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)

1) **Introductions & Non Agenda Public Comment – Perry Meyer, Chair**

2) **Approval of June 4, 2021 Minutes** ***Action Item***

3) **Confirmed Events**

a.	Little Italy Mercato & Wednesday Market	Every Sat. & Wed.
b.	Taste of Little Italy	*Wrap-Up*
c.	ArtWalk Summer Series	(Several Dates)
d.	Little Italy Summer Film Festival	Every Sat.
e.	Marine Band San Diego Summer Concert	Sat., 7/31
f.	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. Little Italy Great Urban Challenge Partnership ***Action Item***
   c. Puente A México – Consulado de México Partnership ***Action Item***
   d. 2100 Kettner Utility Box Art ***Action Item***
   e. Little Italy Hospitality Task Force
   f. Little Italy Merchandise
   g. Little Italy Tours

5) **Streetscape Improvements & Venues**
   a. Smart City Kiosks
   b. Little Italy Venues
   c. Public Art Task Force
      i. APPROVED:
         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 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.*

Little Italy Association of San Diego – DISI Committee
Friday, June 4, 2021 at 9:00am
Zoom Virtual Meeting: https://us02web.zoom.us/j/87598707582
or call 1-669-900-6833 / Meeting ID: 875 9870 7582 Password: 3898

Present: Joe Cordileone, Perry Meyer, Kathi Meyer, Susan Ranft, Curt Brooker, Jeri Keiller, Davis Newton, Jocelyn Marcus Melanie Dellas, Catt White

Staff: Chris Gomez, Dianne T. Serna De León, Kelly Orange, Brijet Myers

MINUTES:

Item	*Discussion*	*Action Taken?*
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 May 7, 2021 minutes.	The minutes from May 7, 2021 were reviewed.	**Joe Cordileone 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. With California reopening on June 15, 2021. The Mercato is expected to be fully open on Saturday, 6/19/2021. Catt anticipates reopening the Wednesday Market on 7/14/2021.	**3. No action taken**
b. Taste of Little Italy	3.b. Curt Brooker reported that the Taste of Little Italy sales are going well. He is hoping to sell 750 tickets per night. The event will take place on June 22 &	**3.b. No action taken**

	23rd. As of right now, there are 25-30 restaurants participating. Board Member ticket purchases will go toward their Get-or-Give. If you have met $750 for the year, your purchase will rollover to the next year.	
c. ArtWalk Summer Series	3.c. Curt Brooker reported that the ArtWalk Summer Series will begin on June 27, 2021 and will continue on alternate Sundays. The event will take up ¾ of the Piazza della Famiglia, with 30 Artists, from 11:00 a.m.-6:00 p.m.	**3.c. No action taken**
d. Marine Band San Diego Summer Concert	3.d. Chris Gomez announced that the official kick-off event for Little Italy will be the Marine Band Summer Concert which will take place on July 31, 2021 beginning at dusk. The cost to put on this event will be $2,000.	**3.d. No action taken**
e. San Diego Padres Italian Heritage Night	3.e. Chris Gomez announced that the Italian Heritage Night will begin 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. The heritage nights will also be representing Portuguese, Greek and Catholic cultures. Tickets will be available for purchase soon. $3.00 for every ticket will go toward a non-profit. $1.50 will go to LIA, .75¢ will go to Convivio and .75¢ will go to ICC.	**3.e. No action taken**
4. New Events, Promotions, Fundraising, & Councils		
a. Olive Creative Strategies	4.a. Kelly Orange gave an update on Olive Creative Strategies.	**4.a. Danny Moceri moved to accept the Icon calendar changes. Catt White seconded the motion. Unanimously approved.**
i. Coverage Recap	4.i. Kelly Orange gave a coverage recap.	
ii. Social Media Icon On-Going Calendar	4.ii. Kelly Orange gave an update on Social Media Profile Image recommendations. Olive recommends that Little Italy changes	

	their profile image each month, showing support to relevant events.	
b. Little Italy Summer Film Festival (Several Dates)	4.b. Chris Gomez reported that he met with Rich LaRocca to discuss the Little Italy Summer Film Festival's 60/40, net split. If we move forward with this festival, it will Begin in July with dates through August.	**4.b. Perry Meyer moved to accept the film festival if a 60/40 net split is agreed upon. Joe Cordileone seconded the motion. Unanimously.**
c. Little Italy Merchandise	4.c. Chris Gomez reported that an email has been approved by Steve Galasso & Marco Li Mandri, letting Marco Polo Cortes know that we are initiating the 60-day Notice to terminate our contract with him.	**4.c. No action taken**
d. Little Italy Tours	4.d. Chris Gomez reported that we are wrapping up the contract with Anthony Davi.	**4.d. No action taken**
5. Streetscape Improvements & Venues		
a. Little Italy Venues	5.a. Curt Brooker reported that LI Venues is currently soliciting and booking Piazza della Famiglia.	**5.a. No action taken**
b. Public Art Task Force	5.b. Chris Gomez reported on the Public Art Task Force.	**5.b. No action taken**
i. Bella Donnas	5.i. Chris Gomez reported that the cost to have three Bella Donna Bodice's made will be $2,500	**5.i. Danny Moceri approved to move forward with the Bella Donna's and the Maintenance of the sculptures. Jeri Keiller seconded the motion. Melanie Dellas abstained.**
ii. Piazza Sculpture Maintenance	5.ii. Chris Gomez reported that the cost for maintenance on all 3 sculptures will cost $2,000	
iii. APPROVED:		
1. Piazza della Famiglia Monument	5.1. Chris Gomez reports that the Piazza della Famiglia monument should be arriving soon for installation.	**5.1. No action taken**
2. Metal Plates for Planters	5.2. Chris Gomez reported that the Oval Metal Plates for the LI Planters are in Process. The cost for the plates is $4,400.	**5.2. No action taken**

