



Little Italy Association of San Diego – DI&P Committee
Friday, May 19, 2023 at 9:00am
Little Italy Association Office – Conference Room (2210 Columbia Street)
Zoom (For Non-Voting Members): <https://us02web.zoom.us/j/82474441206>
or call 1-669-900-6833 / Meeting ID: 824 7444 1206 / Password: 3898

1. **Introductions / Perry Meyer, Chair**
2. **Non-Agenda: Public Comment & Announcements**
3. **Approval of March 17, 2023 Minutes** *Action Item* **P. 3-5**
4. **Confirmed Events**
 - a. Little Italy Mercato & Wednesday Market / Catt White Every Sat. & Wed.
 - b. Mission Fed ArtWalk / Hannah Reynolds *Wrap-Up*
 - c. Taste of Little Italy / Hannah Tue. & Wed.,
6/20 & 6/21
 - d. Marine Band San Diego Summer Concert / Chris Sat., 7/29
 - e. San Diego Padres Italian Heritage Night / Chris Fri., 8/4
5. **New Events, Promotions, Fundraising & Councils** **P. 6-8**
 - a. Olive Public Relations / Larisa Medina & Cree Jones
6. **Streetscape Improvements & Venues**
 - a. Little Italy Venues / Hannah
 - b. Batta Fulkerson New Dog Bag Stations / Chris **P. 9**
 - c. Amici House Improvements – Update / Chris
 - d. Piazza Costanza – Update / Chris **P. 10-16**
 - e. FY24 County of San Diego NR & CE Grants / Chris **P. 17**
7. **Chief Executive Administrator Report**
8. **Other**
9. **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
 - b. Little Italy Experiences & Tours
10. **Adjournment** *Action Item*

LITTLE ITALY ASSOCIATION OF SAN DIEGO

**11. 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 at least 48-hours prior to the meeting.



Little Italy Association of San Diego – DI&P Committee
Friday, March 17, 2023, at 9:00am
Little Italy Association Office – Conference Room (2210 Columbia Street)

Present: Steve Galasso, Lou Palestini, Jeri Keiller, Curt Brooker, Jack Pecoraro, David Rodger, Perry Meyer, Kathi Meyer, Cassie, Alex Focus

Staff: Christopher Gomez, Larisa Medina, 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. Christopher Gomez.	No action taken
2. Non-Agenda: Public Comment & Announcements	2. Alex Focus expressed his concerns with the Busker's in Little Italy. Steve Galasso reported that Marco Li Mandri is working with the City to approve a Busker Ordinance. Chris reported that the City is being conservative due to freedom of speech, however, he reiterated that LIA is working with the City to adopt the ordinance.	2. No action taken
3. Approval of February 17, 2023, Minutes	3. Minutes from February 17, 2023, were reviewed.	3. Perry Meyer moved to approve the minutes. Steve Galasso 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 shared that the Wednesday market had to close on two Wednesday's due to high winds.	4.a. No action taken

<p>b. Camp Pendleton's Marine Corps Trials: American Experience</p> <p>c. Mission Fed ArtWalk</p>	<p>4.b. Chris gave an update that the Camp Pendleton Marine Corps Trials. It was an amazing turnout.</p> <p>Chris thanked the Board Members for their help with underwriting the event.</p> <p>4.c. Curt Brooker shared that Mission Fed Artwalk will take place on April 29-30, 2023.</p>	<p>4.b. No action taken</p> <p>4.c. No action taken</p>
<p>5. New Events, Promotions, Fundraising & Councils</p> <p>a. Italian Catholic Federation BR 246 Event Promotion</p> <p>b. Olive Public Relations / Larisa Medina & Cree Jones</p> <p>c. Little Italy Experiences & Tours Contract</p>	<p>5.a. Jack Pecoraro shared information about the Italian Catholic Federation BR 246 Event. Please see Jack if you would like to purchase tickets.</p> <p>Jack reported on the Italian Baseball Banners displayed in Little Italy,</p> <p>5.b. Larisa Medina gave an update on Olive Public Relations.</p> <p>5.c. Chris shared that that he is meeting with Jim Barone and Anthony Davi today to discuss Little Italy Experiences & Tours.</p>	<p>5.a. No action taken</p> <p>5.b. No action taken</p> <p>5.c. No action taken</p>
<p>6. Streetscape Improvements & Venues</p> <p>a. Little Italy Venues / Curt</p> <p>b. Capital Outdoor Kiosk/ Update</p>	<p>6.a. Curt Brooker gave an update on Little Italy venues.</p> <p>6.b. Chris gave an update on Capital Outdoor Kiosk.</p> <p>Chris stated that there is dialogue with the City Council and Downtown Partnership regarding implantation of this program.</p> <p>The Association will not have any out-of-pocket expenses for the kiosks and Capital</p>	<p>6.a. No action taken</p> <p>6.b. No action taken</p>

