



**Little Italy Association of San Diego – DI&P Committee  
Monday, July 10, 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/87536443528>  
or call 1-669-900-6833 / Meeting ID: 875 3644 3528 / Password: 3898**

**1. Introductions / Perry Meyer, Chair**

**2. Non-Agenda: Public Comment & Announcements**

**3. Confirmed & Proposed Events**

- |   |                    |
|---|--------------------|
| a. Little Italy Mercato & Wednesday Market / Catt White | Every Sat. & Wed.  |
| b. Taste of Little Italy / Hannah Reynolds              | Wrap-Up            |
| c. ArtWalk Summer Series / Hannah                       | Suns., 6/25 & 7/23 |
| d. Marine Band San Diego Summer Concert / Chris         | Sat., 7/29         |
| e. San Diego Padres Italian Heritage Night / Chris      | Fri., 8/4          |

**4. New Events, Promotions, Fundraising & Councils**

- |  |               |
|--|---------------|
| a. Olive Public Relations / Larisa Medina & Cree Jones | <b>P. 2-5</b> |
|--|---------------|

**5. Streetscape Improvements & Venues**

- |   |                             |
|---|-----------------------------|
| a. Piazza Costanza – Update / Chris                   | <b>P. 6-11</b>              |
| b. Little Italy Venues / Hannah                       |                             |
| i. Bobby DePhilippis Foundation Boxing Event / Hannah | <b>Action Item P. 12-15</b> |

**6. Chief Executive Administrator Report**

**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 or via email at [chris@littleitalysd.com](mailto:chris@littleitalysd.com) at least 48-hours prior to the meeting.

**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](mailto:mail@littleitalysd.com) ▪ Website: [www.littleitalysd.com](http://www.littleitalysd.com)  
Facebook / Twitter / Instagram / LinkedIn: LittleItalySD ▪ #LittleItalySD



LIA DISI Meeting  
PR Agenda  
Monday, July 10, 2023

## PITCHING

### Recap

- Taste of Little Italy (Short Leads)
- Marine Band Summer Concert (Short Leads)
- Summer Event Roundup (Short Leads)

### Upcoming Focus

- Summer Event Roundup (Short Leads)
- Casino di Piazza (Long Leads)
- Trick-or-Treat on India St (Long Leads)

## WRITING

### Recap

- Summer Event Roundup (Short Leads)
- Little Italy Mercato Anniversary Media Alert
- San Diego Downtown News July

### Upcoming

- Casino di Piazza (Long Leads)
- Trick-or-Treat on India St (Long Leads)
- Entrepreneurial Pitch
- Groundbreaking Piazza Pitch

## Taste of Little Italy

### SECURED COVERAGE

- **6/23 secured online coverage in Daily Advent**
  - Syndicated article highlighted TOLI as one of the Best of the Best in the country for food and culinary experiences in 2023
- **6/23 secured online coverage in FOX 5**
  - Article highlighted TOLI as one of the Best of the Best in the country for food and culinary experiences in 2023
- **6/21 secured online coverage in News Break**
  - Syndicated San Diego Tourism Authority roundup of summer events in San Diego which included Taste of Little Italy
- **6/21 secured online coverage in San Diego Tourism Authority**
  - Roundup of summer events in San Diego included Taste of Little Italy