3. Italian Flags on India Street	5.3 Chris Gomez reported that the Italian Flags on India Street have been installed.	**5.3. No action taken**
4. CIAO in Pine Needles om Green Lot Fence.	5.4. Chris Gomez reported that the pine needles for the Green Lot fence will cost about $500.	**5.4. No action taken**
5. Piazza Basilone Plaque	5.5. Chris Gomez reported that the maintenance of the Piazza Basilone plaque refurbishment will be done by Melanie Dellas 'company along with the sculptures.	**5.5. No action taken**
6. Little Italy Dog Park Gallery	5.6. Chris Gomez reported that the 3 x 4 Ads at the Dog Park will be changed out to animal portraits.	**5.6. No action taken**
vi. PENDING:		
1. Kinetic Installation in Piazza della Famiglia	5.1. Chris Gomez stated that we are looking for ideas for installation of a mobile, fabric or umbrellas to go overhead in the Piazza della Famiglia.	**5.1. No action taken**
2. Vinyl Wrap Utility Boxes & Stairs	5.2. Chris Gomez received an estimate for vinyl wrapping of the utility boxes and stairs through Little Italy.	**5.2. No action taken**
3.Windows/Doors to the Old Country	5.3. Chris Gomez stated that we are looking for Tuscan or Sicilian portraits for ideas for the Windows/Doors to the Old Country.	**5.3. No action taken**
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, July 9, 2021

PITCHING

Recap

- ArtWalk Little Italy Summer Series (Short Leads)
- Taste of Little Italy (Short Leads)

Current/Upcoming Focus

- Marine Band San Diego Summer Concert (Short Leads)
- Shop Local Small Business Saturday (Long Leads)

BLOGS

Recap

- How to Spend Father's Day in Little Italy
- Celebrating Pride in Little Italy

Upcoming

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

SECURED COVERAGE

- **6/24 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
  - Segment featured an interview with Curt Booker from ArtWalk, highlighting the ArtWalk Little Italy Summer Series event
- **6/24 secured online coverage on San Diego Union-Tribune Arts & Culture Newsletter**
  - Included ArtWalk Little Italy Summer Series in Thursday's Arts & Culture newsletter
- **6/23 secured online coverage on Hello Nice World**
  - Syndicated KUSI article highlighted Taste's successful return, featuring commentary from Louis Fantastic, Jacob Rocha and Sam Soloman on the event's triumphant return after the pandemic, as well as some commentary from guests at the event
- **6/23 secured online coverage on KUSI**
  - Article highlighted Taste's successful return, featuring commentary from Louis Fantastic, Jacob Rocha and Sam Soloman on the event's triumphant return after the pandemic, as well as some commentary from guests at the event
- **6/23 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**

    - Segment highlighted Taste's successful return, featuring commentary from Louis Fantastic, Jacob Rocha and Sam Soloman on the event's triumphant return after the pandemic, as well as some commentary from guests at the event
- **6/23 secured broadcast coverage on CBS 8 (The Four at 7 p.m.)**
    - Segment highlighted the beginning of the event, featuring interview withs Walter Redondo and Kim Winberry, two of the artists participating in the show, regarding the effects of the pandemic on the art community and how this event will help
- **6/23 secured online coverage on Thrillist**
    - Weekend roundup of events included the first show of ArtWalk Little Italy Summer Series
- **6/23 secured online coverage on News Break**
    - Syndicated ABC 10 weekend roundup of events included the first show of ArtWalk Little Italy Summer Series
- **6/23 secured online coverage on ABC 10**
    - Weekend roundup of events included the first show of ArtWalk Little Italy Summer Series
- **6/23 secured online coverage on Daily Advent**
    - Syndicated SDUT/PACIFIC weekend roundup included the ArtWalk Little Italy Summer Series event on 6/27
- **6/23 secured online coverage on PACIFIC San Diego**
    - Included the ArtWalk Little Italy Summer Series event on 6/27 in weekend roundup
- **6/23 secured online coverage on San Diego Union-Tribune**
    - Included the ArtWalk Little Italy Summer Series event on 6/27 in weekend roundup
- **6/22 secured broadcast coverage on CBS 8 (News at 6 p.m.)**
    - Segment highlighted the Taste event and announced logistical details
- **6/22 secured broadcast coverage on CBS 8 (News at 11 p.m.)**
    - Segment highlighted the Taste event and announced logistical details
- **6/22 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
    - Segment highlighted today's Taste event including specific mention to Bencotto and Not Not Tacos
- **6/22 secured broadcast coverage on ABC 10 (News Midday at 11 a.m.)**
    - Segment highlighted today's Taste event including specific mention to Bencotto and Not Not Tacos
- **6/22 secured broadcast coverage on NBC 7 (News Today at 5 a.m.)**
    - Segment featured an interview with Chris, discussing the excitement and details of the Taste event and how it will benefit the restaurants as we emerge from the pandemic
- **6/22 secured broadcast coverage on NBC 7 (News Today at 6:15 a.m.)**
    - Segment highlighted Leonardo Landini of Landini's Pizzeria, discussing his Taste menu offerings and the effects of the pandemic on the restaurant industry
- **6/22 secured broadcast coverage on NBC 7 (News Today at 6:50 a.m.)**
    - Segment featured Sarah Arjmand from Farmer's Table, discussing the restaurant, their menu offering and the effects of the pandemic on the industry
- **6/22 secured online coverage on NBC 7**
    - Video of segment featured Sarah Arjmand from Farmer's Table, discussing the restaurant, their menu offering and the effects of the pandemic on the industry
- **6/22 secured online coverage on NBC 7**
    - Article featured Sarah Arjmand from Farmer's Table, discussing the restaurant, their menu offering and the effects of the pandemic on the industry