	Outdoor will be responsible for any upkeep and repairs.	
7. Chief Executive Administrator Report	7. Nothing to report.	7. No action taken
8. Other	8. Nothing to report.	8. No action taken
9. Old Business	<p>9. David Rodger asked about the Bollard Program.</p> <p>Chris gave an update on the Bollard Program.</p> <p>Cassie from Food Hall announced that Sam the Cooking Guy opened a new Chicken Restaurant inside the Food Hall. Maine Lobster is no longer there, so Cuckoo's Nest has taken over their location.</p>	9. No action taken
10. Adjournment	10. Meeting Adjourned	10. Steve Galasso moved to adjourn the meeting. Kathi Meyer seconded the motion. Motion passes by consensus.
11. Next Meeting	11 Third Friday of the Month at 9:00am Little Italy Association Office – Conference Room	11. No action taken

Minutes taken by: Dianne T. Serna, Staff.



LIA DISI Meeting PR Agenda Friday, May 19, 2023

PITCHING

Recap

- Marine Band Summer Concert (Long Leads)
- Summer Event Roundup (Long Leads)
- Green Business Roundup for Earth Day
- Celebrating Mother's Day in Little Italy (Short Leads)

Upcoming Focus

- Taste of Little Italy (Short Leads)

WRITING

Recap

- Celebrating Mother's Day in Little Italy (Short Leads)
- State of the Neighborhood (Long Leads)
- San Diego Downtown News May | Mothers Day

Upcoming

- Summer Event Roundup Long Leads
- State of the Neighborhood (Long Leads)
- San Diego Downtown News June | Summer Travel in Little Italy

Taste of Little Italy

SECURED COVERAGE

- **4/25 secured online coverage on Thrillist San Diego**
 - Article roundup of things to do in San Diego this spring mentions the two-day Taste of Little Italy festival including details about the participating businesses and where to purchase tickets.

SECURED OPPORTUNITY

- **4/26 secured broadcast opportunity in CBS 8**
 - Interested in segment leading up to event to highlight participating restaurants and where viewers can purchase tickets. Exact date TBD
- **4/26 secured broadcast opportunity in KUSI**
 - Interested in segment leading up to event to highlight participating restaurants and where viewers can purchase tickets. Exact date TBD
- **4/25 secured online + print opportunity in San Diego Union-Tribune**
 - Including event in weekly roundup for print and online

- **4/12 secured online opportunity in Modern Luxury SD**
 - Including event in June print issue and online

Organic

SECURED COVERAGE

- **5/4 secured online coverage on Treksplorer**
 - Article notes Little Italy as one of the chicest destinations in the city with trendy restaurants, bars, cafes, and craft breweries.

Social Media

Highlights / Recap

- Gained 1,074 total new followers on all platforms
- Earned over 1.4M total impressions
- Garnered over 33K total engagements
- Taste of Little Italy Facebook event page has 2972 responses
- Padres Italian Heritage Night Facebook event page has 647 responses

Upcoming




- Continue to promote Taste of Little Italy
- Continue to promote Padres Italian Heritage Night

Analytics (Last 30 days as of May 10)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	638	90378	5273	183703
 Little Italy	436	94561	27320	1257035
<ul style="list-style-type: none"> ● TikTok <ul style="list-style-type: none"> ○ Followers: 676 ○ Likes: 1012 				

Top content - Facebook (Based on reach)

Best performing content published during the selected period.

Post Content	Reach	Engaged users	Clicks	Other clicks	Engagement rate per reach	Engagement rate per impression
 <p>Apr 18, 2023 · Little Italy</p> <p>Get ready to root, root, root for the home team! 🙌❤️ Join us for the San...</p>	6,310	208	55	52	3.3%	3.2%
 <p>Apr 26, 2023 · Little Italy</p> <p>Mission Fed ArtWalk is back this weekend for its 39th year! 🎨 Join us...</p>	6,273	299	154	75	4.8%	4.6%
 <p>May 3, 2023 · Little Italy</p> <p>Celebrate 🌸 spring 🌻 in Little Italy with the Category 6 LED replica of o...</p>	4,461	155	32	32	3.5%	3.5%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Apr 30, 2023 · Little Italy San Diego

Weekends were made for brunching
🍷🍳🥂 Drop your favorite...

