the event will fund the restoration of existing murals and support future public art projects.

Mosley works in watercolor and oil paintings and also illustrates children's books. Her pieces — ranging from smaller paintings to large murals — blend portraits with a variety of animals, a combination she says represents "embracing your inner wild."

"When you come by a mural, it just makes you stop in your tracks because it's so colorful and vibrant," she said. "Restoration is a big thing we need here because after years, the sun beats down on the colors, so they kind of fade away."

The summer heat was noticeable during the festival's first few hours, and may have contributed to lighter crowds during the all-day event.

**<u>SOCIAL MEDIA</u>**

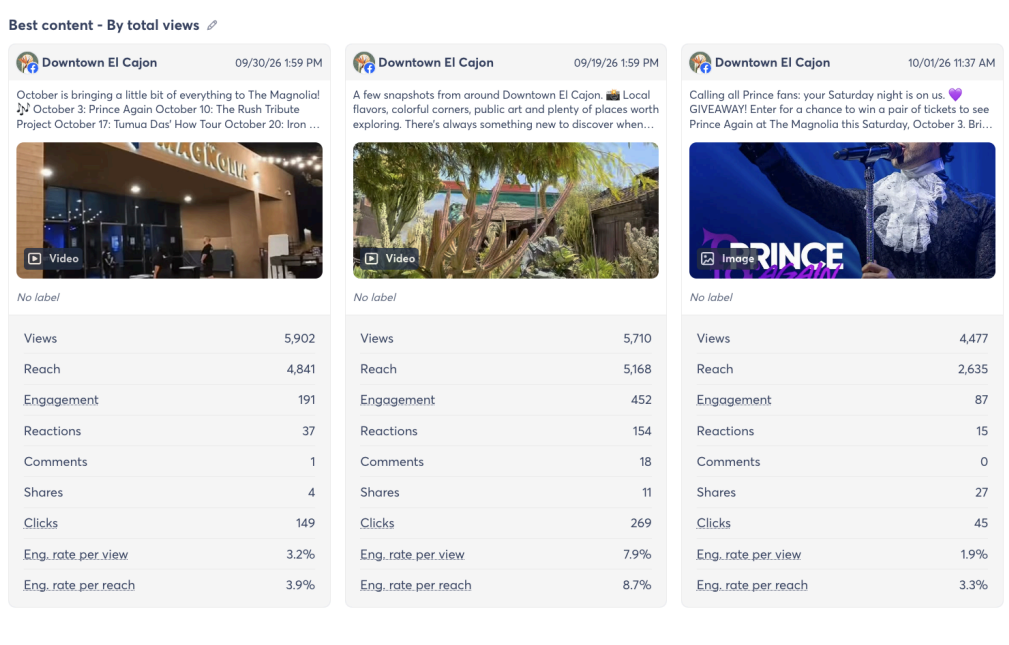
**Recap & Highlights (last 30 days)**

- New followers: 124 Followers across all platforms
- Total views: 44K
- Total engagements: 1.5K unique visitors
- Engagement rates: 2.2% Facebook / 5.6% Instagram
- Highlighted: Olaf Weighorst Museum Mural, Branding + Improvements, Murals of Downtown El Cajon - Mural Restoration Project, Diversity in the Community, Photo-Op of the Week

- Upcoming: Fall Flavors and Cozy Coffee Stops, Veterans Day (November 11), Thanksgiving Gratitude for Our Community (November 26), Small Business Saturday Shopping Guide (November 28), Shop Small for Holiday Gifts, Dinner and a Show Downtown, Public Art and Historic Hidden Gems, Welcoming the Holiday Season (Long Leads)
- Strategy and Focus: Followership Growth
    - Giveaway Participating Businesses

## BEST PERFORMING POSTS

Facebook




Instagram