- **6/22 secured online coverage on News Break**
    - Synidcated NBC 7 article featured Sarah Arjmand from Farmer's Table, discussing the restaurant, their menu offering and the effects of the pandemic on the industry
- **6/22 secured online coverage on USA News Lab**
    - Article highlighted the event based on information from the NBC online hits
- **6/22 secured online coverage on California News Times**
    - Syndcated USA News Lab article highlighted the event based on information from the NBC online hits
- **6/22 secured broadcast coverage on CBS 8 (News This Morning at 5 a.m.)**
    - Segment highlighted the details of the Taste event
- **6/22 secured broadcast coverage on ABC 10 (News This Morning at 6 a.m.)**
    - Segment highlighted today's Taste event including specific mention to Bencotto and Not Not Tacos
- **6/22 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
    - Segment highlighted today's Taste and displays the logistical details
- **6/22 secured online coverage on So Fun SD**
    - Full feature article in Chinese on the Taste event
- **6/21 secured radio coverage on KOGO-AM**
    - Aired interview with Chris regarding Taste event
- **6/21 secured online coverage on KUSI**
    - Article featured the Little Italy Food Hall, Sam the Cooking Guy and Monica Maccioni from Bobboi Gelato
- **6/21 secured online coverage on News Break**
    - Synidcated KUSI article featured the Little Italy Food Hall, Sam the Cooking Guy and Monica Maccioni from Bobboi Gelato
- **6/21 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
    - Segment featured an interview with Sam the Cooking Guy on the event, including what we can expect from his dishes and the event itself
- **6/21 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
    - Segment featured an interview with Sam the Cooking Guy on the event, including what we can expect from his dishes and the event itself
- **6/21 secured online coverage on Patch (San Diego)**
    - Featured the Taste of Little Italy event in a weekend roundup
- **6/21 secured online coverage on Patch (La Jolla)**
    - Featured the Taste of Little Italy event in a weekend roundup
- **6/21 secured online coverage on Patch (Coronado)**
    - Featured the Taste of Little Italy event in a weekend roundup
- **6/21 secured online coverage on Patch (Encinitas)**
    - Featured the Taste of Little Italy event in a weekend roundup
- **6/21 secured online coverage on Daily News San Diego**
    - Featured the Taste of Little Italy event in a weekend roundup
- **6/21 secured online coverage on Flipboard**
    - Featured the Taste of Little Italy event in a weekend roundup
- **6/21 secured online coverage on News Chant**
    - Featured the Taste of Little Italy event in a weekend roundup
- **6/21 secured broadcast coverage on FOX 5 (Morning News at 9 a.m.)**

    - Segment highlighted Chef Eric B. Goods from Ballast Point cooking a Grapefruit Sculpin Ceviche, one of the dishes he's serving at the Taste of Little Italy event on Tuesday, including details of this week's event
- **6/21 secured broadcast coverage on CBS 8 (News 8 Morning Extra at 8 a.m.)**
    - Segment featured an interview with Chef Marco Provino from Allegro, highlighting the details of Taste of Little Italy and what we can expect from Allegro's menu
- **6/21 secured online coverage on CBS 8**
    - Video of segment featuring an interview with Chef Marco Provino from Allegro, highlighting the details of Taste of Little Italy and what we can expect from Allegro's menu
- **6/21 secured broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
    - Segment featured an interview with Chris Gomez, Monica Maccioni from Bobboi Gelato and Sam the Cooking Guy, sharing details of the event and what we can expect from their menus inside the Little Italy Food Hall
- **6/21 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
    - Segment featured an interview with Chris Gomez, Monica Maccioni from Bobboi Gelato and Sam the Cooking Guy, sharing details of the event and what we can expect from their menus inside the Little Italy Food Hall
- **6/21 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
    - Segment featured an interview with Chris Gomez, Monica Maccioni from Bobboi Gelato and Sam the Cooking Guy, sharing details of the event and what we can expect from their menus inside the Little Italy Food Hall
- **6/21 secured broadcast coverage on KSDY 50**
    - Interview with Carlos from Davanti to highlight his Taste and Chris to speak about the event
- **6/20 secured online coverage on San Diego Red**
    - Article announced the return of Taste sharing details of the event
- **6/20 secured online coverage on Yahoo!Deportes**
    - Syndicated San Diego Red article highlighting the return of Taste sharing details of the event
- **6/20 secured broadcast coverage on KUSI (Good Morning San Diego, Weekend at 10 a.m.)**
    - Segment highlighted the details of Taste and shares some great B-roll of the neighborhood
- **6/20 secured broadcast coverage on KUSI (News at 10 p.m.)**
    - Segment highlighted the details of Taste and shares some great B-roll of the neighborhood
- **6/20 organic online coverage on ABC 10**
    - Article highlighted the ongoing conversation about the outdoor dining parklets and what they will evolve to as the pandemic ends, featuring an interview with restaurant manager Elia Soltero from Civico 1845 and a guest in the neighborhood
- **6/20 organic online coverage on News Break**
    - Syndicated ABC 10 article highlighted the ongoing conversation about the outdoor dining parklets and what they will evolve to as the pandemic ends, featuring an interview with restaurant manager Elia Soltero from Civico 1845 and a guest in the neighborhood
- **6/20 organic broadcast coverage on ABC 10 (News at 5 p.m.)**
    - Segment highlighted the ongoing conversation about the outdoor dining parklets and what they will evolve to as the pandemic ends, featuring an interview with restaurant manager Elia Soltero from Civico 1845 and a guest in the neighborhood

