



**Little Italy Association of San Diego – DI&P Committee
Friday, September 22, 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 30, 2023 Minutes** *Action Item* **P. 3-6**
- 4. Confirmed & Proposed Events**
 - a. Little Italy Mercato & Wednesday Market / Catt White Every Sat. & Wed.
 - b. Labor Day Stickball Tournament / Chris *Wrap-Up*
 - c. Casino di Piazza / Chris *Wrap-Up* **P. 7**
 - d. El Grito de San Diego / Chris *Wrap-Up*
 - e. Italian Heritage Concert Series / Curt Suns., 10/8 & 15
 - f. Trick-or-Treat on India Street / Chris Fri., 10/27
 - g. Little Italy Tree Lighting & Christmas Village / Chris Sat., 12/2 **P. 8-9**
- 5. New Events, Promotions, Fundraising & Councils**
 - a. Olive Public Relations / Larisa Medina & Cree Jones **P. 10-13**
- 6. Streetscape Improvements & Venues**
 - a. Piazza Costanza – Update / Chris
 - b. Little Italy Venues / Curt
 - i. Summer Goddess Market / Curt *Wrap-Up*
 - ii. Punches in the Piazza / David Rodger *Wrap-Up*
- 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

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 ▪ Website: www.littleitalysd.com
Facebook / Instagram / X: LittleItalySD ▪ TikTok: LittleItaly.SD ▪ #LittleItalySD

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 30, 2023, at 9:00am
Little Italy Association Office – Conference Room
(2210 Columbia Street)

Present Jeri Keiller, David Rodger, Joe Cordileone, Curt Brooker, Annette Casemero,
 Perry Meyer, Kathi Meyer, Kassie Lewis

Staff Christopher Gomez, Dianne T. Serna, Larisa Medina, Cree Jones, Tammy
 DeLuca

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 August 11, 2023, Minutes	3. The minutes from August 11, 2023, DI&P meeting were reviewed	3. Luke Vinci moved to approve the minutes David Rodger seconded the motion. Unanimously approved.
4. Confirmed Events a. Little Italy Mercato & Wednesday Market / Catt b. Taste of Little Italy/Curt Brooker c. San Diego Padres Italian Heritage Night	4.a. Brijet Myers gave an update on the Little Italy Mercato and Wednesday Market. 4.b. Curt shared the Taste of Little Italy Breakdown on page 6. Stella Artois and Campari Spritz were two large sponsors of the event. 4.c. Chris wrapped up the San Diego Padres Italian Heritage Night. Half of the \$2,643.00 from ticket sales will go to the Association	4.a. No action taken 4.b. No action taken 4.c. No action taken

/ Chris	and the remaining amount will be split between Convivio and ICC.	
d. Our Lady of the Rosary Centennial Celebration	4.d. Luke thanked the Mercato and the Association for all their support for the Centennial Celebration.	4.d. No action taken
e. Labor Day Stickball Tournament/ Chris	4.e. Chris announce that the Labor Day Stickball Tournament will take place September 2, through September 4, 2023, from 8:00 am-5:00pm. India street will be closed from Ash to A St. In between Columbia and State St. Jeri Keiller will notify the neighbors about this event.	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. The Busalacchi's will introduce their new drink for this event and donate a gift basket.	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
h. Italian Heritage Concert Series/ Curt	4.h. Curt reported that the Italian Heritage Concert Series will take place on Sunday 10/1 and 10/8. There will be 2 shows, one before and one after dinner. More information to follow.	4.h. No action taken
i. Trick-or-Treat on India Street	4.i. Chris announced that TOTIS is scheduled for Friday, 10/27/23, however, we may consider rescheduling it to Sunday, 10/29 at the requests of some restaurants and possibly closing India Street.	4.i. No action taken

