



Little Italy Association of San Diego – DISI Committee
Friday, August 7, 2020 at 9:00am
Zoom Virtual Meeting: <https://us02web.zoom.us/j/86033726067>
or call 1-669-900-6833 / Meeting ID: 860 3372 6067

- 1) Zoom Meeting Protocol & Introductions –Perry Meyer, Chair**
 - a. All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to that specific topic.

- 2) Events**
 - a. *Al Fresco* Every Fri. & Sat.
 - b. Little Italy Mercato Every Sat.

- 3) New Events, Promotions, Fundraising & Councils**
 - a. Olive Creative Strategies
 - i. Coverage Recap
 - ii. Social Media Giveaways & Advertising
 - b. Taste of Little Italy – Take Out Edition (Fall 2020)
 - c. Little Italy Merchandise

- 4) Streetscape Improvements & Venues**
 - a. Little Italy Venues
 - i. Confirmed & Tentative Bookings
 - b. The Clarity Foundation’s Teal Ribbon for Ovarian Cancer ***Action Item***

- 5) Other**

- 6) Adjournment**

- 7) Next Meeting: First Friday of the Month at 9:00am via Zoom**

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.

- 1) Donor Opportunities Guide
- 2) Piazzas & Quasi-Public/Public Spaces
- 3) Little Italy Restaurant & Hotel Councils
- 4) Davi Tours

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 / Twitter / Instagram / LinkedIn: LittleItalySD ▪ #LittleItalySD

5) Capitol Outdoor Displays

6) Events:

- | | |
|---|-------------------|
| a. Little Italy State of the Neighborhood | Thu., 9/24 |
| b. Trick-or-Treat on India Street | Fri., 10/30 |
| c. MissionFed ArtWalk | Sat.-Sun., 11/7-8 |
| d. Small Business Saturday | Sat., 11/28 |
| e. Little Italy Tree Lighting & Christmas Village | Sat., 12/05 |

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19: *Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit www.LittleItalySDMeetings.com (Page 4, Section 11).*

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

Christopher M. Gomez

From: Collura, Natasha <NLCollura@sandiego.gov>
Sent: Wednesday, August 5, 2020 2:54 PM
To: Christopher M. Gomez; Benitez-Kodama, Cindy
Subject: RE: Scheduling Events

Hi Chris,

Hope you are doing well!

At this time, we are still on the State's monitoring list and events are in the last phase for the state of California. While we are not aware of a timeline, the current indication by the State and Local Public Health Officials is that events are not happening anytime soon. We wish we had more definitive information, but we are watching and waiting to see what happens next.

Please let us know if you have any other questions.

Best,

Natasha

From: Christopher M. Gomez [mailto:chris@littleitalysd.com]
Sent: Wednesday, August 5, 2020 1:58 PM
To: Collura, Natasha <NLCollura@sandiego.gov>; Benitez-Kodama, Cindy <CKodama@sandiego.gov>
Subject: [EXTERNAL] Scheduling Events

****This email came from an external source. Be cautious about clicking on any links in this email or opening attachments.****

Hi Natasha and Cindy,

I hope this message finds you both doing well.

I am sure I know the answer to this, but I wanted to check in and see what the temperature is on events starting to be booked with Special Events Department. Trying to prepare for the next few months.

Thanks,
 Chris

CHRISTOPHER M. GOMEZ
 District Manager
 Little Italy Association of San Diego
 2210 Columbia Street
 San Diego, CA 92101
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 Fax: 619-233-4866
 Website: LittleItalySD.com
 Facebook: [Little ItalySD](https://www.facebook.com/LittleItalySD)



DISI Meeting
PR Agenda
 Friday, August 7, 2020

PITCHING

Recap

- Ciao Bella!
- Parklets

Current/Upcoming Focus

- Buon Ferragosto
- Little Italy as Leader Adapting to COVID-19
- Small Business Saturday (long leads)

BLOGS

Recap

- PRIDE in Little Italy
- How Tuna Helped Develop Little Italy

Upcoming

- Art + Design Shops to Support in Little Italy
- National Eat Outside Day (Aug. 31)