- **6/20 organic online coverage on KUSI**
    - Article featured Sam the Cooking Guy and Cali Comfort BBQ partnered to create a delicious meal in honor of Father's Day, with a quick mention of Taste at the end
- **6/20 organic broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
    - Segment featured Sam the Cooking Guy and Cali Comfort BBQ partnered to create a delicious meal in honor of Father's Day, with a quick mention of Taste at the end
- **6/19 organic broadcast coverage on CBS 8 (News at 10 p.m.)**
    - Segment featured Beatrice and Marco Basso on their roles as linguistic cultural advisor and voice actor for the newest Pixar film, Luca
- **6/19 secured broadcast coverage on FOX 5 (News at 10 p.m.)**
    - Segment highlighted commentary from PJ Busalacchi from Barbusa, regarding the reopening of California and how restaurants are stilled understaffed
- **6/19 secured broadcast coverage on FOX 5 (News at 11 p.m.)**
    - Segment highlighted commentary from PJ Busalacchi from Barbusa, regarding the reopening of California and how restaurants are stilled understaffed
- **6/18 secured online coverage on Times of San Diego**
    - Full feature on the Taste of Little Italy event, encouraging readers to get their tickets quickly because they're selling fast
- **6/18 secured online coverage on Patch (San Diego)**
    - Syndicated Times of San Diego full feature on the Taste of Little Italy event, encouraging readers to get their tickets quickly because they're selling fast
- **6/18 secured online coverage on USA News Lab**
    - Syndicated Times of San Diego full feature on the Taste of Little Italy event, encouraging readers to get their tickets quickly because they're selling fast
- **6/18 secured online coverage on Daily Advent**
    - Syndicated Times of San Diego full feature on the Taste of Little Italy event, encouraging readers to get their tickets quickly because they're selling fast
- **6/18 secured online coverage on ABC 10**
    - Article announced the return of Taste sharing details of the event
- **6/18 secured online coverage on Red Tricycle**
    - Included the first show, Sunday, 6/27, in a weekend roundup of San Diego events that kids can enjoy
- **6/18 secured broadcast coverage on KSDY 50**
    - Interview with Carlos from Davanti to highlight his Taste and Chris to speak about the event
- **6/18 organic online coverage on NBC 7**
    - Article highlighted the busy reopening weekend in Little Italy
- **6/18 organic online coverage on FOX 5**
    - Article highlighted the busy reopening weekend in Little Italy
- **6/18 organic broadcast coverage on ABC 10 (News at 11 p.m.)**
    - Segment featured Pop Pop Palettas in Little Italy, regarding the heat wave and Flex Alert meant to conserve electricity
- **6/18 organic broadcast coverage on CBS 8 (News This Morning at 5 a.m.)**
    - Segment highlighted Beatrice Basso and Marco Botticelli, from the Italian cultural center, involvement in the most recent Disney film streaming today
- **6/18 organic broadcast coverage on CBS 8 (News This Morning at 6 a.m.)**
    - Segment highlighted Beatrice Basso and Marco Botticelli, from the Italian cultural center, involvement in the most recent Disney film streaming today

- **6/18 organic broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
    - Segment featured Sam the Cooking Guy and Cali Comfort BBQ in a collaborative cooking demonstration, highlighting his restaurants at the Little Italy Food Hall
- **6/17 secured broadcast coverage on KUSI (Good Morning San Diego at 5 a.m.)**
    - Full feature on Taste, sharing footage from the neighborhood and discussing how the event will be maskless and how it benefits the participating restaurants, including commentary from Sam the Cooking Guy from Samsburgers and resident Ed Wisnewski
- **6/17 secured online coverage on San Diego Union-Tribune (Youtube Channel)**
    - Together San Diego Livestream interview with Chris was posted to the San Diego Union-Tribune's Youtube Channel
- **6/17 secured livestream coverage on Together San Diego (San Diego Union-Tribune)**
    - Together San Diego interviewed Chris regarding Taste
- **6/17 secured online coverage on NBC 7**
    - Included Taste in their weekend event roundup
- **6/17 secured online coverage on Patch (La Jolla)**
    - Included Taste in their weekend event roundup
- **6/17 secured online coverage on Patch (Coronado)**
    - Included Taste in their weekend event roundup
- **6/17 secured online coverage on Patch (Santee)**
    - Included Taste in their weekend event roundup
- **6/17 secured online coverage on Patch (Del Mar-Carmel Valley)**
    - Included Taste in their weekend event roundup
- **6/17 secured online coverage on Patch (Lemon Grove)**
    - Included Taste in their weekend event roundup
- **6/17 secured online coverage on Patch (Encinitas)**
    - Included Taste in their weekend event roundup
- **6/17 secured online coverage on Daily Mesa News**
    - Included Taste in their weekend event roundup
- **6/17 secured online coverage on Daily San Diego News**
    - Included Taste in their weekend event roundup
- **6/17 organic online coverage on PACIFIC San Diego**
    - Highlighted upcoming shows the Music Box in their weekend roundup
- **6/17 organic online coverage on San Diego Union-Tribune**
    - Highlighted upcoming shows the Music Box in their weekend roundup
- **6/17 secured broadcast coverage on KSDY 50**
    - Interview with Carlos from Davanti to highlight his Taste and Chris to speak about the event
- **6/17 secured online coverage on XTRA 1360 San Diego Sports**
    - Online Taste of Little Italy event mention
- **6/17 secured online coverage on ROCK 1053**
    - Online Taste of Little Italy event mention
- **6/16 secured online coverage on Thrillist**
    - Article highlights Taste as a great option to celebrate Father's Day in a roundup of San Diego Father's Day activities
- **6/16 secured online coverage on KUSI**
    - Full feature on Taste, sharing footage from the neighborhood and discussing how the event will be maskless and how it benefits the participating restaurants, including commentary from Sam the Cooking Guy from Samsburgers and resident Ed Wisnewski