- **6/20 secured online coverage on NBC 7**
  - Online share of broadcast segment about Taste of Little Italy which included interview with Fisher's
- **6/20 secured broadcast coverage on NBC 7 (News at 5pm)**
  - Broadcast segment about Taste of Little Italy included interview with Fisher's
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 4pm)**
  - Broadcast segment about Taste of Little Italy included interview with The Yasai
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 4pm)**
  - Broadcast segment about Taste of Little Italy included interview at Caffe Italia
- **6/20 secured broadcast coverage on NBC 7 (News Midday)**
  - Broadcast segment about Taste of Little Italy included interview with Fisher's
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 6am)**
  - Broadcast segment about Taste of Little Italy included interview at Caffe Italia
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 6am)**
  - Broadcast segment about Taste of Little Italy included interview with The Yasai
- **6/20 secured broadcast coverage on NBC 7 (News Today at 5am)**
  - Broadcast segment about Taste of Little Italy included interview with Bayside Kitchen & Bar
- **6/20 secured broadcast coverage on NBC 7 (News Today at 5am)**
  - Broadcast segment about Taste of Little Italy included interview with Burgeon at the Arbor
- **6/20 secured broadcast coverage on ABC 10 (10News This Morning at 5am)**
  - Tease for broadcast segment at Caffe Italia
- **6/20 secured broadcast coverage on NBC 7 (News Today at 4am)**
  - Broadcast segment about Taste of Little Italy included interview with Chris Gomez
- **6/18 secured online coverage in the San Diego Union-Tribune**
  - Arts & Culture section included Taste in the Summer events: Dining and Drinking section
- **6/18 secured print coverage in the San Diego Union-Tribune**
  - Arts & Culture section included Taste in the Summer events: Dining and Drinking section
- **6/16 secured online coverage in US Head Topics**
  - Syndicated San Diego Union-Tribune roundup of news in the food and beverage industry in San Diego this week which includes Taste of Little Italy, including a link to purchase tickets
- **6/16 secured print coverage in the San Diego Union-Tribune**
  - Weekend roundup of food and beverage events in San Diego included Taste of Little Italy with a mention of a few of the restaurants and where to purchase tickets
- **6/16 secured online coverage in the San Diego Union-Tribune**
  - Roundup of news in the food and beverage industry in San Diego this week included Taste of Little Italy, including a link to purchase tickets
- **6/15 secured online coverage in Thrillist San Diego**
  - Article includes Taste of Little Italy in the roundup of upcoming events
- **6/15 secured broadcast coverage on CBS 8 (Mornings at 7am)**
  - Segment highlighted TOLI and featured 2 restaurants included in the event
- **6/15 secured broadcast coverage on CBS 8 (Mornings at 7am)**
  - Teaser highlighted TOLI segment to come
- **6/15 secured broadcast coverage on CBS 8 (Mornings at 7am)**
  - Segment highlighted TOLI and featured 2 restaurants included in the event
- **6/15 secured broadcast coverage on KUSI (Good Morning San Diego 6am)**
  - Teaser highlighted TOLI segment to come

- **6/15 secured online coverage on KUSI (Good Morning San Diego 6am)**
  - Segment highlighted TOLI in an interview with Chris Gomez
- **6/13 secured online coverage in SoCal Pulse**
  - Article mentioned TOLI in roundup of weekend events in SD
- **6/8 secured online coverage in Daily Advent**
  - Syndicated Presidio Sentinel article highlighted Taste of Little Italy as one of the top events of the month, which restaurants are participating and where people can purchase tickets
- **6/8 secured online coverage in Presidio Sentinel**
  - Article highlighted Taste of Little Italy as one of the top events of the month, which restaurants are participating and where people can purchase tickets
- **6/2 secured online coverage in San Diego Union-Tribune**
  - Article highlighted Taste of Little Italy as one of the top neighborhood events coming back for its 15th year
- **6/2 secured print coverage in San Diego Union-Tribune's Night + Day**
  - Night + Day section highlighted Taste of Little Italy as one of the top neighborhood events coming back for its 15th year
- **6/2 secured online coverage in NBC 7**
  - Article highlighted Taste of Little Italy as one of the top food festivals to attend in San Diego and provided an overview of food that guests could expect at the market and where to purchase tickets online
- **6/2 secured online coverage in Daily Advent**
  - Syndicated article from THERE San Diego highlighting Taste of Little Italy and where people can purchase tickets
- **6/1 secured online coverage in We the Italians**
  - Syndicated article from THERE San Diego highlighting Taste of Little Italy and where people can purchase tickets
- **6/1 secured online coverage in THERE San Diego**
  - Article highlighted Taste of Little Italy and where people can purchase tickets
- **6/1 secured print coverage in Presidio Sentinel**
  - June issue highlighted Taste of Little Italy as one of the top events of the month
- **5/30 secured online coverage in SD News**
  - Article included Taste of Little Italy in weekday roundup of community news and events in San Diego
- **5/28 secured online coverage in The Nardcast**
  - Article highlights event details for Taste of Little Italy and promotes the purchase of tickets
- **5/25 secured online coverage in Modern Luxury San Diego**
  - Article included Taste of Little Italy in roundup of June events
- **5/25 secured print coverage in Modern Luxury San Diego**
  - June issue included Taste of Little Italy in roundup of June events
- **5/25 secured online coverage in San Diego Family Magazine**
  - Article included Taste of Little Italy as one of the top summer events for families in June event roundup
- **5/25 secured print coverage in San Diego Family Magazine**
  - June issue included Taste of Little Italy as a must-attend summer event for families