SECURED COVERAGE

- **7/29 secured print coverage on Montrealer Magazine**
 - Feature on San Diego featuring a tour of Little Italy
- **7/25 secured online coverage on Courthouse News**
 - Feature on outdoor dining in Southern California featuring interview with Marco and Carlos from Davanti Enoteca on Al Fresco dining
- **7/24 secured online coverage on Yahoo! News**
 - Syndicated article from Patch.com featuring highlights of all the different eateries in Little Italy participating in open-air dining
- **7/24 secured online coverage on Patch**
 - Feature highlights of all the different eateries in Little Italy participating in open-air dining
- **7/23 secured online coverage on ABC10.com**
 - Included Al Fresco dining in roundup of things to do this weekend
- **7/17 secured broadcast coverage on ABC 10 News at 6 a.m.**

- Segment on Little Italy installing parklets along with commentary from Paolo Tagliani of Solunto
- **7/17 secured broadcast coverage on ABC 10 News at 5 a.m.**
 - Segment on Little Italy installing parklets along with commentary from Paolo Tagliani of Solunto
- **7/17 secured broadcast coverage on ABC 10 News at 4:30 a.m.**
 - Segment on Little Italy installing parklets along with commentary from Paolo Tagliani of Solunto
- **7/17 secured broadcast coverage on KUSI News at 4 p.m.**
 - Interview with Marco on how Little Italy is expanding Al Fresco dining with parklets
- **7/16 secured broadcast coverage on ABC 10 News at 7 p.m.**
 - Segment on Little Italy installing parklets along with commentary from Paolo Tagliani of Solunto
- **7/16 secured broadcast coverage on ABC 10 News at 5 p.m.**
 - Segment on Little Italy installing parklets along with commentary from Paolo Tagliani of Solunto
- **7/15 secured online coverage on ABC10.com**
 - Included Al Fresco dining in roundup of things to do this weekend
- **7/10 secured broadcast coverage on FOX 5 News at 11 p.m.**
 - Segment features that masks were being handed out to those who need them and that hand sanitizer stations are available at Al Fresco. The interview with Joey Busalacchi from Barbusa is also included
- **7/10 secured broadcast coverage on FOX 5 News at 10 p.m.**
 - Segment features that masks were being handed out to those who need them and that hand sanitizer stations are available at Al Fresco. The interview with Joey Busalacchi from Barbusa is also included
- **7/10 secured online coverage on FOX5.com**
 - Article discussing how outdoor dining has been expanding to three nights. Video to news segment with Joey's interview was also included
- **7/10 secured online coverage on San Diego Downtown News**
 - Featured a ghost-written article by Chris around outdoor dining beginning in Little Italy
- **7/9 secured podcast coverage on NBC 7**
 - NBC 7 & SD Eater's podcast discussed Little Italy extending their Al Fresco dining while also discussing other local neighborhoods doing outdoor dining
- **7/9 secured online coverage on KUSI.com**
 - Article includes broadcast segment that featured an interview with Vince and Joey Busalacchi
- **7/9 secured broadcast coverage on KUSI Good Morning at 7 a.m.**
 - Segment discusses Little Italy's plans to expand outdoor dining and features an interview with Joey and Vince Busalacchi along with some commentary from Matt Spencer
- **7/9 secured broadcast coverage on KUSI Good Morning at 5 a.m.**
 - Segment discusses Little Italy's plans to expand outdoor dining and features an interview with Joey and Vince Busalacchi along with some commentary from Matt Spencer
- **7/8 secured online coverage on Eater SD**
 - Article on Little Italy's expansion of outdoor dining to three days
- **7/8 secured broadcast coverage on KUSI News at 10 p.m.**

- Segment discusses Little Italy's plans to expand outdoor dining and features an interview with Joey and Vince Busalacchi along with some commentary from Matt Spencer
- **7/8 secured broadcast coverage on KUSI News at 6 p.m.**
 - Segment discusses Little Italy's plans to expand outdoor dining and features an interview with Joey and Vince Busalacchi along with some commentary from Matt Spencer
- **7/7 secured radio coverage on NewsRadio KOGO at 6 p.m.**
 - Featured interview with Marco during segment on outdoor dining in San Diego and mentioned Little Italy's addition of three days of Al Fresco dining
- **7/7 secured broadcast coverage on FOX 5 News at 1 p.m.**
 - Interview with Marco on how Little Italy is expanding Al Fresco dining and adding k-rails
- **7/7 secured broadcast coverage on FOX 5 News at 9 a.m.**
 - Featured interview with Marco during segment on outdoor dining in San Diego and mentioned Little Italy's addition of three days of Al Fresco dining
- **7/7 secured radio coverage on NewsRadio KOGO at 8 a.m.**
 - Interviewed Marco regarding Al Fresco updates including addition of third day
- **7/7 secured radio coverage on NewsRadio KOGO at 6 a.m.**
 - Interviewed Marco regarding Al Fresco updates including addition of third day