- **6/16 secured broadcast coverage on KUSI (Good Evening San Diego at 4:30 p.m.)**
    - Full feature on Taste, sharing footage from the neighborhood and discussing how the event will be maskless and how it benefits the participating restaurants, including commentary from Sam the Cooking Guy from Samsburgers and resident Ed Wisnewski
- **6/16 secured broadcat coverage on KUSI (Good Evening San Diego at 5 p.m.)**
    - Full feature on Taste, sharing footage from the neighborhood and discussing how the event will be maskless and how it benefits the participating restaurants, including commentary from Sam the Cooking Guy from Samsburgers and resident Ed Wisnewski
- **6/16 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
    - Full feature on Taste, sharing footage from the neighborhood and discussing how the event will be maskless and how it benefits the participating restaurants, including commentary from Sam the Cooking Guy from Samsburgers and resident Ed Wisnewski
- **6/16 secured broadcast coverage on KUSI (News at 10 p.m.)**
    - Full feature on Taste, sharing footage from the neighborhood and discussing how the event will be maskless and how it benefits the participating restaurants, including commentary from Sam the Cooking Guy from Samsburgers and resident Ed Wisnewski
- **6/16 secured broadcast on KUSI (News at 11 p.m.)**
    - Full feature on Taste, sharing footage from the neighborhood and discussing how the event will be maskless and how it benefits the participating restaurants, including commentary from Sam the Cooking Guy from Samsburgers and resident Ed Wisnewski - this piece says no tickets are required, I'm not sure why they did that, but I did send an email to clarify and all of their other pieces share tickets are needed and are $55
- **6/16 organic online coverage on Thrillist**
    - Included Little Italy and the Little Italy Food Hall in a roundup of Best San Diego Date Ideas
- **6/16 organic broadcast coverage on ABC 10 (News This Morning at 4:30 a.m.)**
    - Segment highlights Bottlecraft after their first night back in regular business after 15 months of pandemic regulations, featuring an interview with manager Ian Cutler and Kyle Schramer, one of the bar's regulars on how it feels to be back in business
- **6/16 secured broadcast coverage on KSDY 50**
    - Interview with Carlos from Davanti to highlight his Taste and Chris to speak about the event
- **6/15 secured broadcast coverage on KSDY 50**
    - Interview with Carlos from Davanti to highlight his Taste and Chris to speak about the event
- **6/15 organic broadcast coverage on NBC 7 (News at 5 p.m.)**
    - Segment features interviews with Joe Rinaldi from the Music Box in Little Italy and Shane Hall, the first musician to perform in the reopened venue as part of special coverage on the re-opening of California
- **6/14 secured online coverage on We The Italians**
    - Article announced Taste of Little Italy's return
- **6/14 organic broadcast coverage on ABC 10 (News This Morning at 4:30 a.m.)**
    - Segment highlighted preparation for tomorrow's reopening of the state, including what we can expect in terms of wearing masks and interviews with people on the waterfront
- **6/14 organic broadcast coverage on ABC 10 (News This Morning at 5 a.m.)**
    - Segment highlighted preparation for tomorrow's reopening of the state, including what we can expect in terms of wearing masks and interviews with people on the waterfront
- **6/14 organic broadcast coverage on ABC 10 (News This Morning at 6 a.m.)**

    - Segment highlighted preparation for tomorrow's reopening of the state, including what we can expect in terms of wearing masks and interviews with people on the waterfront
- **6/14 organic broadcast coverage on ABC 10 (News This Morning at 6:30 a.m.)**
    - Segment highlighted preparation for tomorrow's reopening of the state, including what we can expect in terms of wearing masks and interviews with people on the waterfront
- **6/14 secured broadcast coverage on KSDY 50**
    - Interview with Carlos from Davanti to highlight his Taste and Chris to speak about the event
- **6/13 organic online coverage on Team Knews (UK)**
    - Ultimate SD itinerary article highlights Little Italy as a must visit area of San Diego, including specific mentions of The Little Italy Mercato and Kettner Exchange
- **6/13 secured broadcast coverage on KUSI (San Diego People at 2 p.m.)**
    - Segment featured an interview with Marco Li Mandri on San Diego's latest ruling that all outdoor dining structures and electricity might be removed by mid-July
- **6/12 secured online coverage on SanDiegoVille**
    - Full feature on Taste of Little Italy
- **6/11 secured broadcast coverage on KSDY 50**
    - Interview with Carlos from Davanti to highlight his Taste and Chris to speak about the event
- **6/10 secured online coverage on Beach & Bay Press**
    - Included ArtWalk Little Italy Summer Series in Weekly Briefing
- **6/10 secured online coverage on La Jolla Daily News**
    - Included ArtWalk Little Italy Summer Series in Weekly Briefing
- **6/10 secured online coverage on Peninsula Beacon**
    - Included ArtWalk Little Italy Summer Series in Weekly Briefing
- **6/10 secured online coverage on SD News**
    - Included ArtWalk Little Italy Summer Series in Weekly Briefing
- **6/10 secured broadcast coverage on KSDY 50**
    - Interview with Carlos from Davanti to highlight his Taste and Chris to speak about the event
- **6/10 organic online coverage on El Lider USA**
    - Article highlighted San Diego as one of the best U.S. cities to visit this summer, mentioning Little Italy as the best place to get Italian cuisine
- **6/10 organic print coverage in Montecito Journal**
    - Article mentioned the Little Italy Association as a similar model for the upcoming improvement association for Coast Village Road
- **6/10 organic online coverage in Montecito Journal**
    - Article mentioned the Little Italy Association as a similar model for the upcoming improvement association for Coast Village Road
- **6/9 organic broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
    - Segment featuring Little Italy regarding the county's move into the yellow tier just before the tiering system is done away with
- **6/9 organic broadcast coverage on NBC 7 (News at 11 p.m.)**
    - Segment featuring Little Italy regarding the county's move into the yellow tier just before the tiering system is done away with
- **6/8 secured online coverage on Secret San Diego**
    - Article highlighted the upcoming Taste of Little Italy event
- **6/7 organic broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**