<p>5. New Events, Promotions, Fundraising & Councils</p> <p>a. Olive Public Relations/ Larisa Medina & Cree Jones</p> <p>i. Art Alive 2024: Petal Pop-Up in the Piazza/Larissa</p>	<p>5.a. Larisa Medina gave a PR update. Cree Jones gave a Social Media Recap.</p> <p>5.i. More Information to follow.</p>	<p>5.a. No action taken</p> <p>5.i. No action taken</p>
<p>6. Streetscape Improvements & Venues</p> <p>a. Piazza Costanza Update/ Chris</p> <p>b. Little Italy Venues / Curt</p> <p>i. Stella Artois Activation/ Curt</p> <p>ii. Summer Goddess Market/ Curt</p> <p>iii. PUNCHES in the Piazza/ David Rodger</p>	<p>6.a. Chris gave an update on Piazza Costanza.</p> <p>The dedication will take place on November 28, 2023 at 10:30am on the corner of Ash and Columbia.</p> <p>6.b. Curt Brooker gave an update on Little Italy Venues.</p> <p>6.i. Curt shared page 15. Stella Artois had a tasting event on Thursday, August 24, 2023. It was a great event.</p> <p>6.ii. Curt shared that the Summer Goddess Market will take place on Sunday, September 3, 2023, with a possible future date in December.</p> <p>6.iii. David shared that the PUNCHES in the Piazza event will take place on Friday, September 8, 2023. Ticket sales are doing well.</p>	<p>6.a. No action taken</p> <p>6.b. No action taken</p> <p>6.i. No action taken</p> <p>6.ii. No action taken</p> <p>6.iii. No action taken</p>
<p>7. Old Business</p>	<p>7. Nothing to report.</p>	<p>7. No action taken</p>
<p>8. Adjournment</p>	<p>8. Meeting Adjourned</p>	<p>8. Luke Vinci moved to adjourn the meeting Annette Casemero seconded the motion, Unanimously</p>

		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.

Casino di Piazza

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

INCOME

Gold Sponsor	1	\$2,500	\$2,500
Event Sponsors	1	\$1,000	\$1,000
Table Sponsors		\$500	\$0
Comp General Tickets	5	\$0	\$0
Comp VIP Tickets	37	\$0	\$0
Early Bird General Ticket Sales	29	\$50	\$1,450
Early Bird VIP Ticket Sales	12	\$110	\$1,320
General Ticket Sales	113	\$65	\$7,345
VIP Ticket Sales	31	\$125	\$3,875
Day-Of General Ticket Sales	17	\$75	\$1,275
Day-Of VIP Ticket Sales	1	\$135	\$135
Day-of VIP Upgrade	4	\$50	\$200
Additional Casino Chips Buy-In	42	\$10	\$420
Surge 30 - Chip Buy-in	58	\$10	\$580
Additional Cocktail Ticket(s)	201	\$5	\$1,005
Total	203		\$21,105
Break Even	97		

EXPENSE

Category	Vendor(s)	Cost	
Casino, Decor & Services	Black Tie	\$5,100	
	Downtown Chula Vista	\$200	
	Titanium Security	\$290	
	ProCal Lighting	\$0	
	BID Alliance	\$0	
	Little Italy Association	\$0	
	ALSCO	\$0	
	Olive Creative Strategies		
	Soo Sings	\$500	
	Raphael Bautista	\$600	
Entertainment	Serenade Events	\$724	
	Grain & Grit	\$5,049	
	Chef Giselle Aguirre	\$3,750	
Food & Beverage	Various Restaurants	\$0	
	Busa	\$600	
	Nick Zawadzki	\$750	
	Little Italy Market	\$1,406	
	Smart&Final	\$431	
	Restaurant Depot	\$64	
	Costco	\$18	
	Amazon	\$543	
	Photography/Promotion	Paul Nestor	\$500
		T's & Signs	
Centerpieces		\$40	
Volunteers			
Ipads			
Belly Bar Covers - GW Linens		\$ 149.93	
Total		\$20,717	
NET		\$388	

2023

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



LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

LOCATION // Throughout Little Italy - India Street between W. Cedar & W. Grape Streets

DATE // Saturday, December 2, 2023

TIME // 4:00pm – 8:00pm

This holiday season, Little Italy invites families, friends, neighbors and visitors to our time-honored Christmas season kick-off celebration. Sidewalks in Little Italy will be filled with holiday cheer for the 24th Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 2nd from 4:00pm to 8:00pm.

Guests will be invited to enjoy Little Italy's newest tree - The Aurora, created by California artist Josh Hubert, located in the center of Piazza Basilone and our permanent 25'+ live tree in the Piazza della Famiglia.