## Social Media

### Highlights / Recap

- Gained 1,688 total new followers on all platforms
- Earned over 1.5M total impressions
- Garnered over 29K total engagements
- Promoted and created event content for Taste of Little Italy
- Promoted voting for the Mercato for USA Today 10 Best Awards
- Padres Italian Heritage Night Facebook event page has 685 responses
- Marine Band Concert Facebook event page has 322 responses

### Upcoming

- Continue to promote summer events

### Analytics (Last 30 days as of July 5)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	1289	91449	4433	304800
 Little Italy	371	95197	25043	1167351
<ul style="list-style-type: none"> <li>● <b>TikTok</b> <ul style="list-style-type: none"> <li>○ Followers: <b>737</b></li> <li>○ Likes: <b>1099</b></li> </ul> </li> </ul>				

### Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Jun 26, 2023 · Little Italy San Diego

**When the neighborhood turns into a cotton candy paradise, you know it's...**

👁️ Reach	9,899
💬 Comments	15
❤️ Likes	962
📌 Saves	14
📊 Engagement	991
Engagement rate per reach	10%
Engagement rate per impression	9.4%



Jul 1, 2023 · Little Italy San Diego

**Petco Park will transform into a hub of Italian culture and baseball...**

👁️ Reach	12,642
💬 Comments	10
❤️ Likes	706
📌 Saves	26
📊 Engagement	744
Engagement rate per reach	5.9%
Engagement rate per impression	5.6%



Jun 12, 2023 · Little Italy San Diego

**Our neighborhood is filled with wagging tails and endless smiles. 🐾...**

👁️ Reach	7,964
💬 Comments	15
❤️ Likes	715
📌 Saves	5
📊 Engagement	735
Engagement rate per reach	9.2%
Engagement rate per impression	8.3%

## Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Jun 16, 2023 · Little Italy

**There's still time to vote for the Little Italy Mercato Farmers Market as Be...**

🔗 Link	
👁️ Reach	23,299
👤 Engaged users	1,586
👁️ Clicks	662
👁️ Other clicks	1,110
Engagement rate per reach	6.8%
Engagement rate per impression	4.4%



Jun 26, 2023 · Little Italy

**When the neighborhood turns into a cotton candy paradise, you know it's...**

🖼️ Image	
👁️ Reach	11,568
👤 Engaged users	492
👁️ Clicks	53
👁️ Other clicks	98
Engagement rate per reach	4.3%
Engagement rate per impression	4.1%