    - Segment features Little Italy and highlights the move into the Yellow Tier
- **6/7 organic broadcast coverage on KUSI (Good Morning San Diego at 8 a.m.)**
    - Segment features Little Italy and highlights the move into the Yellow Tier
- **6/7 organic broadcast coverage on KUSI (Good Morning San Diego at 7 a.m.)**
    - Segment features Little Italy and highlights the move into the Yellow Tier
- **6/7 organic broadcast coverage on KUSI (Good Morning San Diego at 6:30 a.m.)**
    - Segment features Little Italy and highlights the move into the Yellow Tier
- **6/7 organic broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
    - Segment features Little Italy and highlights the move into the Yellow Tier
- **6/7 secured broadcast coverage on KUSI (News at 10 p.m.)**
    - Segment featured the interview with Marco regarding the latest ruling of removing all rooftop coverings from outdoor dining structures in the city
- **6/7 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
    - Segment featured the interview with Marco regarding the latest ruling of removing all rooftop coverings from outdoor dining structures in the city
- **6/7 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**
    - Segment featured the interview with Marco regarding the latest ruling of removing all rooftop coverings from outdoor dining structures in the city
- **6/7 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
    - Segment featured the interview with Marco regarding the latest ruling of removing all rooftop coverings from outdoor dining structures in the city
- **6/7 secured online coverage on News Break**
    - Syndicated KUSI article featuring the interview with Marco regarding the latest ruling of removing all rooftop coverings from outdoor dining structures in the city
- **6/7 secured online coverage on KUSI**
    - Article featured the interview with Marco regarding the latest ruling of removing all rooftop coverings from outdoor dining structures in the city
- **6/6 secured print coverage in San Diego Downtown News**
    - Chris' article featured Taste of Little Italy
- **6/5 secured online coverage on Presidio Sentinel**
    - Article highlighted the upcoming Taste of Little Italy event
- **6/5 secured online coverage on Presidio Sentinel**
    - Full feature on the ArtWalk Little Italy Summer Series
- **6/5 organic online coverage on Yahoo!Deportes**
    - Syndicated San Diego Red article highlighting India Street in a roundup of the best hidden places in San Diego
- **6/5 organic online coverage on San Diego Red**
    - Article highlighted India Street in a roundup of the best hidden places in San Diego
- **6/5 organic broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
    - Segment highlighted the move into Yellow Tier
- **6/5 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
    - Segment highlighted the latest ruling out of Sacramento regarding to-go alcohol to help restaurants get back on their feet after the wort restaurant business year, and include an interview with Sam the Cooking Guy and Marco
- **6/5 secured online coverage on Daily Advent**
    - Syndicated Presidio Sentinel article highlighted the ArtWalk Little Italy Summer Series
- **6/5 secured online coverage on News Break**
    - Syndicated There San Diego article highlighted the ArtWalk Little Italy Summer Series

- **6/5 secured online coverage on There San Diego**
  - Article highlighted the ArtWalk Little Italy Summer Series
- **6/4 secured print coverage on Presidio Sentinel**
  - Article highlighted the upcoming Taste of Little Italy event
- **6/4 secured print coverage on Presidio Sentinel**
  - Full feature on the ArtWalk Little Italy Summer Series
- **6/4 secured online coverage on Patch (San Diego)**
  - Article highlighted the upcoming Taste of Little Italy event
- **6/4 organic coverage on NBC 7 (News at 6:30 a.m.)**
  - Segment included interviews with guests in Little Italy on the statewide vaccine incentive drawing
- **6/4 secured online coverage on San Diego Downtown News**
  - Chris' article featured Taste of Little Italy
- **6/4 secured broadcast coverage on KUSI (News at 11 p.m.)**
  - Segment highlighted the latest ruling out of Sacramento regarding to-go alcohol to help restaurants get back on their feet after the wort restaurant business year, and include an interview with Sam the Cooking Guy and Marco
- **6/4 secured broadcast coverage on KUSI (News at 10 p.m.)**
  - Segment highlighted the latest ruling out of Sacramento regarding to-go alcohol to help restaurants get back on their feet after the wort restaurant business year, and include an interview with Sam the Cooking Guy and Marco
- **6/4 secured broadcast coverage on KUSI (Good Evening San Diego at 6 p.m.)**
  - Segment highlighted the latest ruling out of Sacramento regarding to-go alcohol to help restaurants get back on their feet after the wort restaurant business year, and include an interview with Sam the Cooking Guy and Marco
- **6/4 secured broadcast coverage on KUSI (Good Evening San Diego at 5 p.m.)**
  - Segment highlighted the latest ruling out of Sacramento regarding to-go alcohol to help restaurants get back on their feet after the wort restaurant business year, and include an interview with Sam the Cooking Guy and Marco
- **6/4 secured broadcast coverage on KUSI (Good Evening San Diego at 4 p.m.)**
  - Segment highlighted the latest ruling out of Sacramento regarding to-go alcohol to help restaurants get back on their feet after the wort restaurant business year, and include an interview with Sam the Cooking Guy and Marco
- **6/4 secured online coverage on Daily Advent**
  - Syndicated Oside News article announcing the ArtWalk Little Italy Summer Series
- **6/4 secured online coverage on News Break**
  - Syndicated Oside News article announcing the ArtWalk Little Italy Summer Series
- **6/4 secured online coverage on Oside News**
  - Article announced the ArtWalk Little Italy Summer Series
- **6/2 organic online coverage on News Break**
  - Article mentions La Pensione hotel as part of a roundup of enjoying the benefits of the San Diego area
- **6/2 secured online coverage on News Break**
  - Syndicated There San Diego featuring the upcoming Taste of Little Italy event
- **6/2 secured online coverage on There San Diego**
  - Article featured the upcoming Taste of Little Italy event
- **6/2 secured online coverage on News Break**
  - Syndicated Oside News article included new menus for Taste of Little Italy