SECURED OPPORTUNITIES

- **Secured Matador Network**
 - Had interview with Marco on San Diego's Little Italy leading the way for adapting to the pandemic

SECURED INTEREST

- **Secured Westways AAA Magazine**
 - Feature Little Italy Al Fresco dining
- **Secured Invitation au Voyage**
 - Secured interest featuring LIA neighborhood in upcoming episode
- **Secured The New York Times**
 - Secured interest in featuring LIA's evolution in a neighborhood profile story
- **Secured freelancer Amber Love Bond for HuffPost, Eater, Thrillist and Time Out**
 - Interested in a media trip to San Diego in 2020 and will advise on dates
- **Secured OC Community Publications (Sorbet magazine, Marmalade magazine, South County Magazine, HB Magazine, Orange Magazine and Newport Mesa Magazine)**
 - Working on a family travel feature around Little Italy. Interview pending
- **Secured interest with Food & Wine Mexico**
 - Interested in a tasting at Pali Wine Co. and Carruth Cellars; OCS confirming dates once COVID-19 passes

Social Media Statistics: July

- **Facebook**
 - Fans: 81,056-81,638 (1% increase)
 - Impressions: 779,093
 - Engagements: 28,265
- **Twitter**
 - Followers: 8,240-8,302 (1% increase)
 - Impressions: 28,987

- Engagements: 960
- **Instagram**
 - Followers: 66,535-67,743 (2% increase)
 - Impressions: 278,907
 - Engagements: 11,855


Highlights

- Broke 67k followers on Instagram
- Garnered more than 1M impressions across all platforms
- Gained more than 1.5K new followers across all platforms
- Earned more than 41K total engagements across all platforms
- Updated Al Fresco Facebook “event page” - 12.9k people reached, 669 event responses (60 from paid ads)
- Shared June-July dates of Al Fresco as a Facebook “event page” – 62k people reached, 1.4k event responses
- FB Page likes ad garnered 404 page likes
- FB and IG ads reached 28k people with 46k impressions
- Promoted Al Fresco via multiple engagement posts
- Promoted 5 ways to support Little Italy Blog post


Upcoming

- Continue to share CiaoBellaSD.com site & highlight reopening campaign
- Continue to promote Al Fresco Open-Air Dining Experience and parklets
- Continue to share new state and county mandates
- Continue to post on safety measures
- Continue engaging with our online communities
- Continue to share blogs & media hits on social media


FACEBOOK: Top Performing Posts:

 **Little Italy**
Sun 7/12/2020 5:24 pm PDT

They are. We Are. I AM LITTLE ITALY! 🇮🇹 As we navigate through these times, we want you to know we are incredibly grateful to be part of a strong, supportive community like #LittleItalySD. The last few months have




Total Engagements	1,458
Reactions	421
Comments	22
Shares	10
Post Link Clicks	124
Other Post Clicks	881


 **Little Italy**
Fri 7/10/2020 12:09 pm PDT

We are thankful for the outpouring of support for #LittleItalySD businesses through this time. We are happy to be able to provide a


Little Italy and Kearny Mesa Expanding...



Total Engagements	577
Reactions	244
Comments	28
Shares	14
Post Link Clicks	135
Other Post Clicks	156


 **Little Italy**
Thu 7/9/2020 2:28 pm PDT

Al Fresco has moved to three days a week! We are happy to be able to expand our open-air dining experience from Friday-Sunday every

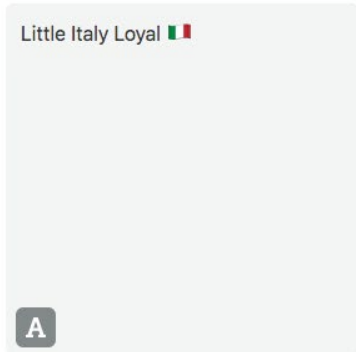


Total Engagements	538
Reactions	268
Comments	18
Shares	14
Post Link Clicks	47
Other Post Clicks	191