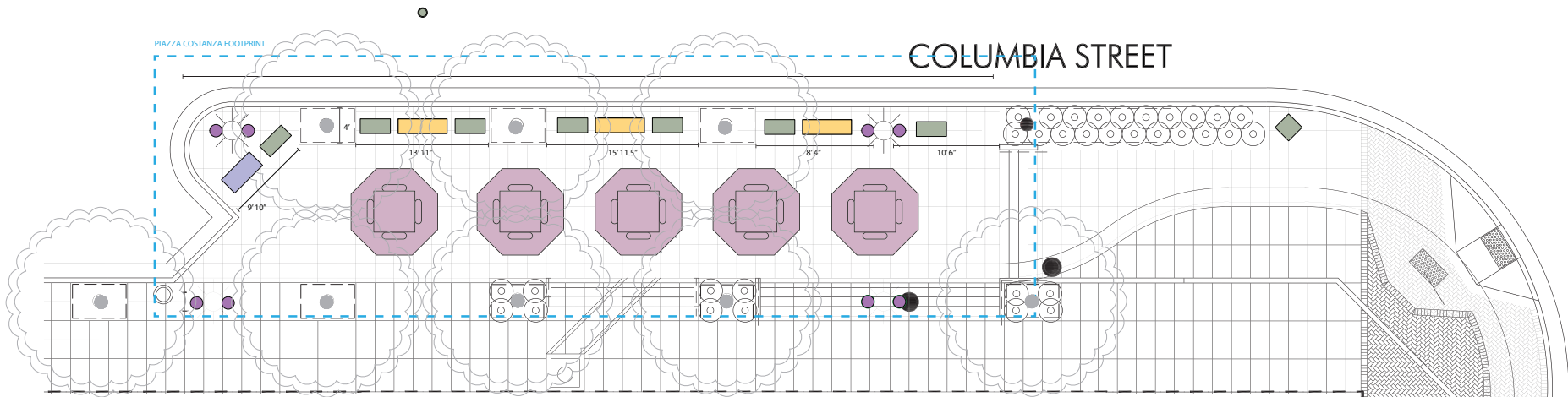


Jun 14, 2023 · Little Italy

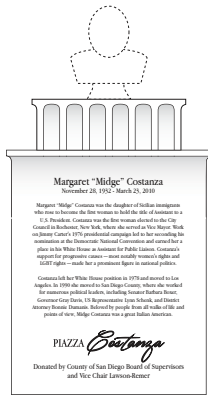
**Sip, savor, and share the joy of Taste of Little Italy with your favorite...**

🖼️ Multi Image	
👁️ Reach	7,852
👤 Engaged users	319
👁️ Clicks	140
👁️ Other clicks	92
Engagement rate per reach	4.1%
Engagement rate per impression	3.5%

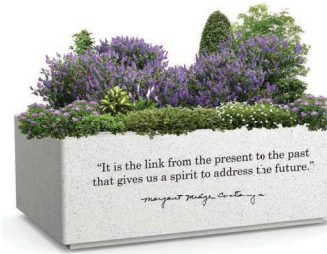




Table, Chairs & Umbrella Sets (5 Units)



Monument & Bronze Bust Sculpture (1 Unit)



Quote Planters (3 Units)



Sponsor Planters (7 Units)



Hanging Baskets (8 Units)

Piazza Costanza

PLANT SCHEDULE

TREES	BOTANICAL NAME / COMMON NAME	SIZE
	FRAXINUS OXYCARPA / 'RAYWOOD' TM / RAYWOOD ASH	36" BOX
	JACARANDA MIMOSIFOLIA / JACARANDA	48" BOX

SCALE: 1" = 10'-0"



