



**Little Italy Association of San Diego – DI&P Committee
Friday, April 19, 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/87131565061>
or call 1-669-900-6833 / Meeting ID: 871 3156 5061 / Password: 3898**

- 1. Introductions / Perry Meyer, Chair**
- 2. Non-Agenda: Public Comment & Announcements**
- 3. Review of March 15, 2024 Minutes** *Action Item* **P. 3-6**
- 4. Confirmed Events**
 - a. Little Italy Mercato / Brijet Myers Every Sat. & Wed.
 - b. The Bulls of St. Agata Charge Little Italy / Nick Angulo Wrap-Up
 - c. Mission Fed ArtWalk / Curt Brooker Sat. & Sun., **P. 7**
4/27 & 4/28
 - d. Taste of Little Italy / Curt Tue. & Wed.,
6/18 & 19
- 5. New Events, Promotions, Fundraising & Councils**
 - a. Olive Public Relations / Sydney Costales & Cree Jones **P. 8-11**
 - i. FY25 Contract & Services
 - b. Univision Media Partnership Proposal / Chris *Action Item* **P. 12-13**
 - c. Go Diego Tours – Update / Chris
 - d. Little Italy Merchandise / Chris
- 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. Adjournment** *Action Item*
- 9. 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

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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 – DI&P Committee
Friday, March 15, 2024, at 9:00am
Little Italy Association Office – Conference Room (2210 Columbia Street)

Present: Steve Galasso, Jeri Keiller, Lou Palestini, Curt Brooker, David Rodger, Perry Meyer, Audrey Hermes, Jacob Rocha, Kathi Meyer, Rob Paladino, Michael Tuesca

Staff: Christopher Gomez, Dianne T. Serna, Nick Angulo, Brijet Myers, Jenn Von Stauffenberg, 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 February 23, 2024, Minutes	3. The minutes from February 23, 2024, DI&P meeting were reviewed.	3. Perry Meyer moved to approve the minutes. Brijet Myers seconded the motion. Unanimously approved.


<p>4. Confirmed Events</p> <p>a. Little Italy Mercato & Wednesday Market / Catt</p> <p>b. The Bulls of St. Agata Charge Little Italy Nick Angulo</p> <p>c. Mission Federal ArtWalk/ Curt Brooker</p> <p>d. Taste of Little Italy/ Curt</p>	<p>4.a. Brijet Myers gave an update on the Little Italy Mercato and Wednesday Market.</p> <p>Brijet shared that San Diego Markets held a very successful 8th Annual International Conference.</p> <p>Brijet shared that SD Markets will be holding a Farmers/Vendors Appreciation Luncheon on March 20, 2024, after the Wednesday Market at Ballast Point.</p> <p>4.b. Nick Angulo reported that the Bulls of Agata will take place in Little Italy on Saturday, April 14, 2024, from 3:30pm-6:30 pm.</p> <p>This event will bring in \$5,000 to the Association.</p> <p>4.c. Curt Brooker shared the Mission Federal ArtWalk map on page 6 of the packet. The layout will be the same as last year's event.</p> <p>ArtWalk will take place on April 27-April 28, 2024.</p> <p>4.d. Curt gave an update on the Taste of Little Italy.</p> <p>Curt shared that there is an incredible line-up of sponsors this year.</p> <p>Jacon Rocha confirmed there will be 5 sponsors.</p> <p>There will be no presale tickets, however event tickets are live today.</p>	<p>4.a. No action taken</p> <p>4.b. No action taken</p> <p>4.c. No action taken</p> <p>4.d. No action taken</p>
<p>5. New Events, Promotions, Fundraising & Councils</p> <p>a. Joe Musgrove Mural on ALSCO/Chris</p>	<p>5.a. Chris announced that an anonymous donor would like to underwrite the cost for a temporary mural of Joe Musgrove on the India Street side of the Alsco building.</p>	<p>5.a. Kathi Meyer moved to approve for staff to work on the logistics for the mural.</p>


