



Little Italy Association of San Diego – DISI Committee

Friday, August 6, 2021 at 9:00am

In Person: Little Italy Association's Conference Room (2210 Columbia Street)

- 1) **Introductions & Non-Agenda Public Comment – Perry Meyer, Chair**
- 2) **Approval of July 9, 2021 Minutes** *Action Item*
- 3) **Confirmed Events**

a. Marine Band San Diego Summer Concert	Wrap-Up
b. Little Italy Mercato & Wednesday Market	Every Sat. & Wed.
c. ArtWalk (Summer Series & MissionFed)	(Several Dates)
d. Little Italy Summer Film Festival	Every Sat.
e. San Diego Padres Italian Heritage Night	Fri.-Sun., 8/6-8
- 4) **New Events, Promotions, Fundraising & Councils**

a. Olive Creative Strategies	
i. Coverage Recap	
b. Consulado de México: El Grito – 9/15	<i>Action Item</i>
c. Rock & Roll Marathon – 10/24	<i>Action Item</i>
d. SD Visitor's Center Co-Op Advertising	<i>Action Item</i>
e. H.G. Fenton Black Tie Casino Night	<i>Action Item</i>
f. Little Italy Casino Night / Lou Palestini	<i>Action Item</i>
g. 20 th Anniversary Tribute for 9/11	<i>Action Item</i>
h. Paint Our Town Teal – September	<i>Action Item</i>
i. Coach Rob Mendez Book Signing in Piazza	<i>Action Item</i>
j. Little Italy Hospitality Task Force	
k. Little Italy Merchandise – Ends 8/3	
l. Little Italy Tours – Update	
- 5) **Streetscape Improvements & Venues**
 - a. Little Italy Venues
 - i. Robinhood Activation
 - b. Public Art Task Force
 - i. APPROVED:
 1. Piazza della Famiglia Monument

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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2. Metal Plates for Planters
3. Italian Flags on India Street
4. CIAO in Pine Needles on Green Lot Fence
5. Piazza Basilone Plaque Refurbishing
6. Little Italy Dog Park Gallery
7. Bella Donnas
8. Piazzas Sculpture Maintenance

6) Other

7) Old Business

8) Adjournment

9) 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, Retail & Hotel Councils

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. **FACE COVERING REQUIREMENTS:** [New guidance regarding face coverings were released on July 27th](#) due to the Delta variant and increased cases in San Diego. "The County is following the Centers for Disease Control and Prevention's guidance that recommends everyone wear a face covering in indoor public settings, whether you've been vaccinated or not."*



Little Italy Association of San Diego – DISI Committee

Friday, July 9, 2021, at 9:00am

In Person: Little Italy Association’s Conference Room (2210 Columbia Street)

Present Steve Galasso, Lou Palestini, Danny Mocerri, Joe Cordileone, Perry Meyer, Kathi Meyer, Susan Ranft, Jacob Rocha, Jeri Keiller, Sandi Cottrell, Davis Newton, Catt White, Lindsey Pierce

Guests Alejandro Sanchez, Joseph Raso

Staff Chris Gomez, Dianne T. Serna De León, Kelly Orange, Alicia Douglas

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Zoom Meeting Protocol & Introductions / Perry Meyer, Chair	The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	No action taken.
2. Approval of June 4, 2021 minutes.	The minutes from June 4, 2021, were reviewed.	Steve Galasso moved to accept the Minutes. Perry Meyer seconded the motion. Unanimously approved.
3. Confirmed Events a. Little Italy Mercato	3.a. Catt White gave an update on the Little Italy Mercato. Catt White announced that Alicia Douglas will be taking over Brijet Meyer’s position. Brijet will still help with special projects.	3.a. No action taken.
b. Taste of Little Italy	3.b. Jacob Rocha reported that the Taste of Little Italy sold out. \$7,250 will be divided up and given back to the restaurants. \$20,000 will go to LIA. Chris Gomez added that the 2-day	3.b. No action taken.

<p>c. ArtWalk Summer Series</p> <p>d. Little Italy Summer Film Festival</p> <p>e. Marine Band San Diego Summer Concert</p> <p>f. San Diego Padres Italian Heritage Night</p>	<p>model worked out well and that concept will continue moving forward.</p> <p>3.c. Sandi Cottrell reported that the ArtWalk Summer Series is a miniature version of ArtWalk. It has been successful and will continue alternate Sundays. 11:00 a.m.-6:00 p.m.</p> <p>3.d. Chris Gomez reported that the Cinema LI will begin showing Italian Films with English subtitles on Saturdays, beginning 7/17 through September 18, 2021. There will be a 40/60 split, with 60 going to LIA. The cost for this festival is \$10 a ticket.</p> <p>3.e. Chris Gomez announced that the Marine Band Summer Concert will take place on July 31, 2021, from 6:00-8:00pm.</p> <p>3.f. Chris Gomez announced that the Italian Heritage Nights will be Friday, August 6th through Sunday, August 8, 2021. Those who purchase tickets for this event will receive a hat designed by the Little Italy team. LIA will receive \$1.50 per ticket.</p>	<p>3.c. No action taken.</p> <p>3.d. No action taken.</p> <p>3.e. No action taken.</p> <p>3.f. No action taken.</p>
<p>4. New Events, Promotions, Fundraising, & Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage Recap</p> <p>b. Little Italy Great Urban Challenge Partnership</p>	<p>4.a. Kelly Orange gave an update on Olive Creative Strategies.</p> <p>4.i. Kelly Orange gave a coverage recap on the Disney Pixar film, Luca. The Italian Cultural Center of San Diego, event coordinator, Beatrice Basso, was a linguistic and cultural consultant on "Luca".</p> <p>4.b. Lindsey Pierce from Graze presented Little Italy Great Urban Challenge Partnership. It will be scavenger hunt event for the community and a portion of the ticket</p>	<p>4.a. No action taken.</p> <p>4.i. No action taken.</p> <p>4.b. Perry Meyer moved to approve the event and partnership. Danny Mocerri seconded the</p>