👁️ Reach	28,551
💬 Comments	35
❤️ Likes	1,212
📌 Saves	395
📊 Engagement	2,300
Engagement rate per reach	8.1%
Engagement rate per impression	0%



Apr 24, 2023 · Little Italy San Diego

Experience the warmth and hospitality of Italy in the heart of ou...

👁️ Reach	20,381
💬 Comments	12
❤️ Likes	646
📌 Saves	196
📊 Engagement	1,107
Engagement rate per reach	5.4%
Engagement rate per impression	0%



Apr 18, 2023 · Little Italy San Diego

Get ready to root, root, root for the home team! 🇺🇸🇮🇹🇺🇸 Join us for the San...

👁️ Reach	10,125
💬 Comments	10
❤️ Likes	599
📌 Saves	12
📊 Engagement	621
Engagement rate per reach	6.1%
Engagement rate per impression	5.7%



Surprise Mom with a gift ...



Weekends were made fo...



Find peace in one of the ...



Piazza Costanza Expense

As of 5/15/2023

EXPENSE

Vendor	Item	Cost	ETA	Ordered	Deposit
Gregory Reade	Bronze Life-Size Statue	\$17,500.00	12 weeks		50%
QCP Corp	Planters, Bollards and Custom Pedestal	\$60,038.32			
FermobUSA	5 Tables & 20 Chairs (+ 5 Reserve Set)	\$23,702.80	14 weeks	5/10/2023	50%
MJJ Sales	5 Umbrellas (+5 Reserve Units)	\$3,310.25			
T's & Signs	10 Umbrellas Silk-Screened (4 Panels)	-			
Olive Public Relations	Public Relations	\$500.00			
Nestor Photography	Dedication Photography	\$500.00			
TBD	Dedication Food/Beverages	\$500.00			
Little Italy Association	Initial Landscaping of 10 Planters & 8 Hanging Baskets	-			
Little Italy Association	5 Year Maintenance/Replanting of Landscaping & Hanging Baskets	\$0.00			
Little Italy Association	Capital Reserve	\$22,210.27			

PROJECT SUB-TOTAL	\$106,051.37	
PROJECT TOTAL	\$106,051.37	-\$31,051.37

Long-Term Maintenance & Replanting Break-Down

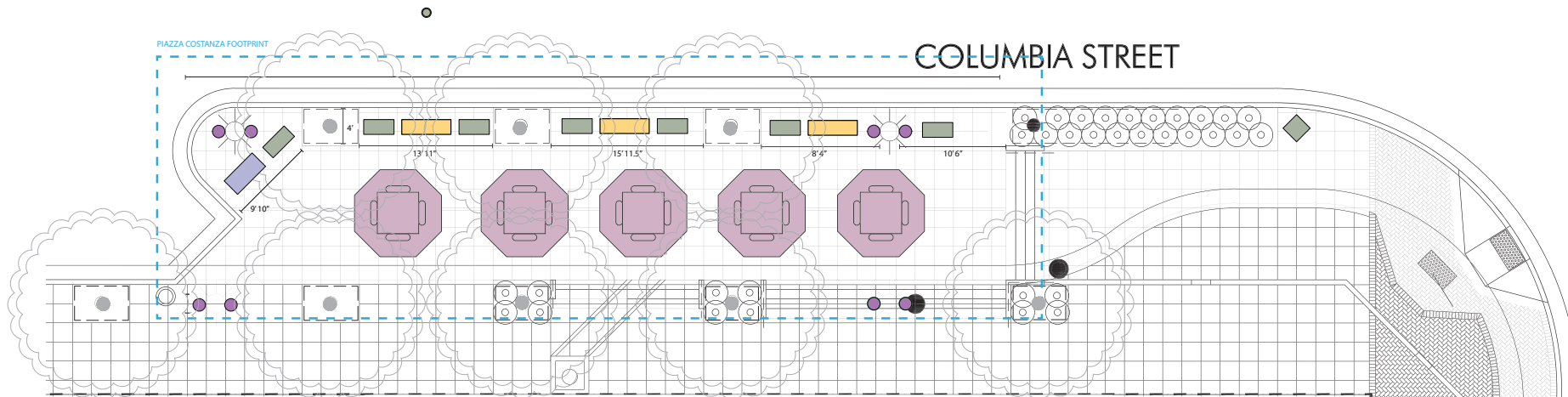
Little Italy Association	Weekly Maintenance of Space (5 Years)	-
Little Italy Association	Quarterly Replanting (5 Years)	-