PRIVATE CONTRACT

LANDSCAPE PLANTING PLAN FOR:  
**520 W. ASH**

LOTS 7, 8, 9 AND 10 IN BLOCK 19 OF MIDDLETOWN

CITY OF SAN DIEGO, CALIFORNIA  
DEVELOPMENT SERVICES DEPARTMENT  
SHEET 16 OF 22 SHEETS

I.O. NO. 24006067  
PROJECT NO. 434883

FOR CITY ENGINEER: \_\_\_\_\_ DATE \_\_\_\_\_ T.M.W. NO. \_\_\_\_\_

DESCRIPTION	BY	APPROVED	DATE	FILED
ORIGINAL	UA			

1943-4277  
NAD83 COORDINATES  
202-1717  
LAMBERT COORDINATES

AS-BUILT: \_\_\_\_\_ DATE STARTED: \_\_\_\_\_ CONTRACTOR: \_\_\_\_\_ DATE COMPLETED: \_\_\_\_\_  
INSPECTOR: \_\_\_\_\_

**36963-16-D**



HOME OF PIAZZA COSTANZA  
COLUMBIA & W. ASH



HANGING BASKETS FROM LIGHT POLES



BLACK CHERRY FERMOB FURNITURE  
& BANDED UMBRELLA

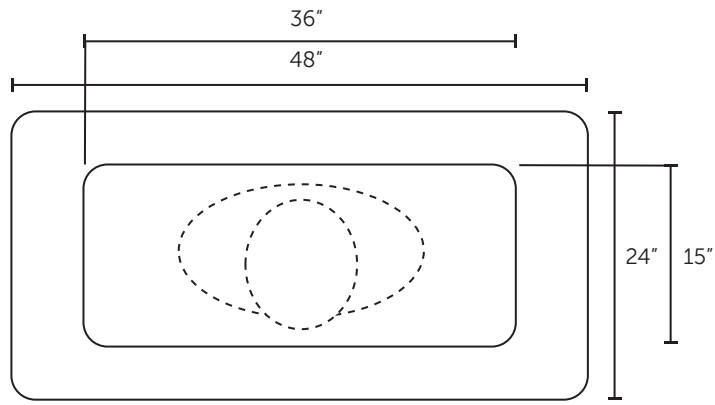


CUSTOM PLANTERS WITH QUOTES AND SPONSOR OPPORTUNITIES

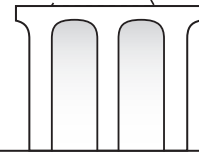
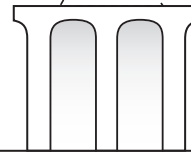
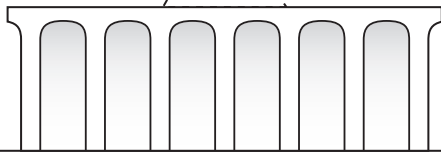
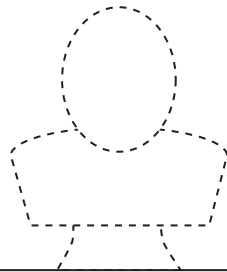
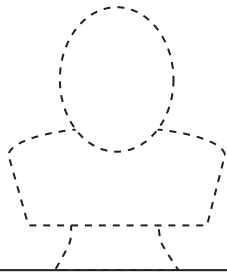




NOT THE FINAL RENDERING AND NOT TO FINAL MODEL SCALE



BIRD'S EYE VIEW



12"

**Margaret "Midge" Costanza**  
November 28, 1932 - March 23, 2010

Margaret "Midge" Costanza was the daughter of Sicilian immigrants who rose to become the first woman to hold the title of Assistant to a U.S. President. Costanza was the first woman elected to the City Council in Rochester, New York, where she served as Vice Mayor. Work on Jimmy Carter's 1976 presidential campaign led to her seconding his nomination at the Democratic National Convention and earned her a place in his White House as Assistant for Public Liaison. Costanza's support for progressive causes — most notably women's rights and LGBT rights — made her a prominent figure in national politics.

Costanza left her White House position in 1978 and moved to Los Angeles. In 1990 she moved to San Diego County, where she worked for numerous political leaders, including Senator Barbara Boxer, Governor Gray Davis, US Representative Lynn Schenk, and District Attorney Bonnie Dumanis. Beloved by people from all walks of life and points of view, Midge Costanza was a great Italian American.