TWITTER: Top Performing Tweets:

 **LittleItalySD**
Wed 7/8/2020 12:16 am UTC

Little Italy Loyal 🇮🇹




Total Engagements	130
Likes	47
@Replies	2
Retweets	10
Post Link Clicks	-
Other Post Clicks	71
Other Engagements	0

 **LittleItalySD**
Sun 7/12/2020 7:54 pm UTC


We want you to know we are grateful to be part of a strong, supportive community like #LittleItalySD. The last few months have



Total Engagements	82
Likes	19
@Replies	0
Retweets	3
Post Link Clicks	-
Other Post Clicks	60
Other Engagements	0



 **LittleItalySD**
Thu 7/16/2020 12:13 am UTC

Take a stroll through the piazza and enjoy a midweek sweet treat. 🍦 #LittleItalySD #PiazzaDellaFamiglia 📍 : eat.san.diego




Total Engagements	50
Likes	12
@Replies	1
Retweets	2
Post Link Clicks	-
Other Post Clicks	35
Other Engagements	0



INSTAGRAM: Top Performing Posts:

  littleitalysd
Sun 7/12/2020 12:47 pm PDT


They are. We Are. I AM LITTLE ITALY! 🇮🇹 As we navigate through these times, we want you to know we are incredibly grateful to be part of this community.





Total Engagements	1,322
Likes	1,286
Comments	25
Saves	11

  littleitalysd
Thu 7/16/2020 8:05 pm PDT


Steal a quiet minute by the fountain. The sound of water running and a deep breath can calm even the most frayed of nerves.



Total Engagements	1,018
Likes	992
Comments	10
Saves	16

  littleitalysd
Fri 7/24/2020 5:09 pm PDT

We don't take it for granted that we have the perfect climate here in Little Italy to enjoy a glass of wine and a meal outdoors year-round.



Total Engagements	921
Likes	903
Comments	8
Saves	10



Proposal for Redesigned Taste of Little Italy

As Little Italy works to re-open, we look to find new ways to enjoy the neighborhood and highlight the restaurants that are the backbone of the community. The redesigned Taste of Little Italy will follow new safety guidelines provided by the city and bring San Diegans together to enjoy a custom meal from their favorite Little Italy venues, support restaurants that have weathered through this hard time and participate in a fun event while staying safe and healthy. Instead of a one-night event, the new Taste will be extended over a weeklong period. Five restaurants will be highlighted each night to create an elevated five course meal. Chefs from each restaurant will collaborate together to make sure each course complements each other.



Logistically, we want to keep crowd sizes small and avoid mass gathering on the sidewalks. The new Taste will sell a maximum of 300 tickets per night. Ticketholders will be given a time window to check in at the Piazza della Famiglia. Upon arrival, each guest will receive a Little Italy tote bag so they can collect their meal from the five restaurants. In order to guarantee the best quality and safest preparation, participants will walk or drive to the participating restaurants to pick up their meals. Once all items have been obtained, guests will have a five-course meal for two that can be taken home or enjoyed at their convenience.

Details:

Title: Taste of Little Italy - Take Home Addition

Dates: October 5 – 9, 2020

5 day event

Timing: 4:00pm – 7:00pm

Location: Piazza della Famiglia for check in

Restaurants:

4 or 5 restaurants per night

Pricing:

\$80 per ticket; based on a meal for two participants; \$50 per ticket for a single serving
Maximum of 300 tickets sold per night

Ticket cost breakdown

1. \$80 per ticket
2. \$10 per ticket to restaurant to offset food cost (\$600 per restaurant per night)
3. \$15 per ticket to restaurant to support restaurant crisis fund (\$900 per restaurant per night)
 - Total give back to each participating restaurant is \$1500
4. \$55 to Little Italy Association for organization and support LIA efforts

New Taste of Little Italy

Estimted budget

Revenue

Ticket Sales

Tickets Per Day	# of Days	Total Tickets Sold	Ticket Price	Total Ticket Revenue
300	5	1500	\$80	\$ 120,000.00
			Sponsors	\$ 2,500.00
			Total Revenue	\$ 122,500.00

