



Little Italy Association of San Diego – DI&P Committee
Wednesday, August 30, 2023 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 August 11, 2023 Minutes** *Action Item* **P. 3-5**
- 4. Confirmed & Proposed Events**
 - a. Little Italy Mercato & Wednesday Market / Catt White Every Sat. & Wed. **P. 6**
 - b. Taste of Little Italy / Curt Brooker *Wrap-Up* **P. 7**
 - c. San Diego Pades Italian Heritage Night / Chris *Wrap-Up* **P. 7**
 - d. Our Lady of the Rosary Centennial Celebration / Luke *Wrap-Up*
 - e. Labor Day Stickball Tournament / Chris Sat.-Mon., 9/2-4
 - f. Casino di Piazza / Chris Fri., 9/15 **P. 8-11**
 - g. El Grito de San Diego / Chris Fri., 9/15
 - h. Italian Heritage Concert Series / Curt Suns., 10/1 & 8
 - i. Trick-or-Treat on India Street / Chris Fri., 10/27
- 5. New Events, Promotions, Fundraising & Councils**
 - a. Olive Public Relations / Larisa Medina & Cree Jones
- 6. Streetscape Improvements & Venues**
 - a. Piazza Costanza – Update / Chris
 - b. Little Italy Venues / Curt
 - i. Stella Artois Activations / Curt
 - ii. Summer Goddess Market / Curt *Wrap-Up* **P. 15**
 - iii. PUNCHES in the Piazza / David Rodger Sun., 9/5
Fri., 9/8
- 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

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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.



Little Italy Association of San Diego – DI&P Committee
Friday, August 11, 2023, at 9:00am
Little Italy Association Office – Conference Room
(2210 Columbia Street)

Present: Steve Galasso Jeri Keiller, Danny Mocerri, Jack Pecoraro, Lisa Gerson, David Rodger, Joe Cordileone, Curt Brooker, Joey Busalacchi, Lou Palestini, Susan Keating, Perry Meyer, Kathi Meyer, Brooke Collins, Amisha Blodgett

Staff: Christopher Gomez, Dianne T. Serna, Cree Jones, Jenn Von Stauffenberg, Brijet Myers

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 June 16, and July 10, 2023, Minutes	3. The minutes from June 16, 2023, DI&P meeting were reviewed The minutes from July 10, 2023, DI&P meeting were reviewed.	3. Steve Galasso moved to approve the minutes from 6/16. Lisa Gerson seconded the motion. Unanimously approved. Perry Meyer moved to approve the minutes from 7/10. Lisa Gerson seconded the motion. Unanimously approved.
4. Confirmed Events a. Little Italy Mercato & Wednesday Market / Catt	4.a. Brijet Myers gave an update on the Little Italy Mercato and Wednesday Market. Brijet reported that they are working on the	4.a. No action taken

	<p>Christmas Village.</p> <p>Brijet reminded everyone that the Farmer's Market will be relocating to Cedar next week due to Our Lady of the Rosary's Centennial celebration.</p>	
b. ArtWalk Summer Series/Curt Brooker	<p>4.b. Curt gave a recap on the Art Markets that took place in June and July.</p> <p>Curt reported that the Sunday events will not be brought back for 2024.</p>	4.b. No action taken
c. Marine Band San Diego Summer Concert / Chris	4.c. Lou Palestini reported that the Marine Band San Diego Summer concert was a success.	4.c. No action taken
d. San Diego Padres Italian Heritage Night / Chris	<p>4.d. Chris announced that the San Diego Padres Italian Heritage Night against the Dodgers, sold out.</p> <p>\$3.00 from every ticket purchased will be split between LIA, Convivio & ICC.</p>	4.d. No action taken
e. Our Lady of the Rosary Centennial Celebration	4.e. Chris reminded the committee that Our Lady of the Rosary's Centennial Celebration will take place August 17-Augst 19, 2023.	4.e. No action taken
f. Casino di Piazza/ Chris	4.f. Chris reported that the Casino di Piazza event will take place on Friday, September 15, 2023, from 7:00pm to 11:00pm. Tickets are on sale now. Raffles prizes to come.	4.f. No action taken
g. El Grito de San Diego/ Chris	4.g. The Mexican Consulate's, El Grito San Diego event will take place on Friday, September 15, 2023. India Street will be closed from Beech to Cedar.	4.g. No action taken
5. New Events, Promotions, Fundraising & Councils	5. Jen Bon Stauffenberg gave a PR update.	5. No action taken
a. Olive Public Relations/ Larisa Medina & Cree Jones	5.a. Cree Jones gave a Social Media Recap.	5.a. No action taken