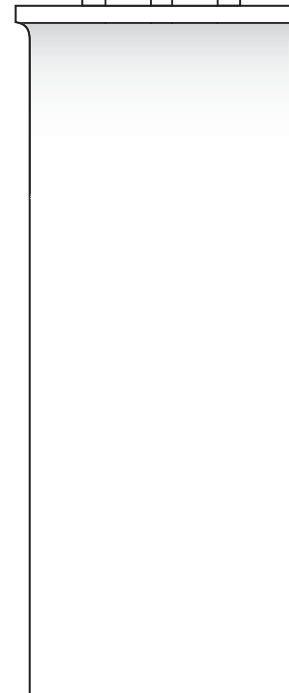
**PIAZZA *Costanza***

Donated by County of San Diego Board of Supervisors  
and Vice Chair Lawson-Remer

INTERIOR FACING VIEW

**PIAZZA**  
*Costanza*

STREET SIDE VIEW



RIGHT VIEW

DEDICATED ON NOVEMBER 28, 2023

LITTLE ITALY ASSOCIATION OF SAN DIEGO  
BOARD OF DIRECTORS

Thomas Galasso President	David Woodell Vice President	Luigi DiStasio Past President of Little Italy
Ernie Thompson President	Clarence Lorenza Vice President	David Badger Past President of Little Italy
Paula Blain Cash Treasurer	John Costanzo Vice Treasurer	John Joseph Bologna Cash Treasurer
James DeBorja Cash Treasurer	Rich Costanzo Vice Treasurer	
John DeBorja Cash Treasurer	Joseph DeBorja Vice Treasurer	
Joe Costanzo Cash Treasurer	Joseph DeBorja Vice Treasurer	
Steve Costanzo Cash Treasurer	John DeBorja Vice Treasurer	
Joe DeBorja Cash Treasurer	John DeBorja Vice Treasurer	

LITTLE ITALY ASSOCIATION OF SAN DIEGO  
ADMINISTRATOR

Maria Li Brandt  
Chief Executive Administrator

Laura Li Brandt - Shirley Zambelli - Maria DiStasio  
Christina Lorenza - Daniela Li Brandt  
Michelle Hester - Debbie J. Hester  
Michelle Y. de Maricada - Ethel Olvera

PIAZZA COSTANZA COMMITTEE

Luana Blain	Michelle Hester
Thomas Costanzo	John DeBorja

COMMUNITY PARTNER  
Lorana

48"

LEFT VIEW

## Piazza Costanza Profit & Loss Report

As of 6/27/2023

### EXPENSE

Vendor	Item	Cost	
Gregory Reade	Bronze Life-Size Statue	\$17,500.00	Ordered
QCP Corp	Custom Monument & Planters	\$60,038.32	
FermobUSA	5 Tables & 20 Chairs (+ 5 Reserve Set)	\$23,702.80	Ordered
MJJ Sales	5 Umbrellas (+5 Reserve Units)	\$3,310.25	
T's & Signs	10 Umbrellas Silk-Screened (4 Panels)	\$652.50	
Planter's Unlimited	16 Hanging Baskets	\$1,437.84	
Olive Public Relations	Public Relations	\$500.00	
TBD	Dedication Photography	\$500.00	
TBD	Dedication Food/Beverages	\$500.00	
Little Italy Association	Initial Landscaping of 10 Planters & 8 Hanging Baskets	\$4,232.00	
Little Italy Association	5 Year Maintenance/Replanting of Landscaping & Hanging Baskets	\$22,040.00	
Little Italy Association	Capital Reserve	\$27,882.74	

<b>PROJECT TOTAL</b>	<b>\$156,453.71</b>
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### Long-Term Maintenance & Replanting Break-Down

Little Italy Association	Weekly Maintenance of Space (5 Years)	\$14,040.00
Little Italy Association	Quarterly Replanting (5 Years)	\$8,000.00

<b>LONG-TERM MAINTENANCE &amp; REPLANTING SUBTOTAL</b>	<b>\$22,040.00</b>
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### INCOME