<p>b. Olive Public Relations/ Sydney Costales</p> <p>c. Little Italy Merchandise/ Chris</p> <p>d. 2024 Little Italy San Diego Sponsor Guide & Agreement/ Chris</p>	<p>5.b. Sydney Costales gave a PR and Social Media update.</p> <p>5.c. Chris reported that the Finance Committee approved for staff to reactivate a new merchandise line using the \$2,500 received from Marco Polo.</p> <p>5.d. Chris shared the Little Italy San Diego Sponsor Guide and Agreement on pages 11-21.</p>	<p>Audrey Hermes seconded the motion. Unanimously approved.</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p> <p>5.d. No action taken</p>
<p>6.. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues/ Curt</p> <p>i. Keep it Downtown Networking & Marketing Event</p> <p>ii. Little Italy Venues Reservation Calendar</p> <p>b. Stella Artois Sponsorship of</p>	<p>6.a. Curt gave an update on Little Italy Venues.</p> <p>6.i. Curt shared that there were 40 guests in attendance for Keeping it Downtown (KID) Networking & Marketing that took place in the Piazza della Famiglia.</p> <p>Curt thanked Frost Me, Graze and Foodhall for providing food & drinks for the event.</p> <p>Curt shared a new concept for marketing at the Piazza. A triangular acrylic advertising display for the tables can be installed on the tables for monthly advertising beginning at \$500.</p> <p>6.ii. Curt shared the Special Events Calendar on page 22 of the packet.</p> <p>6.b. Curt gave an update on the Stella Artois Sponsorship. Stella will be sponsoring the</p>	<p>6.a. No action taken</p> <p>6.i. No action taken</p> <p>6.ii. No action taken</p> <p>6.b. No action taken</p>


the Big Red Chair/ Curt	Big Red chair for \$40,000. Chris added that the Association will encourage that Stella to change their decal/logo to reflect the seasons.	
7. Old Business	7. Nothing to report.	7. No action taken
8. Adjournment	8. Meeting Adjourned	8. Curt Brooker moved to adjourn the meeting. Steve Galasso seconded the motion. Unanimously approved.
9. Next Meeting	9. The next DI&P Meeting will take place on the third Friday of the month.	9. No action taken


Minutes taken by: Dianne T. Serna, Staff.

STREET CLOSURE DATES & TIMES


 Thurs. 4/25 @ 7am - Mon. 4/29 @ 11am:
W. Fir from Kettner to India
W. Cedar from Kettner to India
W. Beech from Kettner to Columbia

 Fri. 4/26 @ 7am - Mon. 4/29 @ 11am:
W. Cedar from India to Columbia

 Fri. 4/26 @ 7am - Sun. 4/28 @ 11:59pm:
W. Fir from India to Columbia
W. Date from Kettner to India
W. Date from Columbia to Union
W. Cedar from Columbia to State

 Fri. 4/26 @ 9pm - Sun. 4/28 @ 11:59pm:
India St. from W. Grape to W. Ash
Fir St. from Columbia to State (ADA Only)

LITTLE ITALY MERCATO (SEPARATE EVENT)

 Sat. 4/27 from 5:30am - 4:00pm
W. Beech from Columbia to Front
W. Cedar from State to Front

NOTE: All North-South roads between closed East-West blocks will remain open, with the exception of India Street.



**MISSION FED ARTWALK 2024
STREET CLOSURE MAP & SCHEDULE**

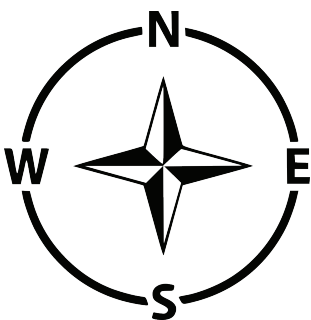
EVENT DATES & HOURS

Saturday, April 27: 11am - 6pm

Sunday, April 28: 10am - 5pm

LEGEND

-  ArtWalk Booths
-  Driveway Access (One-way Street)
-  Driveway Access (Two-way Street)
-  Handicap Parking Only
-  Hard Street Closure
-  Public Parking
-  Rideshare Pickup/ Drop-Off





LIA DI&P Meeting PR and Social Report Friday, April 19, 2024

PITCHING

Recap

- Bulls of Sant'Agata
- Women Owned Businesses
- Spring in Little Italy

Upcoming Focus

- Mother's Day in Little Italy
- Marine Band (Long Leads)
- Casino Di Piazza - Long Leads

WRITING

Recap

- San Diego Downtown News April
- Big Names in Little Italy

Upcoming

- San Diego Downtown News May
- Taste of Little Italy - Short Leads & Angles
- Summer in Little Italy
- Trick-or-Treat on India St - Long Leads
- Amici House | A Landmark of Little Italy's Heritage & Culture

Marine Band San Diego Summer Concert

SECURED COVERAGE

- **4/3 secured online coverage on KPBS**
 - Article featured details of the Marine Band San Diego Summer Concert

Bulls of Sant'Agata

SECURED COVERAGE

- **4/11 secured online coverage on San Diego Union Tribune**
 - Weekend Roundup featured details of the Bulls of Sant'Agata Charge Little Italy event
- **4/10 secured online coverage on San Diego Magazine**
 - Weekend Roundup featured details of the Bulls of Sant'Agata Charge Little Italy event
- **4/10 secured online coverage on SoCal Pulse**