As visitors await the traditional Italian countdown tree lighting ceremony in the Piazza della Famiglia, they will be able to peruse and shop from local artisans for the perfect holiday gifts at the Christmas Village as to enjoy the community's festive decor, live music and entertainment, snacks, holiday beverages, and more!

The fun doesn't stop there! Santa will be making a special appearance for a quick, "Hello and Merry Christmas!" greeting.

SPONSORSHIP LEVELS

- **Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting" .
- **Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship for various portions of the event.
- **Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- **Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- **Bronze Level / \$1,000**
Logo on website with hyperlink.

LITTLE ITALY SAN DIEGO



*Tree Lighting &
Christmas Village*

Little Italy Tree Lighting & Christmas Village Sponsor Form

SPONSORSHIP LEVELS

Check one of the options below.

- Diamond Level (1 Available) / \$15,000**
Platinum Level + "Presenting" sponsorship of overall event.
- Platinum Level / \$10,000**
Gold Level + "Presenting" sponsorship for various portions of the event.
- Gold Level / \$5,000**
Silver Level + Mention on TV spots and social media
- Silver Level / \$2,500**
Bronze Level + logo on street sign and marketing materials.
- Bronze 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.





**LIA DI&P Meeting
PR Agenda
Friday, September 15, 2023**

PITCHING

Recap

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

Upcoming Focus

- Casino di Piazza (Media Alerts)
- Trick-or-Treat on India St (Short Leads)

WRITING

Recap

- San Diego Downtown News September
- Little Italy Tree Lighting & Christmas Village (Long Leads)
- Piazza Costanza

Upcoming

- Little Italy Tree Lighting & Christmas Village (Long Leads)
- Small Business Season (Long leads)
- San Diego Downtown News October

Trick-or-Treat on India St (10/27)

SECURED COVERAGE

- **9/15 secured online coverage on There San Diego**
 - weekend roundup invites locals to dress up and take a chance at the Casino Di Piazza happening in Little Italy.
- **9/15 secured online coverage on SD News**
 - article features the Casino di Piazza hosted by the Little Italy Association mentioning details such as how the Piazza della Famiglia will turn into an outdoor “Italian casino experience.”
- **9/13 secured online coverage on San Diego Magazine**
 - weekend roundup highlights the Casino Di Piazza event mentioning details of the event and ticket information.
- **9/13 secured online coverage on SoCal Pulse**
 - weekend roundup highlights the Casino Di Piazza event mentioning details of the

event and ticket information.

- **9/12 secured online coverage on Telemundo 20**
 - weekend roundup highlights the Casino Di Piazza event mentioning details of the event and ticket information.
- **9/12 secured online coverage on There San Diego**
 - article highlights the Casino Di Piazza hosted by the Little Italy Association including details as to what guests can expect at the event
- **9/11 secured online coverage on San Diego Entertainer Magazine**
 - Article features upcoming Casino Di Piazza event happening in Little Italy
- **9/7 secured online coverage on NBC 7**
 - weekend roundup invites locals to dress up and take a chance at the Casino Di Piazza happening in Little Italy
- **9/12 secured online coverage on USA Top News**
 - syndicated NBC 7 weekend roundup that invites locals to dress up and take a chance at the Casino Di Piazza happening in Little Italy
- **9/6 secured online coverage on SD Today**
 - newsletter features the Casino di Piazza hosted by the Little Italy Association mentioning details such as how the Piazza della Famiglia will turn into an outdoor “Italian casino experience.”
- **9/6 secured online coverage on There San Diego**
 - monthly roundup invites locals to dress up and take a chance at the Casino Di Piazza happening in Little Italy this month

Trick-or-Treat on India St (10/27)

SECURED COVERAGE

- **9/6 secured newsletter coverage on SD Today**
 - newsletter features the Casino di Piazza hosted by the Little Italy Association mentioning details such as how the Piazza della Famiglia will turn into an outdoor “Italian casino experience.”
- **9/6 secured online coverage on There San Diego**
 - monthly roundup invites locals to dress up and take a chance at the Casino Di Piazza happening in Little Italy this month
- **8/28 secured online coverage on San Diego Tourism Authority**
 - monthly roundup highlights Trick-Or-Treat on India Street in Little Italy mentioning details such as how urban families will enjoy authentic trick-or-treating fun as Little Italy businesses open their doors to give out candy and Halloween treats