Donor	Level	Amount	
Senator Toni Atkins	State Grant	\$55,000.00	
County of San Diego	County Grant	\$40,000.00	Received
County of San Diego	County Grant	\$15,000.00	
County of San Diego	County Grant	\$5,000.00	
Irwin Jacobs	Large Donor	\$35,000.00	
Mel Katz	Semi-Large Donor		\$10,000.00
Phil Blair	Semi-Large Donor		\$10,000.00
Bobbie Spoon	6x6 Donor	\$5,000.00	Received
Marco & Laura Li Mandri	6x6 Donor	\$5,000.00	Received
Laurie Black	6x6 Donor	\$5,000.00	
Joe Vecchio	6x6 Donor	\$2,500.00	Received
Bonnie Dumanis & Denise	6x6 Donor	\$5,000.00	Received
Rotary - Downtown SD	6x6 Donor		\$5,000.00

<b>INCOME TOTAL</b>	<b>\$172,500.00</b>
<b>VARIANCE</b>	<b>\$16,046.29</b>

# Bobby D Presents 1st Annual Amateur Boxing Event

## Event Overview

This event is a tribute to honor the legacy of Robert D. "Bobby" DePhilippis, long-time owner of Filippi's Italian restaurants, and a lifelong promoter and passionate supporter of boxing matches. Bobby passed away on September 11, 2022, at the age of 72. Inducted into the West Coast Boxing Hall of Fame in 2017, Bobby left an enduring legacy in the sport of boxing. This event marks the initiation of an annual tradition in the world of boxing, keeping Bobby's passion for the sport alive.

## Event Details

- **Professional Boxing Setup:** The family friendly event will feature a Professional Boxing Ring, complete with professional boxing judges and referees to be sanctioned by USA boxing. For amateur boxers of all ages. Includes complete clean up.
- **Number of Fights:** A total of 12 to 15 fights are planned throughout the event.
- **Safety Measures:** Medical staff EMT and paramedic and insurance will be provided, ensuring the safety and wellbeing of all participants. Full security will maintain handicap easement and crowd control. Furnish mobile rest rooms trailer on the east end of the Piazza as instructed by LIA staff.
- **Schedule:** The event will load in at noon, with fights commencing from 6 pm and concluding at 10 pm.
- **Venue & Layout:** The event will occupy 50% of the Piazza. (see attached map)
- **Access:** While the event is open to the public, all seating and tables will be sold in advance.
- **Sponsors:** The event is proudly sponsored by Major Companies and the Little Italy Association.
- **Food & Beverages:** The event will work with the Piazza stakeholders to supply alcohol and food.
- **Fundraising:** This event serves as a fundraiser, with proceeds benefiting Washington Elementary School, Little Italy Association and Convivio. The minimum fundraising goal is \$10,000. Our ask would be that the Little Italy Association host the event in Lew of our donation and move tables and chairs in the occupied area of the event.

## **Remembering Bobby DePhilippis**

Bobby DePhilippis, born into an Italian family in Philadelphia, was introduced to the worlds of Italian cuisine and boxing at a young age. Despite his passion for boxing, the long hours he worked in the family restaurant kept him from fully developing his boxing skills. After his family moved to San Diego, they opened the famous Filippis Pizza Grotto and Butcher Shop Steak Houses. Bobby obtained his Promoter's License in 1980 and promoted his first boxing event in 1981 at Palisades Garden, marking the beginning of "Bobby D. Presents." Over his career, Bobby brought in fighters from all over the country and across the border, promoting over 80 boxing shows at various venues, including the El Cortez Hotel. He managed and promoted champions such as Jesus "The Hawaiian Punch" Salud, who won the WBA Super Bantamweight title in 1989. Besides boxing, Bobby was also a successful businessman, starting Seacoast Commerce Bank in 2004 and owning several real estate holdings across San Diego and beyond.

## **Event Significance**

This event serves as a tribute to Bobby DePhilippis's lifelong dedication to boxing, celebrating his profound influence on the sport. As the inaugural event in what will become an annual tradition, it lays a foundation for future events that celebrate the heroes of amateur boxing. The event not only pays tribute to Bobby D, but also serves as an inspiration for aspiring boxers to pursue their passion. Moreover, the event doubles as a fundraiser, benefiting local entities such as the Washington Elementary School and Convivio, reflecting the strong community spirit that Bobby D was known for.