- Weekend Roundup featured details of the Bulls of Sant'Agata Charge Little Italy event
- **4/8 secured print coverage on San Diego Union Tribune**
 - Article featured details of the Bulls of Sant'Agata Charge Little Italy event in community events roundup
- **4/8 secured online coverage on There San Diego**
 - Article featured details of the Bulls of Sant'Agata Charge Little Italy event
- **4/5 secured online coverage on San Diego Union Tribune**
 - Article featured details of the Bulls of Sant'Agata Charge Little Italy event in community events roundup
- **4/2 secured online coverage on We the Italians**
 - Article featured details of the Bulls of Sant'Agata Charge Little Italy event
- **4/1 secured print coverage in Ranch & Coast**
 - New, Now, Next section featured the Bulls of Sant'Agata Charge Little Italy event
- **3/25 secured online coverage on San Diego Sun**
 - Article featured details of the Bulls of Sant'Agata Charge Little Italy event in a roundup of April events

SECURED OPPORTUNITY

- **3/27 secured opportunity with Thrillist San Diego**
 - Will include in weekend guide
- **3/25 secured opportunity with Presidio Sentinel**
 - Will include in their April issue
- **3/14 secured opportunity with Gente Bonita Magazine**
 - Will feature event in article and on social media

SECURED INTEREST

- **3/19 secured interest with Ranch & Coast**
 - Flagged for inclusion in April, pending space
- **3/11 secured interest with North County Sun**
 - Requested images of previous years

Women Owned Business

SECURED COVERAGE

- **3/22 secured online coverage on CBS 8**
 - Online share of segment that featured different women owned businesses in Little Italy and East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 8:00 am)**
 - Segment featured different women owned businesses in Little Italy and East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 8:00 am) – Teaser**
 - Segment featured different women owned businesses in Little Italy and East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 8:00 am) – Teaser**
 - Segment featured different women owned businesses in Little Italy and East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 7:00 am)**
 - Segment featured different women owned businesses in Little Italy and East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 7:00 am) – Teaser**
 - Segment featured different women owned businesses in Little Italy and East Village
- **3/22 secured broadcast coverage on CBS 8 (News at 7:00 am) – Teaser**
 - Segment featured different women owned businesses in Little Italy and East Village

- **3/22 secured broadcast coverage on CBS 8 (News at 6:00 am) – Teaser**
 - Segment featured different women owned businesses in Little Italy and East Village
- **3/20 secured print coverage on Gente Bonita Magazine**
 - Article featured different women owned businesses in Little Italy

Taste of Little Italy

SECURED OPPORTUNITY

- **3/29 secured opportunity with San Diego Magazine**
 - Editor-in-chief team add event to add calendars and roundup
- **4/5 secured opportunity with CBS 8**
 - Producer would like to coordinate segment for The Four the week before the event

SECURED INTEREST

- **3/28 secured interest with CBS 8**
 - Might be interested in coordinating a segment, need a vendor to focus on
- **3/28 secured interest with NBC 7**
 - Would like to coordinate segment leading up to event, will lock in date closet to the event

Mother's Day in Little Italy

SECURED COVERAGE

- **3/20 secured print coverage on Pasadena Independent**
 - Article featured Little Italy as the ultimate destination for Mother's Day
- **3/20 secured print coverage on Monrovia Weekly**
 - Article featured Little Italy as the ultimate destination for Mother's Day
- **3/20 secured print coverage on Arcadia Weekly**
 - Article featured Little Italy as the ultimate destination for Mother's Day
- **3/12 secured online coverage on Hey SoCal**
 - Article featured Little Italy as the ultimate destination for Mother's Day
- **3/12 secured online coverage on We The Italians**
 - Syndicated Hey SoCal article that featured Little Italy as the ultimate destination for Mother's Day

Other

SECURED COVERAGE

- **4/2 secured online coverage on San Diego Uptown Downtown News**
 - Contributed article featured different things to do in April in Little Italy
- **4/2 secured newsletter coverage on San Diego Uptown Downtown News**
 - Contributed article featured different things to do in April in Little Italy

General


- Coordinated walking tour with the Downtown Alliance SLC with Chris for September 19
- Collected recommendations from Chris and sent to Downtown Alliance SLC for potential conference venues
- Coordinated with San Diego Museum of Art team for Art Alive Petal Pop Up
- Explored cross collaboration opportunities with the La Jolla Concours

Social Media

Highlights / Recap

- Gained 1,675 total new followers on all platforms
- Earned over 1M total impressions (13% increase)
- Garnered over 31K total engagements (6% increase)
- Created Facebook event page for Taste of Little Italy (667 responses)
- Created Facebook event page for Bulls of Sant'Agata (476 responses)
- Promoted national days and holidays such as International Women's Day, National Puppy Day & first day of Spring, National Beer Day & National Pet Day

Analytics (Last 30 days as of April 12)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	1,199	94,236	5,645	179,072
 Little Italy	476	98,300	25,276	845,949

- **TikTok**
 - Followers: **1082 (+5)**
 - Likes: **2384**

Top content - Facebook (Based on engagement rate per reach)


Best performing content published during the selected period.