<p>c. Puente A México - Consulado de México Partnership.</p>	<p>sales will go to LIA.</p> <p>4.c. Alejandro Sanchez presented, Puente A México Consulado de México Partnership. The Mexican Consulate would like to partner with LIA and utilize a space at the Mercato once a month to sell Artisan creations and food.</p> <p>Catt White will discuss the possibility of food samples offline.</p>	<p>motion. Unanimously approved. Lindsey Pierce abstained.</p> <p>4.c. Lou Palestini moved to accept the proposal for the booth and the process. Danny Mocerì seconded the motion. Unanimously approved. Alejandro Sanchez abstained.</p>
<p>d. 2100 Kettner Utility Box Art</p>	<p>4.d. Chris Gomez reported that 2100 Kettner would like to partner with LIA to create Utility Box Art.</p>	<p>4.d. Susan Ranft moved to accept the partnership with 2100 Kettner. Joe Cordileone seconded the motion. Unanimously approved.</p>
<p>e. Little Italy Hospitality Task Force</p>	<p>4.e. Chris Gomez reported that the Hospitality Task Force discussed temporary structures and the possibility of an extension until 08/02/2021. LI will send out a petition for businesses to sign, asking for an extension.</p> <p>Spaces for places is a program, designed by the city of San Diego to transition temporary structures into a permanent program with established design and safety standards.</p>	<p>4.e. No action taken.</p>
<p>f. Little Italy Merchandise</p>	<p>4.f. Chris Gomez reported that Marco Polo Cortes was given a 60-day notice. His merchandise contract with the Little Italy Association will terminate effective 8/8/2021.</p>	<p>4.f. No action taken.</p>
<p>g. Little Italy Tours</p>	<p>4.g. Chris Gomez reported on Davi Tours.</p>	<p>4.g. No action taken.</p>

<p>5. Streetscape Improvements & Venues</p> <p>a. Smart City Kiosk</p> <p>b. Little Italy Venues</p> <p>c. Public Art Task Force</p> <p>i. APPROVED</p> <ol style="list-style-type: none"> 1. Piazza della Famiglia Monument 2. Metal Plates for Planters 3. Italian Flags on India Street 4. CIAO in Pine Needles on Green Lot Fence 5. Piazza Basilone Plaque 6. Little Italy Dog Park Gallery 7. Bella Donnas 8. Piazzas Sculpture Maintenance 	<p>5.a. Chris Gomez reported that the contract for the Smart City Kiosk has been terminated.</p> <p>5.b. Jacob Rocha from LI Venues announced that there will be a one-day event at Piazza della Famiglia. The Robin Hood event will be on Thursday, 7/29/2021.</p> <p>5.c. Chris Gomez reported on the approved, Public Task Force.</p>	<p>5.a. No action taken.</p> <p>5.b. No action taken.</p> <p>5.c. No action taken.</p>
6. Other	6. Nothing to Report	6. No action taken
7. Old Business	7. Nothing to Report	7. No action taken
8. Adjournment	8. Meeting Adjourned.	8. No action taken
9. Next Meeting	The Next Meeting will be the first Friday of the month at 9:00 a.m., via Zoom.	9. No action taken

Minutes taken by: Dianne T. Serna De León, Staff.



LIA DISI Meeting PR Agenda Friday, August 6, 2021

PITCHING

Recap

- Marine Band San Diego Summer Concert (Short Leads)
- Summer Events in Little Italy Roundup
- Mitigation for Covid Relief to Gov. Gavin Newsom
- Host Your Next Event at Piazza della Famiglia

Current/Upcoming Focus

- Summer Events in Little Italy Roundup
- State of the Neighborhood (Long Leads)
- Trick-or-Treat on India (Long Leads)

BLOGS

Recap

- Gelato Roundup for National Ice Cream Day on 7/18
- Summer Essentials Shopping Roundup

Upcoming

- Celebrate International Beer Day in Little Italy 8/6
- Summer of Lemons | Why Lemons Are the Must-Have Ingredient in Any Italian Kitchen

SECURED COVERAGE

- **7/20 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
 - Segment featured Sarah Arjmand from Farmer's Table highlighting their dinner menu to encourage patrons to come in for dinner and not just their popular brunch menu. Sarah commented on the impact taking away the structures would cause, the process for inspecting their outdoor parklet structures, as well as Little Italy's petition and the option for each individual business to apply for a 180-day extension
- **7/20 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment featured Sarah Arjmand from Farmer's Table highlighting their dinner menu to encourage patrons to come in for dinner and not just their popular brunch menu. Sarah commented on the impact taking away the structures would cause, the process for inspecting their outdoor parklet structures, as well as Little Italy's petition and the option for each individual business to apply for a 180-day extension
- **7/20 broadcast coverage on FOX 5 (Good Morning San Diego 9 a.m.)**