6. Streetscape Improvements & Venues		
a. Piazza Costanza Update/ Chris	6.a. Chris gave an update on Piazza Costanza. The dedication will take place on November 28, 2023 at 10:30am on the corner of Ash and Columbia.	6.a. No action taken
b. Little Italy Venues / Curt	6.b. Curt Brooker gave an update on Little Italy Venues. Curt reported that Zevia, a zero-sugar soda company, has 3 more activations in the Piazza della Famiglia. Curt announced that Stella Artois will have a tasting event on Thursday, August 24, 2023, from 4:00pm-8:00pm.	6.b. No action taken
i. Punches in the Piazza/ David Rodger	6.i. David Rodger gave an update on the Bobby DePhillipis Foundation Boxing event. Th event will take place on Friday, September 8, 2023.	6.i. No action taken
7. Old Business	7. Nothing to report.	7. No action taken
8. Adjournment	8. Meeting Adjourned	8. Curt Brooker moved to adjourn the meeting Perry Meyer seconded the motion, Unanimously approved.
9. Next Meeting	9. Third Friday of the Month at 9:00am Little Italy Association Office – Conference Room	9. No action taken

Minutes taken by: Dianne T. Serna, Staff.

DRAFT 2023 TOLI ACTIVITY BREAKDOWN:Event Revenue:

Event Ticket Sales	\$	76,575.00
Sponsorship Sales	\$	11,500.00
Less CC Processing fees	\$	(2,906.48)

Total Revenue	\$	85,168.53
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Cost of Production:

Production Staff, Wages	\$	14,000.00
Banner Patch - T's & Signs	\$	97.88
Passports - GotPrint	\$	283.35
Event Signage - My Printer	\$	329.71
Adhesive Putty - Amazon	\$	40.20
Paper & Plastic Supplies, Webstaurant	\$	1,728.16
Boxes, Lids, Cups - Amazon	\$	249.99
Rest. Disposables, Cups and Ice - Smart & Final	\$	144.43
Ice - 7-11	\$	51.59
Grain and Grit	\$	400.00
Performers	\$	200.00
Photography	\$	470.00
QR Code Generator	\$	119.88
Promo Posters - Diego and Son	\$	213.35
Public Relations	\$	-

Total Cost of Production	\$	18,328.54
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Gross Profit:	\$	66,839.99
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Profit Split:

FUSE	\$	33,419.99
LIA	\$	33,419.99

Christopher M. Gomez

From: Hannah Plackowski <hplackowski@padres.com>
Sent: Wednesday, August 16, 2023 10:35 AM
To: Christopher M. Gomez
Subject: Italian Heritage Night - Fundraiser Check Requests

Hi Chris!

I hope you are doing well and having a great summer!

Italian heritage night was a huge success! In total it raised \$2,643. We are currently working on fundraiser check requests. Please fill in the name of the group that should be receiving the check and make sure they have submitted their W-9 through the Click-Up link – <https://forms.clickup.com/f/864m3-8660/XWTA00962DTA27IO2Y>

Let me know if you have any questions.

Best,
Hannah

Hannah Plackowski

Account Executive, Group Tickets & Hospitality

San Diego Padres

Petco Park | 100 Park Blvd | San Diego, CA 92101

T 619.795.5002

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CASINO DI *Piazza*

FRIDAY,
SEPTEMBER 15TH

7:00PM TO 11:00PM

PIAZZA DELLA
FAMIGLIA

VIP \$125*
GENERAL \$65*

OVER 12 CASINO TABLES

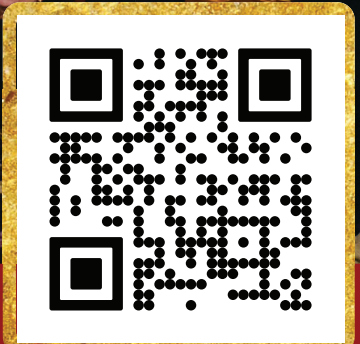
RAFFLE PRIZES

LIVE MUSIC

COCKTAILS

LIGHT HORS D'OEUVRES

...AND MORE!



SCAN TO PURCHASE TICKETS



Casino di Piazza

Date: Friday, September 15, 2023
 Time: 7:00pm-11:00pm
 Location: Piazza della Famiglia
 Head Count: 300

INCOME

Presenting Sponsor			
Event Sponsors	1	\$1,000	\$1,000
Table Sponsors			
		\$500	\$0
Early Bird VIP Ticket Sales	12	\$110	\$1,320
Early Bird General Ticket Sales	29	\$50	\$1,450
VIP Ticket Sales	9	\$125	\$1,125
General Ticket Sales	15	\$65	\$975
Day-Of VIP Ticket Sales		\$135	\$0
Day-Of General Ticket Sales		\$75	\$0
Additional Casino Chips Buy-In		\$50	\$0
Additional Cocktail Ticket(s)		\$5	\$0
Total	65		\$5,870

Admission, Access to Vici Lounge, \$250 Casino Chips, 4 Drink Tickets, and Light Hors D'oeuvres
 Admission, \$250 Casino Chips, 1 Drink Ticket, and Light Hors D'oeuvres