Apr 4, 2024 · Little Italy

The spirit of Italia runs deep in our community. 🇮🇹🇺🇸 #LittleItalySD...


Reach	13,656
Engaged users	716
Clicks	190
Other clicks	238
Engagement rate per reach	5.2%
Engagement rate per impression	5%



Apr 10, 2024 · Little Italy

'Tis the season for farm-fresh goodness and garden blooms at th...

Reach	2,335
Engaged users	112
Clicks	9
Other clicks	31
Engagement rate per reach	4.8%
Engagement rate per impression	4.4%




Mar 28, 2024 · Little Italy

#ThatRedChairSD is getting a makeover! 🌟 Gather your squad an...

Reach	7,168
Engaged users	290
Clicks	184
Other clicks	62
Engagement rate per reach	4%
Engagement rate per impression	4%

Top content - Instagram (Based on engagement)


Best performing content published during the selected period.



Apr 7, 2024 · Little Italy San Diego

Raise a pint to National Beer Day! 🍺 Did you know that the oldest taver...


Reach	47,844
Comments	39
Likes	2,258
Saves	211
Engagement	3,850
Engagement rate per reach	8%
Engagement rate per impression	7.6%



Apr 1, 2024 · Little Italy San Diego

Cheers to discovering new gems! 🍷 Whether you're a local or just...

Reach	6,389
Comments	28
Likes	321
Saves	95
Engagement	642
Engagement rate per reach	10%
Engagement rate per impression	10.1%



Mar 28, 2024 · Little Italy San Diego

#ThatRedChairSD is getting a makeover! 🌟 Gather your squad an...

Reach	6,354
Comments	11
Likes	395
Saves	4
Engagement	433
Engagement rate per reach	6.8%
Engagement rate per impression	5.9%



November 10, 2023

Downtown Chula Vista – Little Italy Tree Lighting 2023
 RE: TelevisaUnivision San Diego – December 2nd, 2023 Event

Dear Event Partner,

KLNQ Que Buena 106.5FM and KLQV Amor 102.9 FM would like to present this Promotional Proposal in support of the Little Italy Tree Lighting 2023 event on Saturday, December 2, 2023. The proposal provides you with information pertaining to all the turn-key elements of this promotion. Our stations look forward to participating in this family-friendly event and are committed to provide substantial on-air exposure!

Wednesday, November 22nd, 2023, through Saturday, December 2nd On-Air Promotional Campaign

KLNQ Que Buena 106.5FM and KLQV Amor 102.9 FM will promote the Little Italy Tree Lighting Event as a fun, family-friendly way to spend the day creating memories and continuing family traditions. Our pre-recorded promotional announcements will include complete info including all the fun and information that you can find at this event!

Total pre-recorded promotional announcements: **30 promotional announcements total across both stations**

Saturday, December 2nd, 2023 – Event Day On-Site Support

KLNQ Que Buena 106.5FM and KLQV Amor 102.9 FM will have a promotions team on site at the event in Little Italy representing both stations with a 10x10 canopy for each station with holiday lights and decorations, music, and prizes. Additional details TBD and will be confirmed as we get closer to the event.

TOTAL PROMOTIONAL VALUE: \$22,500

In return for the promotional support offered, **Little Italy Tree Lighting** will provide TelevisaUnivision San Diego all the following sponsorship elements associated with the event:

- **KLNV Que Buena 106.5FM and KLQV Amor 102.9 FM** listed as Official and Exclusive Spanish-language Radio Event Sponsors in promotional materials wherever possible.
- Space for two 10x10 canopies **for both radio stations** in a high-traffic/high-visibility location at the event
- Copy points approved to use for on-air promotional announcements.
- Opportunity for TelevisaUnivision San Diego to include a third-party sponsor with their own booth on site. (Pending approval and confirmation, \$500 net rev share for booth only. All additional sponsorship elements to be negotiated w/New City America, Inc.)

By signing below, both parties agree to deliver and execute above promotional elements.

 New City America

Date _____



 Mauricio Gonzalez
 Activations Manager, TelevisaUnivision San Diego

Date 11/10/23