- Full feature segment including a live painting and interview with Walter Redondo, one of the artists presenting work at the 7/25 show, as well as a tease for Mission Fed ArtWalk in October
- **7/19 secured online coverage on KUSI**
 - Article highlighted Gaslamp Association joining Little Italy's petition to the governor to make the outdoor dining permits permanent, including commentary from the CEO of the Gaslamp Association
- **7/19 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment highlighted Gaslamp Association joining Little Italy's petition to the governor to make the outdoor dining permits permanent, including commentary from the CEO of the Gaslamp Association
- **7/19 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment highlighted Gaslamp Association joining Little Italy's petition to the governor to make the outdoor dining permits permanent, including commentary from the CEO of the Gaslamp Association
- **7/19 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
 - Segment highlighted Gaslamp Association joining Little Italy's petition to the governor to make the outdoor dining permits permanent, including commentary from the CEO of the Gaslamp Association
- **7/19 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**
 - Segment highlighted Gaslamp Association joining Little Italy's petition to the governor to make the outdoor dining permits permanent, including commentary from the CEO of the Gaslamp Association
- **7/19 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
 - Segment highlighted Gaslamp Association joining Little Italy's petition to the governor to make the outdoor dining permits permanent, including commentary from the CEO of the Gaslamp Association
- **7/19 secured online coverage on Encinitas Coast News**
 - Article highlighted the reopening of Little Italy Wednesday Mercato
- **7/19 secured online coverage on XTRA 1360 San Diego Sports**
 - Article included Marine Band Summer Concert as local event happening in San Diego
- **7/19 secured online coverage on Jamn 95.7**
 - Article included Marine Band Summer Concert as local event happening in San Diego
- **7/19 secured online coverage on 760AM KOGO**
 - Article included Marine Band Summer Concert as local event happening in San Diego
- **7/19 secured online coverage on Star 94.1**
 - Article included Marine Band Summer Concert as local event happening in San Diego
- **7/19 secured online coverage on KIOZ-FM**
 - Article included Marine Band Summer Concert as local event happening in San Diego
- **7/19 secured online coverage on 101 KGB**
 - Article included Marine Band Summer Concert as local event happening in San Diego
- **7/19 secured online coverage on 600AM KOGO**
 - Article included Marine Band Summer Concert as local event happening in San Diego
- **7/19 secured online coverage on Channel 93.3**
 - Article included Marine Band Summer Concert as local event happening in San Diego
- **7/19 secured online coverage on Flipboard**
 - Syndicated Patch (San Diego) article included ArtWalk in a roundup of fun events happening this week in San Diego

- **7/19 secured online coverage on Patch (San Diego)**
 - Article included ArtWalk in a roundup of fun events happening this week in San Diego
- **7/19 secured online coverage on USA News Lab**
 - Article included ArtWalk Little Italy Summer Series in roundup of fun events happening this week in San Diego
- **7/18 secured broadcast coverage on George Chamberlain Radio (11 a.m.)**
 - Segment discussed the extension on outdoor dining permits providing more time to get the structures in compliance with local, state and federal fire code, as well as if the city is actually going to enforce citations once Aug. 2 arrives
- **7/18 secured broadcast coverage on KUSI (Good Morning San Diego Weekend at 10 a.m.)**
 - Segment highlighted ArtWalk Little Italy Summer Series during their weekend edition
- **7/18 secured broadcast coverage on KUSI (San Diego People at 11 a.m.)**
 - Segment featured the ongoing outdoor dining conversation, including interviews with guests dining in the neighborhood and Sal Busalacchi of Barbusa
- **7/18 secured broadcast coverage on KUSI (Good Morning San Diego Weekend 6 a.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/17 secured broadcast coverage on KUSI (Good Morning San Diego Weekend 6 a.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/16 secured broadcast coverage on ABC 10 (10 News at 1 a.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/16 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/16 secured broadcast coverage on CBS 8 (News 8 This Morning at 7:30 a.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
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association's petition to change the state building codes to keep the outdoor dining structures permanently

- **7/16 secured broadcast coverage on CBS 8 (News 8 This Morning at 4:30 a.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured online coverage on El Latino**
 - Article included the Little Italy Marine Band Concert in their weekend event roundup for San Diego
- **7/15 secured online coverage on California News Times**
 - Syndicated Times of San Diego feature round-up article highlighting upcoming events in Little Italy, including ArtWalk Little Italy Summer Series, Little Italy Summer Film Festival, Marine Band San Diego Summer Concert, Little Italy Wednesday Mercato and San Diego Padres Italian Heritage Night
- **7/15 secured online coverage on Times of San Diego**
 - Full feature round-up article highlighting upcoming events in Little Italy, including ArtWalk Little Italy Summer Series, Little Italy Summer Film Festival, Marine Band San Diego Summer Concert, Little Italy Wednesday Mercato and San Diego Padres Italian Heritage Night
- **7/15 secured online coverage on Oside News**
 - Full feature round-up article highlighting upcoming events in Little Italy, including ArtWalk Little Italy Summer Series, Little Italy Summer Film Festival, Marine Band San Diego Summer Concert, Little Italy Wednesday Mercato and San Diego Padres Italian Heritage Night
- **7/15 secured broadcast coverage on ABC 10 (10 News at 11 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on ABC 10 (10 News at 6 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured online coverage on Daily Advent**
 - Syndicated ABC 10 article featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured online coverage on News Break**
 - Syndicated ABC 10 article featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire

codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently

- **7/15 secured online coverage on MSN**
 - Syndicated ABC 10 article featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured online coverage on ABC 10**
 - Article featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on KUSI (News at 11 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured online coverage on News Break**
 - Syndicated KUSI article featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire

codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently

- **7/15 secured online coverage on KUSI**
 - Article featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on CBS 8 (News 8 at 6 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on CBS 8 (News 8 at 5 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/15 secured broadcast coverage on CBS 8 (News 8 at 4:30 p.m.)**
 - Segment featured an interview with Marco Li Mandri regarding the petition sent to the Governor on outdoor parklets offsetting revenue lost in 2020 due to the pandemic, the confusion over bringing the parklets up to federal, state and local fire codes and the association's petition to change the state building codes to keep the outdoor dining structures permanently
- **7/14 secured online coverage on Daily Advent**
 - Syndicated THERE San Diego feature round-up article highlighting upcoming events in Little Italy, including ArtWalk Little Italy Summer Series, Little Italy Summer Film Festival, Marine Band San Diego Summer Concert, Little Italy Wednesday Mercato and San Diego Padres Italian Heritage Night
- **7/14 secured online coverage on News Break**
 - Syndicated THERE San Diego feature round-up article highlighting upcoming events in Little Italy, including ArtWalk Little Italy Summer Series, Little Italy Summer Film Festival, Marine Band San Diego Summer Concert, Little Italy Wednesday Mercato and San Diego Padres Italian Heritage Night
- **7/14 secured online coverage on THERE San Diego**
 - Full feature round-up article highlighting upcoming events in Little Italy, including ArtWalk Little Italy Summer Series, Little Italy Summer Film Festival, Marine Band San Diego Summer Concert, Little Italy Wednesday Mercato and San Diego Padres Italian Heritage Night
- **7/14 secured broadcast coverage on KPBS-FM (KPBS Radio at 7:45 a.m.)**
 - Segment featured commentary with Vince Busalacchi of Nonna, regarding the outdoor dining permit extension
- **7/14 secured broadcast coverage on KPBS-FM (KPBS Radio at 7:30 a.m.)**
 - Segment featured commentary with Vince Busalacchi of Nonna, regarding the outdoor dining permit extension
- **7/14 secured broadcast coverage on KPBS-FM (KPBS Radio at 5:45 a.m.)**

- Segment featured commentary with Vince Busalacchi of Nonna, regarding the outdoor dining permit extension
- **7/14 secured broadcast coverage on FOX 5 (Morning News at 7 a.m.)**
 - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **7/13 secured broadcast coverage on KPBS-FM (KPBS Radio at 6:00 p.m.)**
 - Segment featured commentary with Vince Busalacchi of Nonna, regarding the outdoor dining permit extension
- **7/13 secured broadcast coverage on KPBS-FM (KPBS Radio at 4:30 p.m.)**
 - Segment featured commentary with Vince Busalacchi of Nonna, regarding the outdoor dining permit extension
- **7/13 secured online coverage on KPBS**
 - Article included commentary with Vince Busalacchi of Nonna, regarding the outdoor dining permit extension
- **7/13 secured broadcast coverage on FOX 5 (News Special at 9 p.m.)**
 - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **7/13 secured broadcast coverage on FOX 5 (News Special at 3 p.m.)**
 - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **7/13 secured broadcast coverage on FOX 5 (News Special at 1 p.m.)**
 - Segment highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **7/13 secured online coverage on FOX 5**
 - Article highlighted the city council's extension through Aug. 2 for outdoor dining spaces to comply with federal, state and local fire codes, featuring an interview with Vince Busalacchi of Nonna
- **7/11 secured broadcast coverage on ABC 10 (10 News at 11 p.m.)**
 - Segment highlighted details of ArtWalk Little Italy Summer Series, including dates, time and location, as well as a tease for Mission Fed ArtWalk in October
- **7/11 secured broadcast coverage on ABC 10 (10 News Special Edition at 8 p.m.)**
 - Segment highlighted details of ArtWalk Little Italy Summer Series, including dates, time and location, as well as a tease for Mission Fed ArtWalk in October
- **7/11 secured broadcast coverage on ABC 10 (10 News at 6 a.m.)**
 - Segment highlighted details of ArtWalk Little Italy Summer Series, including dates, time and location, as well as a tease for Mission Fed ArtWalk in October
- **7/11 secured broadcast coverage on ABC 10 (10 News at 5 a.m.)**
 - Segment highlighted details of ArtWalk Little Italy Summer Series, including dates, time and location, as well as a tease for Mission Fed ArtWalk in October
- **7/9 secured online coverage on Yahoo! Deportes**
 - Syndicated San Diego Red article includes a full feature on ArtWalk Little Italy Summer Series
- **7/9 secured online coverage on San Diego Red**
 - Article includes a full feature on ArtWalk Little Italy Summer Series

- **7/9 secured online coverage on MSN**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Marin County Press**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Diamond Bar-Walnut)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Fountain Valley)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Rancho Santa Margarita)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Aliso Viejo)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (La Jolla)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Arcadia)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Poway)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Eagle Rock)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Belmont Shore-Naples)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Rancho Bernardo)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Lake Elsinor-Wildomar)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Marina del Rey)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Sherman Oaks)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Santee)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup

- **7/9 secured online coverage on Patch (Venice-Mar Vista)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Temecula)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Moorpark)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (West Hollywood)**
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- **7/9 secured online coverage on Patch (Hollywood)**
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- **7/9 secured online coverage on Patch (Carlsbad)**
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- **7/9 secured online coverage on Patch (Laguna Beach)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Newport Beach-Corona Del Mar)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Santa Monica)**
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- **7/9 secured online coverage on Patch (Monrovia)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Laguna Niguel)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Sierra Madre)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Calabasas)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Encino)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Ramona)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Pacific Palisades)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup

- **7/9 secured online coverage on Patch (Los Alamitos-Seal Beach)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Murrieta)**
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- **7/9 secured online coverage on Patch (La Canada-Flintridge)**
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- **7/9 secured online coverage on Patch (North Hollywood-Toluca Lake)**
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- **7/9 secured online coverage on Patch (Lemon Grove)**
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- **7/9 secured online coverage on Patch (Encinitas)**
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- **7/9 secured online coverage on Patch (San Marino)**
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- **7/9 secured online coverage on Patch (Culver City)**
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- **7/9 secured online coverage on Patch (Mission Viejo)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Malibu)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Chatsworth)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Palm Desert)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Long Beach)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (San Clemente)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Redondo Beach)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Northridge)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup

- **7/9 secured online coverage on Patch (Montrose)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Highland Park-Mount Washington)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Cerritos-Artesia)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Beverly Hills)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Redlands-Loma Linda)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Imperial Beach)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (La Mesa)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (San Juan Capistrano)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Westwood-Century City)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Echo Park)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Hermosa Beach)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Glendora)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Banning-Beaumont)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Coronado)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/9 secured online coverage on Patch (Oceanside-Camp Pendleton)**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup
- **7/8 secured online coverage on Patch (San Diego)**
 - Article included ArtWalk Little Italy Summer Series as a must-visit in their San Diego weekend roundup

- **7/5 secured online coverage on USA News Lab**
 - Syndicated Patch (San Diego) article included ArtWalk Little Italy Summer Series as a must-visit in their weekend roundup
- **7/5 secured online coverage on Patch (San Diego)**
 - Article included ArtWalk Little Italy Summer Series as a must-visit in their SoCal weekend roundup
- **6/27 secured online coverage on Daily San Diego News**
 - Syndicated Times of San Diego article included a full feature on the kickoff of the ArtWalk Little Italy Summer Series event
- **6/27 secured online coverage on News Break**
 - Syndicated Times of San Diego article included a full feature on the kickoff of the ArtWalk Little Italy Summer Series event
- **6/27 secured online coverage on Patch (San Diego)**
 - Syndicated Times of San Diego article included a full feature on the kickoff of the ArtWalk Little Italy Summer Series event
- **6/27 secured online coverage on Times of San Diego**
 - Article included a full feature on the kickoff of the ArtWalk Little Italy Summer Series event
- **6/26 secured broadcast coverage on KUSI (News at 10 p.m.)**
 - Segment highlighted the new fence unveiling event, the opportunity to adopt from The Animal Pad and all about TrustedHousesitters, including interviews with Larisa and Lauren from the Animal Pad
- **6/26 secured broadcast coverage on KUSI (Good Morning San Diego at 6:00 a.m.)**
 - Segment highlighted the new fence unveiling event, the opportunity to adopt from The Animal Pad and all about TrustedHousesitters, including interviews with Larisa and Lauren from the Animal Pad
- **6/25 secured online coverage on NBC 7**
 - Article featured the Dog Park Unveiling Event in weekend roundup
- **6/25 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
 - Segment highlighted the new fence unveiling event, the opportunity to adopt from The Animal Pad and all about TrustedHousesitters, including interviews with Larisa and Lauren from the Animal Pad
- **6/25 secured broadcast coverage on KUSI (Good Morning San Diego at 6:40 a.m.)**
 - Segment highlighted the new fence unveiling event, the opportunity to adopt from The Animal Pad and all about TrustedHousesitters, including interviews with Larisa and Lauren from the Animal Pad
- **6/25 secured broadcast coverage on KUSI (Good Morning San Diego at 6:15 a.m.)**
 - Segment highlighted the new fence unveiling event, the opportunity to adopt from The Animal Pad and all about TrustedHousesitters, including interviews with Larisa and Lauren from the Animal Pad
- **6/25 secured broadcast coverage on Fox 5 (Morning News at 9 a.m.)**
 - Geena the Latina included ArtWalk Little Italy Summer Series in the Weekend Scoop segment
- **6/25 secured online coverage on SoCal Pulse**
 - Article featured the first ArtWalk Little Italy Summer Series show in their weekend roundup
- **6/25 secured online coverage on Patch (Diamond Bar-Walnut)**

- Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Fountain Valley)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Rancho Santa Margarita)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Aliso Viejo)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (La Jolla)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Arcadia)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Poway)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Eagle Rock)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Belmont Shore-Naples)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Rancho Bernardo)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Lake Elsinor-Wildomar)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Marina del Rey)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Sherman Oaks)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Santee)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Venice-Mar Vista)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Temecula)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Moorpark)**

- Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (West Hollywood)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Hollywood)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Carlsbad)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Laguna Beach)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Newport Beach-Corona Del Mar)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Santa Monica)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Monrovia)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Laguna Niguel)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Sierra Madre)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Calabasas)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Encino)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Ramona)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Pacific Palisades)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Los Alamitos-Seal Beach)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Murrieta)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (La Canada-Flintridge)**

- Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (North Hollywood-Toluca Lake)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Lemon Grove)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Encinitas)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (San Marino)**
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- **6/25 secured online coverage on Patch (Culver City)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Mission Viejo)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Malibu)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Chatsworth)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Palm Desert)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Long Beach)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (San Clemente)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Redondo Beach)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Northridge)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Montrose)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Highland Park-Mount Washington)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Cerritos-Artesia)**

- Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Beverly Hills)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Redlands-Loma Linda)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Imperial Beach)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (La Mesa)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (San Juan Capistrano)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Westwood-Century City)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Echo Park)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Hermosa Beach)**
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- **6/25 secured online coverage on Patch (Glendora)**
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- **6/25 secured online coverage on Patch (Banning-Beaumont)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Coronado)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (Oceanside-Camp Pendleton)**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Flipboard**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on LA Daily Tribune**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on News Chant**
 - Syndicated Patch (San Diego) article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/25 secured online coverage on Patch (San Diego)**

- Article featured ArtWalk Little Italy Summer Series and Little Italy Dog Park + TrustedHousesitters Unveiling in weekend roundup
- **6/24 secured online coverage on California News Times**
 - Syndicated KUSI article included full feature on ArtWalk Little Italy Summer Series
- **6/24 secured online coverage on News Break**
 - Syndicated KUSI article included full feature on ArtWalk Little Italy Summer Series
- **6/24 secured online coverage on KUSI**
 - Article included full feature on ArtWalk Little Italy Summer Series