Expenses

Ticket Sharing

Tickets Per Day	# of Days	Total Per Restaurant	Total Restarant Expense
300	5	\$25	\$ 37,500.00

Based on 5 restaurants participating each night. Each restaurant will recieve \$1,500.00
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Public Relations	\$ 500.00
Event Marketing	\$ 1,000.00
Printing and Design	\$ 3,000.00
Restaurant Supplies	\$ 2,000.00
Setup Labor	\$ 3,000.00
Payroll	\$ 12,500.00
Total Expenses	\$ 59,500.00
Profit	\$ 63,000.00
Split	\$ 31,500.00



The Clarity Foundation's Paint Our Town Teal Campaign

What is Paint Our Town Teal

Women facing ovarian cancer often say they feel overlooked. You can change that by helping us to Paint Our Town Teal and raise visibility during the month of **September, in recognition of Ovarian Cancer Awareness Month**.

Paint Our Town Teal is a Teal Ribbon Campaign, promoting awareness and raising funds to support **The Clarity Foundation** and our free, life-affirming programs for women facing ovarian cancer, and their caregivers.

How You Can Help Paint Our Town Teal

The Clarity Foundation will provide teal ribbons to be tied around light poles, trees and other visible landmarks, as well as an informational poster for you to display in the windows of stores, salons, restaurants and neighborhood businesses. Once you've put up your ribbons and poster, take a picture and share it on your social media. **Just remember to tag The Clarity Foundation!** #clarityfdn #claritypaintyourtownteal

 facebook.com/ClarityFoundation
 [clarity_foundation](https://instagram.com/clarity_foundation)
 [@ClarityFnd](https://twitter.com/ClarityFnd)

Why We Are Painting Our Town Teal

The Clarity Foundation is a nonprofit organization committed to supporting women with ovarian cancer, a devastating diagnosis.

- This year, 22,000 women will be diagnosed, and nearly 15,000 will die from the disease.
- Ovarian cancer is almost always diagnosed in later stages, and has just a 36% survival rate compared to 61% for all other cancers. More awareness could ensure women are diagnosed earlier—saving lives.
- Clarity's free programs work to empower women with ovarian cancer to make well informed, science-based treatment decisions and provides psychosocial support for women living with this disease.
- *Paint Our Town Teal* is an easy way for you to help us build visibility and awareness of ovarian cancer in our community.

If you have more questions, please feel free to contact **Lorena Gurule-Montes** at lgurule-montes@clarityfoundation.org or (858) 264-6954.

Thank you to our 2020 Presenting Sponsor



W&R

Wilson Sonsini Goodrich & Rosati
F O U N D A T I O N

Paint Our Town Teal Proposal

Join us this September, Ovarian Cancer Awareness Month, for our first *Paint Our Town Teal*. Teal is the official color for Ovarian Cancer Awareness and we are encouraging our San Diego community to show their support by displaying Teal ribbons. **The Clarity Foundation**, a nonprofit committed to supporting women with ovarian cancer, is based here in San Diego.

Ovarian cancer is a devastating diagnosis. This year 22,000 women will be diagnosed and nearly 15,000 will die from the disease. Ovarian cancer is almost always diagnosed in later stages and has just a 36% survival rate compared to 61% for all other cancers. Clarity works to empower women with ovarian cancer to make well informed treatment decisions and provides psychosocial support for women living with the disease. *Paint Our Town Teal* is all about building visibility and awareness of ovarian cancer in our community.

We are proposing we tie ribbons **along India Street from W. Ash to W. Laurel** beginning the last week of August to be displayed through September 30, 2020.

To promote our first annual *Paint Our Town Teal* campaign Clarity will post photos of the community turned teal on all of our social media outlets, as well as in media releases and our website. We will tag the **Little Italy Business Association** to share your commitment to, and solidarity with, women facing ovarian cancer in our community.

While Clarity will provide these ribbons for free, any financial support your association is able to provide allows our funds to continue to provide services free of charge to women who need us. If you are interested in more opportunities to get involved with Clarity or sponsorship of Paint Our Town

Thank you to our 2020 Presenting Sponsor



Teal please feel free to contact me at lgurule-montes@clarityfoundation.org or 858.264.6954 ext 1013