- **6/2 secured online coverage on Oside News**
  - Article included new menus for Taste of Little Italy
- **6/1 secured radio coverage on KOGO-AM**
  - Announced Taste of Little Italy event
- **6/1 secured online coverage on San Diego Magazine**
  - Included Taste as part of a roundup of fun things to do in San Diego in June
- **5/31 secured online coverage on News Break**
  - Article highlights Little Italy in roundup of fun experiences in San Diego
- **5/31 secured online coverage on News Break**
  - Article highlights Little Italy in San Diego Farmer's Market Roundup
- **5/29 secured broadcast coverage on KUSI (Good Morning San Diego at 10 a.m.)**
  - Segment highlights Zeno Gym as the newest pandemic-born workout option in Little Italy
- **5/29 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
  - Segment highlights Zeno Gym as the newest pandemic-born workout option in Little Italy
- **5/29 secured broadcast coverage on KUSI (Good Morning San Diego at 9 a.m.)**
  - Segment highlights Zeno Gym as the newest pandemic-born workout option in Little Italy
- **5/29 secured online coverage on Red Tricycle**
  - Article features Little Italy Food Hall as one of the best family-friendly food halls in the country
- **5/28 secured broadcast coverage on NBC 7 (News at 5 p.m.)**
  - Segment highlights Little Italy's hustle and bustle in light of Memorial Day weekend, giving a preview of what things will look like when the mandates are officially lifted on June 15
- **5/28 secured broadcast coverage on NBC 7 (News at 4 p.m.)**
  - Segment highlights Little Italy's hustle and bustle in light of Memorial Day weekend, giving a preview of what things will look like when the mandates are officially lifted on June 1

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

<u>Social Media Statistics: June 1 – June 27</u>

- **Facebook**
  - Fans: 89,582 (+707)
  - Impressions: 1,714,501
  - Engagements: 65,676
- **Twitter**
  - Followers: 8,550 (+9)
  - Impressions: 24,183
    Engagements: 656
- **Instagram**
  - Followers: 81,542 (+952)

- Impressions: 429,896
- Engagements: 11,047

Highlights

- Broke 81K on Instagram
- Garnered more than 2M impressions across all platforms, up 4.6%
- Earned over 77K engagements across all platforms, up 8.6%
- Garnered 1,668 new followers across all platforms, up 26%
- Total paid impressions at **124,992** at CPM of $3.44
- Total paid engagements at **6,645** at CPE 6 cents
- Total paid clicks **6,609** at CPC 7 cents
- Created paid promotion of Taste of Little Italy with additional $400 budget through event date, 1,436 interested on Facebook Event Page
- Created Marine Band San Diego Summer Concert FB Event, 238 interested
- Created ArtWalkSD Little Italy Summer Series FB Event, 2011 people interested
- Drafted San Diego Padres Italian Heritage Night FB Event

- **Taste of Little Italy Traffic ad:** 1,875 link clicks, CPC 10 cents – Total cost: $196.73
- **Taste of Little Italy Conversion ad:** 880 views, 34 initiate checkout clicks, CPIC $5.78 – Total Cost: $196.46

Upcoming

- Marine Band San Diego Summer Concert
- San Diego Padres Italian Heritage Night
- 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:

Little Italy
Sun 6/13/2021 8:10 pm PDT

Nights like these are what dreams are made of. 📸: **@rhyzzo #LittleItalySD**

Total Engagements	**1,409**
Reactions	941
Comments	36
Shares	65
Post Link Clicks	—
Other Post Clicks	367

Little Italy
Wed 6/2/2021 8:09 pm PDT

Sunset season is upon us. Buona Notte, Little Italy! 🇮🇹 📸: **@gillylovexo #LittleItalySD**

Total Engagements	**1,322**
Reactions	949
Comments	29
Shares	74
Post Link Clicks	—
Other Post Clicks	270

Little Italy
Mon 6/14/2021 2:26 pm PDT

Tomorrow is a momentous day for us all. We are beyond grateful for the strong, supportive community of Litt

Vaxxed or masked? What you ne...

Total Engagements	**644**
Reactions	87
Comments	3
Shares	9
Post Link Clicks	367
Other Post Clicks	178

TWITTER: Top Performing Tweets:

L
LittleItalySD
Thu 6/3/2021 3:09 am UTC

Sunset season is upon us. Buona Notte, Little Italy! 🇮🇹 📸: @gillylovexo #LittleItalySD

Total Engagements	**113**
Likes	31
@Replies	1
Retweets	3
Post Link Clicks	—
Other Post Clicks	78
Other Engagements	0

LittleItalySD
Mon 6/14/2021 3:10 am UTC

Nights like these are what dreams are made of. 📸: @rhyzzo #LittleItalySD

Total Engagements	**72**
Likes	28
@Replies	0
Retweets	6
Post Link Clicks	1
Other Post Clicks	37
Other Engagements	0

LittleItalySD
Sun 6/6/2021 4:59 pm UTC

Located in the heart of Little Italy, Piazza della Famiglia is dedicated to the past, present and future families of th

Total Engagements	**68**
Likes	21
@Replies	0
Retweets	2
Post Link Clicks	—
Other Post Clicks	45
Other Engagements	0

INSTAGRAM: Top Performing Posts:

littleitalysd
Wed 6/2/2021 8:09 pm PDT

Sunset season is upon us. Buona Notte, Little Italy! 🇮🇹 📸: @gillylovexo #LittleItalySD