SECURED OPPORTUNITIES

- **FOX 5 San Diego**
 - Segment would include artist working on a piece from 7 am-9:30 am in the back lot, showing her progress throughout the morning show then do an interview with her midway to talk all things ArtWalk Little Italy Summer Series

Social Media Statistics: June 27-July 22

- **Facebook**
 - Fans: 90,057 (+514)
 - Impressions: 1,745,628
 - Engagements: 68,224
- **Twitter**
 - Followers: 8,573 (+26)
 - Impressions: 26,568
 - Engagements: 1,227
- **Instagram**
 - Followers: 82,374 (+913)
 - Impressions: 376,366
 - Engagements: 15,187

Highlights




- Broke 82K on Instagram
- Broke 90K on Facebook
- Garnered more than 2M impressions across all platforms, up 5%
- Earned over 84K engagements across all platforms, up 15.8%
- Garnered 1,453 new followers across all platforms
- Total paid impressions at **105,279** at CPM of \$1.97
- Total paid engagements at **3,178** at CPE 7 cents
- Total paid clicks **3,750** at CPC 6 cents
- Created Little Italy Summer Film Festival FB Events, 1,035 people interested

Upcoming

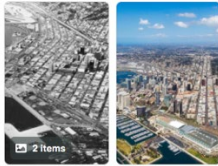


- ArtWalk Little Italy Summer Series
- Marine Band San Diego Summer Concert
- San Diego Padres Italian Heritage Night
- Little Italy Summer Film Festival
- Monument at Piazza della Famiglia installation
- Continue to promote take-out, dining out at Little Italy restaurants and supporting small businesses through the year

- Share bi-weekly Italian-American Heritage posts
- 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:

<p>Little Italy Tue 6/29/2021 8:00 pm PDT</p> <p>Night life is back and better than ever. Ciao, Amici! 🍷🍷 @mOnagraphy #LittleItalySD</p>  <table border="1"> <tr><td>Total Engagements</td><td>1,743</td></tr> <tr><td>Reactions</td><td>1,098</td></tr> <tr><td>Comments</td><td>27</td></tr> <tr><td>Shares</td><td>30</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>588</td></tr> </table>	Total Engagements	1,743	Reactions	1,098	Comments	27	Shares	30	Post Link Clicks	—	Other Post Clicks	588	<p>Little Italy Mon 7/12/2021 5:52 pm PDT</p> <p>Black and white view from above Downtown San Diego in the mid-70s vs 2019. An almost 50 year transformation! Look how far we've come. 🏡</p>  <table border="1"> <tr><td>Total Engagements</td><td>857</td></tr> <tr><td>Reactions</td><td>305</td></tr> <tr><td>Comments</td><td>11</td></tr> <tr><td>Shares</td><td>24</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>517</td></tr> </table>	Total Engagements	857	Reactions	305	Comments	11	Shares	24	Post Link Clicks	—	Other Post Clicks	517	<p>Little Italy Fri 7/12/2021 7:57 pm PDT</p> <p>Our neighborhood is filled with bright colors, tree-lined streets, historic architecture and beautiful people around every corner. 🌈🏡</p>  <table border="1"> <tr><td>Total Engagements</td><td>810</td></tr> <tr><td>Reactions</td><td>544</td></tr> <tr><td>Comments</td><td>6</td></tr> <tr><td>Shares</td><td>14</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>246</td></tr> </table>	Total Engagements	810	Reactions	544	Comments	6	Shares	14	Post Link Clicks	—	Other Post Clicks	246
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TWITTER: Top Performing Tweets:

<p>LittleItalySD Mon 7/12/2021 7:22 pm UTC</p> <p>Black and white view from above Downtown San Diego in the mid-70s vs 2019. Swipe to see an almost 50 year transformation! Look how far!</p>  <table border="1"> <tr><td>Total Engagements</td><td>680</td></tr> <tr><td>Likes</td><td>40</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>11</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>629</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	680	Likes	40	@Replies	0	Retweets	11	Post Link Clicks	—	Other Post Clicks	629	Other Engagements	0	<p>LittleItalySD Mon 7/12/2021 12:09 am UTC</p> <p>🇮🇹 Campioni d'Europa! 🏆 Champions! 🇻🇮🇵🇮🇪 #littleitalysd #italia 🍷 @skysport</p>  <table border="1"> <tr><td>Total Engagements</td><td>78</td></tr> <tr><td>Likes</td><td>15</td></tr> <tr><td>@Replies</td><td>1</td></tr> <tr><td>Retweets</td><td>3</td></tr> <tr><td>Post Link Clicks</td><td>1</td></tr> <tr><td>Other Post Clicks</td><td>58</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	78	Likes	15	@Replies	1	Retweets	3	Post Link Clicks	1	Other Post Clicks	58	Other Engagements	0	<p>LittleItalySD Wed 6/30/2021 9:00 am UTC</p> <p>Night life is back and better than ever. Ciao, Amici! 🍷🍷 @mOnagraphy #LittleItalySD</p>  <table border="1"> <tr><td>Total Engagements</td><td>66</td></tr> <tr><td>Likes</td><td>14</td></tr> <tr><td>@Replies</td><td>0</td></tr> <tr><td>Retweets</td><td>1</td></tr> <tr><td>Post Link Clicks</td><td>—</td></tr> <tr><td>Other Post Clicks</td><td>51</td></tr> <tr><td>Other Engagements</td><td>0</td></tr> </table>	Total Engagements	66	Likes	14	@Replies	0	Retweets	1	Post Link Clicks	—	Other Post Clicks	51	Other Engagements	0
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INSTAGRAM: Top Performing Posts:

<p>littleitalysd Mon 7/19/2021 7:00 pm PDT</p> <p>Our favorite sunset view is from Little Italy. To celebrate #CaptureTheSunsetWeek we want you to share your best Little Italy sunset pictures 🌅</p>  <table border="1"> <tr><td>Total Engagements</td><td>2,576</td></tr> <tr><td>Likes</td><td>2,511</td></tr> <tr><td>Comments</td><td>22</td></tr> <tr><td>Saves</td><td>43</td></tr> </table>	Total Engagements	2,576	Likes	2,511	Comments	22	Saves	43	<p>littleitalysd Mon 7/12/2021 4:53 pm PDT</p> <p>Black and white view from above Downtown San Diego in the mid-70s vs 2019. Swipe to see an almost 50 year transformation! Look how far!</p>  <table border="1"> <tr><td>Total Engagements</td><td>1,691</td></tr> <tr><td>Likes</td><td>1,605</td></tr> <tr><td>Comments</td><td>14</td></tr> <tr><td>Saves</td><td>72</td></tr> </table>	Total Engagements	1,691	Likes	1,605	Comments	14	Saves	72	<p>littleitalysd Tue 6/29/2021 8:00 pm PDT</p> <p>Night life is back and better than ever. Ciao, Amici! 🍷🍷 @mOnagraphy #LittleItalySD</p>  <table border="1"> <tr><td>Total Engagements</td><td>1,623</td></tr> <tr><td>Likes</td><td>1,574</td></tr> <tr><td>Comments</td><td>25</td></tr> <tr><td>Saves</td><td>24</td></tr> </table>	Total Engagements	1,623	Likes	1,574	Comments	25	Saves	24
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From: [Caroline Barr \(Contractor\)](#)
To: [Caroline Barr \(Contractor\)](#)
Subject: Rock "n" Roll San Diego Marathon-Oct 23-24
Date: Tuesday, July 20, 2021 1:05:07 PM
Importance: High

Hello-

I am the community relations manager for the **Rock 'n' Roll San Diego Marathon and Half Marathon on Sunday, October 24, 2021**. There is also a 5k the day before on Saturday, October 23, 2021. Please note that **the marathon/half marathon start time has been changed to 6:45am** and the Saturday 5k will start at 7:00am. The **race routes have changed slightly since last year** and I will be sending updated course maps, road closure and access information once it becomes available. You can also check [our website](#) for the most up to date information. I am happy to jump on a call to discuss further and answer any questions and/or virtually attend any upcoming committee meetings. Please do not hesitate to reach out.

Thank you!

Caroline Barr
Community Relations

(C) 302.528.5085
The IRONMAN Group®

Christopher M. Gomez

From: Infoboard Systems <touristinfo@msn.com>
Sent: Thursday, July 29, 2021 1:25 PM
To: Christopher M. Gomez
Subject: Little Italy Co-op at SD Visitor Center
Attachments: ADVERTISING DETAILS FOR EACH LITTLE ITALY PARTICIPANT.pdf; Little Italy Co-op agreement and space reservation.pdf

Hi Chris,

It was great talking to you yesterday. I was so glad to hear that no Little Italy businesses had to close their doors this past year. I know there are still some obstacles ahead; but we are excited to once again partner with you to bring more visitors to Little Italy!

I am very happy with the way the co-op worked last time. Here are photos of the two completed panels from 2019:



The 16 advertisers from last time are:

Panel 1

Caffe Italia
 Burger Lounge
 Crack Shack
 Juniper and Ivy
 Meyer Fine Art
 Porta Vista Hotel
 Convivio Society/ Amici House
 Urban Shave (he didn't pay last time)

Panel 2

Puerto La Boca
 Civico 1845
 M Winehouse
 Little Italy Food Hall
 Little Italy Mercato
 Mimmos Italian Village
 Juice Crafters
 Parakeet Cafe

I have attached a flyer showing what each participant will receive, as well as a participation agreement for this year for anyone who wishes to join. Shall we say the deadline to participate is August 15th? Do you think that would be enough time?

Here is the text that you used last time for the newsletter/email blast: (we can update that to mention the handout map and digital ads as well)

Dear Little Italy Business Owners/Managers,

The Little Italy Association will be participating in a new marketing opportunity at the [San Diego Information Center](#); which welcomes over 250,000 visitors per year. The opportunity includes the distribution of Little Italy maps and a co-op ad display that encourages visitors to come to Little Italy and participating businesses.

*Each 1/8 section is \$795 per year — a very reasonable rate for full-color marketing near the cruise ship terminal and Embarcadero. If you would like to secure your space, please click “Reply All”. Double stack ads (2/8 section) are available as well. **Space is limited!***

Attached is an example of the lay-out, but is not the final design.

Ciao,

Chris

Please let me know if there is anything else I can provide for you for your presentation on the 6th. Happy to be working with you again!

Best Regards,
 Trenda
 805-441-1826



infoBoard

www.infoboardsystems.com

805-441-1826

ADVERTISING DETAILS FOR EACH LITTLE ITALY PARTICIPANT

Rotating lightbox

Each advertiser will receive:

- 13.3" w x 10.18" h full color ad on the Little Italy full panel in the middle of the San Diego Visitor Center
- Total panel size is 29" w x 60" h
- Header and footer artwork will be focused on Little Italy as a destination.



Handout Map

- Each advertiser will receive a listing on the handout map
- Little Italy will receive a large double-sized ad on the map, and each advertiser will be listed within the ad.

Digital Ad or commercial on two TV screens

- Each advertiser will also receive a digital ad or your commercial on both 42" TV screens at the Visitor Center.