EXPENSE

Category	Vendor(s)	Cost	Items/Rentals	
Casino, Decor & Services	Black Tie	\$5,100	12 Casino Tables: 6 Blackjack, 2 Roulette, 3 Craps, 1 Casino War (Dealers/Event Manager)	
	Voice & Video Rentals	\$252	4 Speakers & 4 XLR Cords	
	Titanium Security	\$290	2 Security Gaurds (6:30pm-11:30pm)	
	ProCal Lighting	\$0	Uplighting & Event Lighting	
	BID Alliance	\$0	12 Belly Bars	
	Little Italy Association	\$0	6 Piazza Table & Chair Sets	
	ALSCO	\$0	6 Square White Linens	
	Olive Creative Strategies	\$500	PR Support	
	Entertainment	Soo Sings	\$500	7:00pm-8:30pm / https://www.sooings.com/videos
		Raphael Bautista	\$600	8:45pm-10:15pm / https://www.rafaelbautista.net/ 7:00pm-10:00pm /
Food & Beverage	Grain & Grit	\$6,959	Hors D'oeuvres, 6 Beverage Servers & 1 Portable Bar	
	Chef Giselle Aguirre	\$3,750	Charcutterie Tables with Risers (2 x 8' Tables General & 1 x 6' Tabel VIP)	
	TBD		Small Bites	
	Nick Zawadzki	\$750	Red & White Wine	
Photography/Promotion	Little Italy Market	\$1,244	Tequila (15), Vodka (14), Whisky (5) & Gin (4)	
	Paul Nestor	\$500	Event Photography	
	T's & Signs	\$770	75 Posters, 165 Invitation & 10 Lifesize Roman Statue Cut-Outs	
Total		\$21,215		

NET **-\$15,345**

	2022		2023	
Admission/VIP Buy-In:	\$125	\$250 Chips / 4 Drinks	\$125	\$200 Chips / 2 Drinks
Admission/General (Gen) Buy-In:	\$65	\$250 Chips / 2 Drinks	\$65	\$100 Chips / 1 Drink
Additonal Buy-In:	\$50	\$250 Chips	\$10	\$50 Chips
Drink Tickets (Each):	\$5	1 Drink		



CASINO DI PIAZZA

LOCATION // Piazza della Famiglia between India & Columbia Streets

DATE // Friday, September 15, 2023

TIME // 7:00pm – 11:00pm

The Little Italy Association invites you to join us as we transform the Piazza della Famiglia into an exquisite Italian garden casino experience for this year's 2nd Annual Casino di Piazza on Friday, September 15th from 7:00pm to 11:00pm.

In partnership with Vici Luxury Rentals, the evening will feature craft cocktails, light hors d'oeuvres, live music, Blackjack, Craps and Roulette under the stars. Dress to impress in your very best cocktail or black-tie attire as you enjoy every detail carefully curated to give guests the most authentic Italian garden casino experience. Upon arrival guests will be transported to the beautiful, manicured gardens of Milan with the beautiful greenery lined walls and classic Italian statues set in the heart of the Piazza della Famiglia.

Casino di Piazza has two admission opportunities including General (\$65) and VIP (\$125). Both admission opportunities come with casino chips, cocktail(s), and light hors d'oeuvres. Guests will be able to use their winnings to receive raffle tickets that allow them to enter various prize package raffles.

By joining us as a sponsor, you will insure the success of this event and help to raise even more funds to support the on-going beautification and maintenance of the Piazza della Famiglia in the heart of Little Italy.

SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$10,000**
Platinum Level + "Presenting" sponsorship and 10 complimentary VIP tickets.
- **Platinum Level / \$5,000**
Gold Level + Mention on TV spots and social media, logo on gambling table and 4 complimentary VIP tickets.
- **Gold Level / \$2,500**
Silver Level + logo on marketing materials.
- **Silver Level / \$1,000**
Logo on website with hyperlink.



Casino di Piazza Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$10,000**
Platinum Level + "Presenting" sponsorship and 10 complimentary VIP tickets.
- Platinum Level / \$5,000**
Gold Level + Mention on TV spots and social media, logo on gambling table and 4 complimentary VIP tickets.
- Gold Level / \$2,500**
Silver Level + logo on marketing materials.
- Silver Level / \$1,000**
Logo on website with hyperlink.

CONTACT INFORMATION

Name: _____

Address: _____

Phone: _____ Email: _____

Signature: _____

ONCE COMPLETE

Remit form and payment to: Little Italy Association
Mail to: 2210 Columbia Street, San Diego, CA 92101
Email to: Chris@LittleItalySD.com

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.



Stella Artois Activations***Fuse Events (FE)*****Event (8/24/2023)**

Venue	\$4,500
Hedge Wall	\$2,650
White Fence	\$4,940
Stage	\$650

Red Chair (Until End of 2023)

Rebrand	\$20,000
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Subtotal	\$32,740
FE Fee (25%)	\$8,185
Net	\$24,555

Mercato (M)**Farmers' Market**

Booth Sponsor	\$5,000
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Buy One Contribution

92101 Buys (Max \$10,000)	\$10,000
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Subtotal	\$15,000
M Fee (50%)*	\$2,500
Net	\$12,500

TOTAL NET	\$37,055
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**50% of Booth Rental Only*