SECURED OPPORTUNITY

- **8/1 secured online and print opportunity with San Diego Magazine**
 - Requested hi-res images for inclusion of TOTIS in October print issue

Other

SECURED COVERAGE

- **9/1 secured online coverage on SD Downtown News**
 - Contributed article highlights september happenings in Little Italy
- **8/31 secured online coverage on LOCALE**
 - Article included Little Italy as one of San Diego's most vibrant neighborhoods and easiest

to walk

- **8/29 secured online coverage on LOCALE**
 - Article included Little Italy as one of San Diego's most vibrant neighborhoods and easiest to walk
- **8/23 secured online coverage on LOCALE**
 - Roundup of date ideas include a fun stroll around the Little Italy Mercato where couples can find cute offerings from a variety of local vendors in the heart of Little Italy
- **8/9 secured online coverage on SD News**
 - Article highlighted August roundup of events in Little Italy and what is to come in September
- **8/1 secured online coverage in San Diego Downtown News**
 - Article highlighted August roundup of events in Little Italy and what is to come in September
- **8/1 secured print coverage in San Diego Downtown News**
 - Article highlighted August roundup of events in Little Italy and what is to come in September

Organic

- **9/1 received online coverage on Travel + Leisure**
 - article names Little Italy in San Diego one of the best and most authentic Little Italy destination in the US to visit, mentioning parts of the neighborhood such as the Little Italy Mercato and other restaurants.

Social Media



Highlights / Recap

- Gained 1,028 total new followers on all platforms
- Earned over 1M total impressions
- Garnered over 20K total engagements
- Created Facebook event page for Trick-or-Treat on India Street
- Casino di Piazza Facebook event page has 205 responses

Upcoming

- Continue to promote upcoming events

Analytics (Last 30 days as of Sept 11)

Social Media	New fans/followers	Total fans/followers	Engagement	Impressions
 Little Italy San Diego	716	91865	2742	124441
 Little Italy	302	95812	16958	882580

- **TikTok**
 - Followers: **793**
 - Likes: **1198**

Top content - Facebook (Based on reach)

Best performing content published during the selected period.



Aug 23, 2023 · Little Italy

Ciao, Bella! 🇮🇹👯♀️ Looking for the perfect girls' day destination?...

👁️ Reach	14,464
👤 Engaged users	308
🌐 Clicks	53
🌐 Other clicks	86
Engagement rate per reach	2.1%
Engagement rate per impression	2%



Aug 15, 2023 · Little Italy

For 100 years, Our Lady of the Rosary Catholic Church has been the cente...

👁️ Reach	13,200
👤 Engaged users	807
🌐 Clicks	182
🌐 Other clicks	230
Engagement rate per reach	6.1%
Engagement rate per impression	5.9%



Sep 2, 2023 · Little Italy

Get ready for a night of glamour and gaming 🎰🎉 The 2nd Annual Casino...

👁️ Reach	4,478
👤 Engaged users	118
🌐 Clicks	77
🌐 Other clicks	18
Engagement rate per reach	2.6%
Engagement rate per impression	2.6%

Top content - Instagram (Based on engagement)

Best performing content published during the selected period.



Aug 12, 2023 · Little Italy San Diego

Say 'Buongiorno' to the newest restaurant now open in #LittleItalyS...

👁️ Reach	24,596
💬 Comments	11
❤️ Likes	1,021
📌 Saves	240
📊 Engagement	1,698
Engagement rate per reach	6.9%
Engagement rate per impression	6.4%



Aug 15, 2023 · Little Italy San Diego

For 100 years, Our Lady of the Rosary Catholic Church has been the cente...

👁️ Reach	6,766
💬 Comments	15
❤️ Likes	284
📌 Saves	12
📊 Engagement	311
Engagement rate per reach	4.6%
Engagement rate per impression	4.3%



Sep 8, 2023 · Little Italy San Diego

Explore the @LittleItalyMercato, where the streets are lined with...

👁️ Reach	4,913
💬 Comments	2
❤️ Likes	216
📌 Saves	8
📊 Engagement	242
Engagement rate per reach	4.9%
Engagement rate per impression	4.5%