LONG-TERM MAINTENANCE & REPLANTING SUBTOTAL	\$0.00
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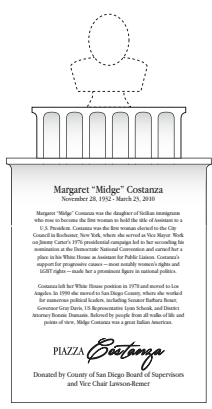
INCOME

Donor	Level	Amount	
County of San Diego	County Grant	\$40,000.00	Received
County of San Diego	County Grant	\$15,000.00	
Bobbie Spoon	6x6 Donor	\$5,000.00	Received
New City America, Inc.	6x6 Donor	\$5,000.00	
Laurie Black	6x6 Donor	\$5,000.00	
Joe Vecchio	6x6 Donor	\$5,000.00	

INCOME TOTAL	\$75,000.00
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Table, Chairs & Umbrella Sets (5 Units)



Monument & Bronze Bust Sculpture (1 Unit)



Quote Planters (3 Units)



Sponsor Planters (7 Units)

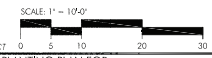


Hanging Baskets (8 Units)

Piazza Costanza

PLANT SCHEDULE

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



PRIVATE CONTRACT

SCALE: 1" = 10'-0"

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. 24006967
PROJECT NO. 434883

FOR CITY ENGINEER: _____ DATE _____ T.M.W. NO. _____

DESCRIPTION	BY	APPROVED	DATE	FILED
ORIGINAL	UA			

AS-BUILTS _____ DATE STARTED _____ LAMBERT COORDINATES 1943-6277
202-1717
CONTRACTOR: _____ DATE COMPLETED _____ 36963-16-D
INSPECTOR: _____



HOME OF PIAZZA COSTANZA
COLUMBIA & W. ASH



HANGING BASKETS FROM LIGHT POLES



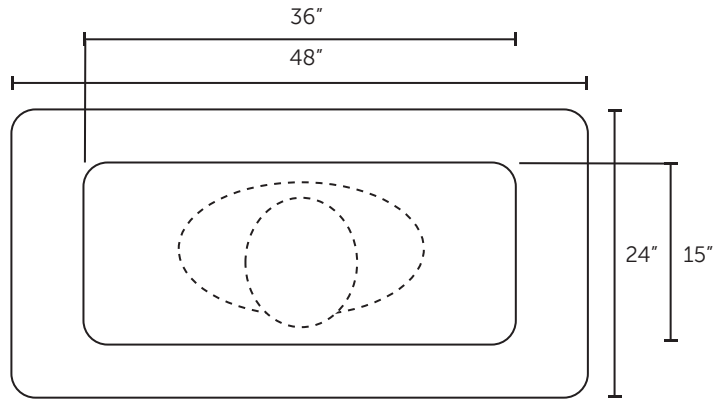
BLACK CHERRY FERMOB FURNITURE
& BANDED UMBRELLA



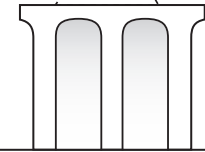
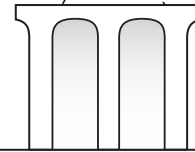
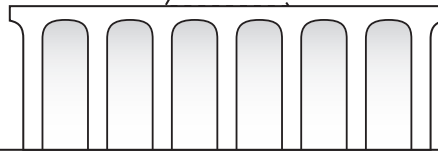
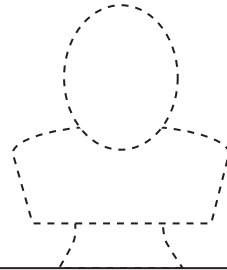
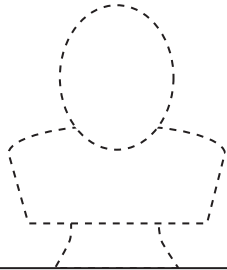
CUSTOM PLANTERS WITH QUOTES AND SPONSOR OPPORTUNITIES



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.

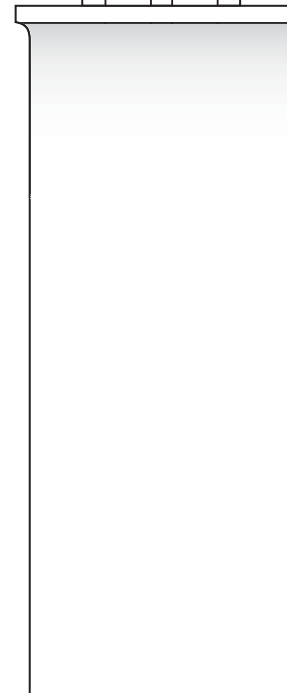
PIAZZA *Costanza*

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 Littorio Club
Bryan Thompson President	Clarence Lorenza Vice President	David Bagley Littorio Club Advisor Carl Vito
Paula Blain Carl Vito	John Costanzo Rick Costanzo	
James DeBorja Carl Vito	Joseph DeBorja Joseph DeBorja	
John Costanzo John Costanzo	Joseph DeBorja Joseph DeBorja	
John Costanzo John Costanzo	Joseph DeBorja Joseph DeBorja	
John Costanzo John Costanzo	Joseph DeBorja Joseph DeBorja	