Also included:

- Your brochures, mini-menus, flyers or coupons to be handed out by visitor center staff
- Referrals by visitor center staff



ARTWORK SPECS FOR EACH ADVERTISER
 13.3" w x 10.18" h (pdf format, 300 dpi, CMYK)
 *Or we can create your ad for you for \$50
 Video/Commercial format avi or wmv

**INFOBOARD**

2119 Callender Road
 Arroyo Grande, CA 93420
 (805) 441-2060 touristinfo@msn.com
www.californiatravelcenter.com

**SAN DIEGO VISITOR INFORMATION CENTER**

996 N. Harbor Dr.
 San Diego, CA 92101
 (619)-236-1242
www.sandiegovisit.org

LITTLE ITALY CO-OP PANEL PARTICIPATION AGREEMENT/SPACE RESERVATION

ADVERTISER: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

 CONTACT NAME: _____ PHONE: _____ EMAIL: _____

PURCHASE AGREEMENT**PAYMENT INFORMATION****PLEASE CHECK THE APPROPRIATE BOXES:**
 SINGLE AD ON CO-OP \$795

 DOUBLE AD OR TWO SINGLES \$1590
CHOOSE ONE:
 PLEASE CREATE MY AD \$50

 I WILL CREATE MY OWN ADS

TOTAL COST: _____

Terms: Net 30

Circle One: CREDIT CARD CHECK
To pay with credit card please fill in the info below:

Credit Card #: _____ Exp: _____

Billing Address: _____

3-Digit code: _____ Amount: _____

Signature: _____

**If you prefer to call in your credit card number please call
 Trena at 805-441-1826*

To pay by check please mail check to:

Infoboard 2119 Callender Road, Arroyo Grande, CA 93420

ARTWORK:

If you would like to create your own artwork the specs are:

Backlit ad: 13.3" w x 10.18 h (pdf) Commercial/video file format: avi or wmv

Please submit camera-ready files by **AUGUST 20, 2021** to touristinfo@msn.com

If you would like our graphic designer to create the ad for you please send your photos, logo, the text you would like included in the ad and any design preferences (colors, theme, style, etc) by **August 11, 2021** to touristinfo@msn.com

I would like to participate in the Little Italy Co-op advertising opportunity at the San Diego Visitor Center. I understand that the opportunity includes a full-color ad for my business (13.3" w x 10.18 h), on the full-panel ad for Little Italy on the backlit center rotating displays, my business listed in the Little Italy large map ad on the handout map, an ad for my business on two 42" video screens and my brochures distributed at the Visitor Center.

I have read and I agree to the terms of this agreement:

Signature of Advertiser_____
Date_____
Signature of Representative_____
Date

Christopher M. Gomez

From: Lorena Gurule-Montes <lgurule-montes@clarity.org>
Sent: Monday, July 26, 2021 5:04 PM
To: Christopher M. Gomez
Subject: Little Italy Website Inquiry- Teal Lights for OCAM 2021?
Attachments: 2021 PaintOurTownTeal. 1pg Info.docx

Hello Chris,

Hope you are doing well.

Last year Clarity (formerly C. Foundation) had the support of the Little Italy Association to hang Teal Ribbons on the lamp posts of India Street as well as have the lights on India Illuminated in Teal. We are reaching out to see if we have the support to do that again this year?

I am just doing a preliminary request and will send an official proposal for your review and authorization. I've attached a brief 1pg of info.

I look forward to hearing from you.

Best,

Lorena Gurule-Montes

(She|Her|Hers)

Community Engagement Specialist

Clarity

858-264-6954

www.clarity.org



Follow us:



Paint Our Town Teal

What is Paint Our Town Teal

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

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

How to help Paint Our Town Teal

Clarity will provide teal ribbons to be tied around light poles, trees and other visible landmarks as well as informational poster for you to display in the windows of stores, salons, restaurants and neighborhood businesses.

Why we are Painting Our Town Teal

The Clarity Foundation is a nonprofit 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. The more awareness raised 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 the disease.
- *Paint Our Town Teal* is your way 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** lgurule-montes@clarityfoundation.org, (858) 264-6954.

Christopher M. Gomez

From: Steven J. Galasso
Sent: Friday, July 23, 2021 2:12 PM
To: Marco Li Mandri; Christopher M. Gomez; Bryan Thompson; Danny Mocerri; Louis Palesti; Luke
Subject: Fwd: Coach Rob Mendez - Who Says I Can't?

This gentleman is a regular at Caffè Italia. He has a feature story that runs regularly on ESPN's 30 for 30 program and was ESPN's 2019 Jimmy V award winner. One of the most prestigious awards in sports. See video below. He has a book coming out in September. He knew I was President of the Association and asked what the possibilities were of doing a book signing in Little Italy. Let's put our heads together and come up with some ideas to make this possible.

P.S. he also lives in Little Italy.

https://youtu.be/OHJIFgb_lbM

RECIPIENT OF THE JIMMY V AWARD FOR PERSEVERANCE

COACH ROB MENDEZ

WITH JOE LAYDEN



WHO SAYS I CAN'T?

THE ASTONISHING STORY OF A FEARLESS LIFE

Steven J. Galasso
www.caffeitalialittleitaly.com
President Little Italy Association
www.littleitalysd.com

Begin forwarded message:

From: "Andrade, John" <John.Andrade@harpercollins.com>
Date: July 23, 2021 at 1:49:05 PM PDT
To: "Steven J. Galasso" <steve@littleitalysd.com>
Subject: Coach Rob Mendez - Who Says I Can't?

Hi Steve,

I hope you are well! Coach Rob Mendez sent me your contact information. He mentioned that you have talked with him about organizing an event in San Diego to showcase his book. I'm the marketing director for his publisher, Harper Horizon, and I can help getting you copies of the book and helping to coordinate details.

Please feel free to email me back or call me at 615.587.1847 for the next steps.

Best wishes,
John

--
John Andrade
Marketing Director
Harper Horizon
P.O. Box 141000
Nashville, Tennessee 37214
office: 615.902.1365
cell: 615.587.1847



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