LITTLE ITALY ASSOCIATION OF SAN DIEGO
ADMINISTRATOR

Maria Li Brandt
Chief Executive Administrator

Laura Li Brandt - Shirley Zambelli - Susan DiStasio
Christina Lorenza - Daniela Li Brandt
Michelle Hester - Debbie DiStasio
Michelle Y. de Marco - Ethel Oliva

PIAZZA COSTANZA COMMITTEE

Luigi DiStasio	John Costanzo
Thomas Galasso	David Bagley
John Costanzo	John Costanzo

COMMUNITY PARTNER
Lorain

48"

LEFT VIEW



\$150,000

PIAZZA COSTANZA

Margaret "Midge" Costanza was a social and political activist who served as a top advisor to President Jimmy Carter. Known for her wit, outspoken manner and commitment to her convictions, she fought for the rights and dignity of all people, particularly women, the LGBTQ community, and other marginalized groups. The daughter of Sicilian immigrants Midge Costanza became the first City councilwoman in Rochester, New York in 1973. She later rose to become the first female Assistant to a U.S. President. Midge moved to San Diego in the 1980s where she was active in numerous organizations and issues. She had the rare ability to bring together people with different viewpoints to accomplish a shared civic goal. In honor of her outstanding service, the Little Italy Association would like to create a new Piazza Costanza which would include a monument with a life-size statue of Midge, four smaller story monuments, concrete planters with enhanced landscaping, and tables and chairs with umbrellas.

LOCATION

Corner of Columbia & W. Ash Streets

OPENING DATE

2023

FUNDRAISING GOAL

\$150,000

COMMITTED TO DATE (12.2022)

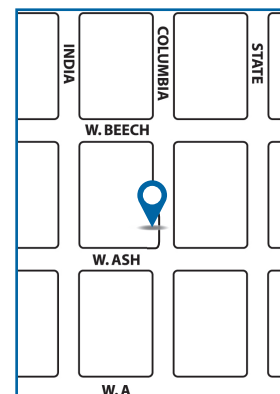
\$60,000

FUNDRAISING TIMELINE

2021 - Complete

DONOR OPPORTUNITIES

"Presenting" Monument Donor (Qty. 1)	\$60,000	SOLD
<i>(Piazza Costanza presented by the County of San Diego)</i>		
1' x 1' Statue Donor Plaque (Qty. 2)	\$25,000	
1' x 1' Donor Plaque in Planter	\$10,000	
6" x 6" Donor Plaque	\$5,000	
6" x 3" Donor Plaque	\$1,000	



Piazza Costanza

LITTLE ITALY SAN DIEGO

Piazza Costanza Donor Form

SPONSORSHIP LEVELS

Check one of the options below.

- "Presenting" Monument Donor (1 Available) / \$60,000** SOLD
(Piazza Costanza presented by the County of San Diego)
- 1' x 1' Statue Donor Plaque (2 Available) / \$25,000**
- 1' x 1' Donor Plaque in Planter / \$10,000**
- 6" x 6" Donor Plaque / \$5,000**
- 6" x 3" Donor Plaque / \$1,000**

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

All major credit cards accepted as well.
To process, call: 619-233-3898

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.



**FY24 NR Grant
Little Italy Associaiton**

Vendor	Items	Cost
Fermob USA	Piazza Villagio - 6 tables & 24 Chairs	\$ 14,555.08
	Piazza della Famiglia - 10 Tables & 18 Chairs	\$ 17,155.85
MJJ Sales	Piazza Villagio - 6 9' Commercial Grade Umbrellas	\$ 2,066.15
	Piazza della Famiglia - 30 9' Commercial Grade Umbrellas	\$ 9,930.75
T's & Signs	Piazza Villagio - 6 Custom Prints on Umbrellas	\$ - <i>Pending</i>
	Piazza della Famiglia - 30 Custom Prints on Umbrellas	\$ - <i>Pending</i>
Zero Waste USA	40 Custom Dog Waste Stations	\$ 2,739.63
TOTAL		\$ 46,447.46