Total Engagements	**1,834**
Likes	1,770
Comments	36
Saves	28

littleitalysd
Sun 6/13/2021 8:10 pm PDT

Nights like these are what dreams are made of. 📸: @rhyzzo #LittleItalySD

Total Engagements	**1,647**
Likes	1,596
Comments	19
Saves	32

littleitalysd
Sun 6/6/2021 9:13 am PDT

Located in the heart of Little Italy, Piazza della Famiglia is dedicated to the past, present and future families of th

Total Engagements	**1,118**
Likes	1,084
Comments	18
Saves	16

From: Lindsey Pierce <lpierce@ourggc.com>
Sent: Wednesday, June 30, 2021 10:45 AM
To: Christopher M. Gomez <chris@littleitalysd.com>
Subject: Little Italy Urban Challenge

Hi Chris,

I wanted to reach out and see if the LIA would be interested in co-hosting the Food Hall's Urban Challenge. We hosted our first one 2 years ago. It was a scavenger hunt around the Little Italy area. A local resident helped us with the clues and we sold around 40 tickets (teams of 2, 80 people total). We would like to do it in September, last time was a Saturday but we can do a Sunday if that works better for you? If possible, we would like to be able to have the "finish line" and answer revealing on the Piazza. We can even do a portion of sales go back to the LIA. Let me know if you are interested and call me if you have any questions!

GRAIN &GRIT COLLECTIVE

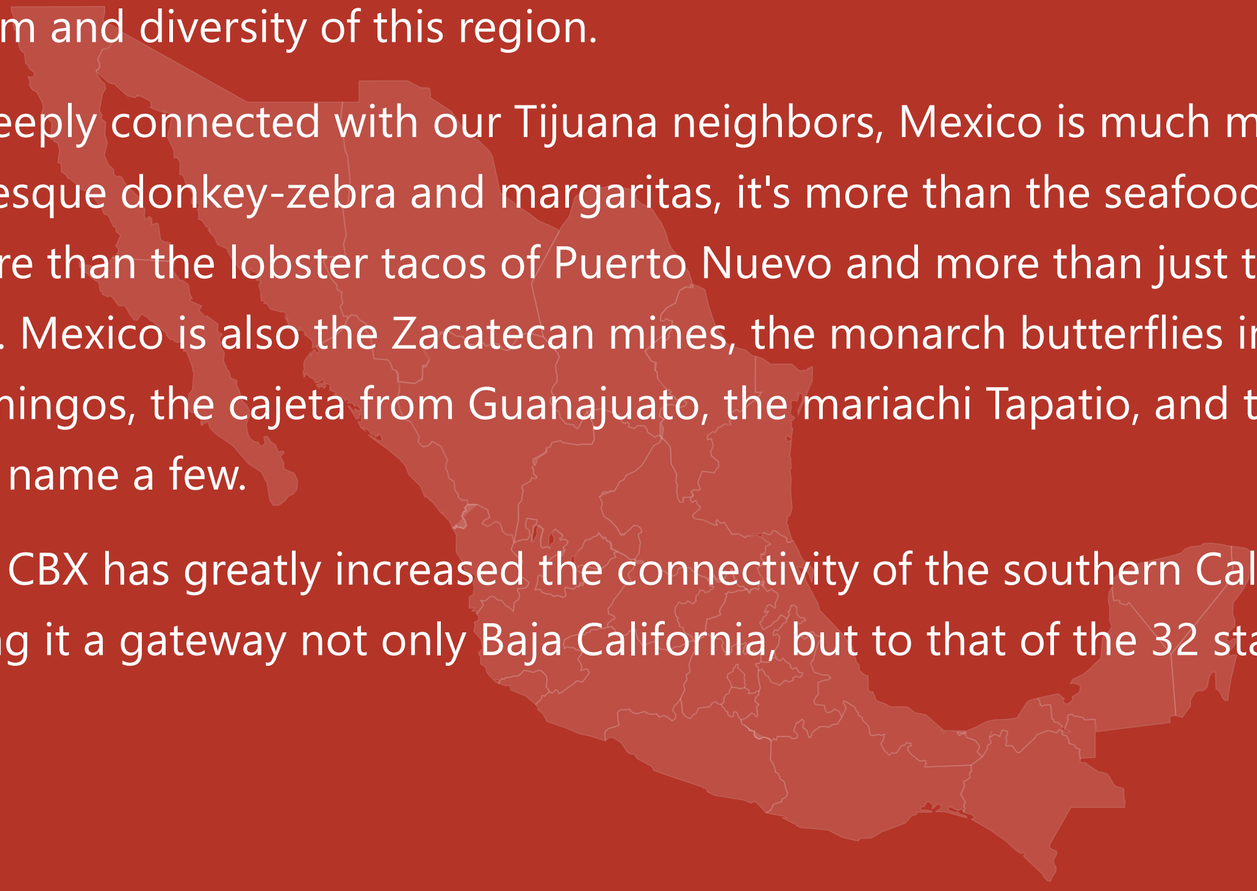
Lindsey Pierce
Marketing Manager / Design Guru
Grain & Grit Collective
m: 510.673.9554
w: www.grainandgritcollective.com
s: @grainandgritcollective

Carnitas' Snack Shack | Graze | Little Italy Food Hall | Not Not Tacos | Samburgers | Broken Yolk Cafe Costa Mesa & Orange

PUENTE A MÉXICO

BACKGROUND

- The Cali–Baja region is home to the busiest gateway into the United States, a clear indicator of the multiculturalism and diversity of this region.
- While we are deeply connected with our Tijuana neighbors, Mexico is much more than Tijuana with its picturesque donkey-zebra and margaritas, it's more than the seafood and craft beers of Ensenada, more than the lobster tacos of Puerto Nuevo and more than just the wineries of Valle de Guadalupe. Mexico is also the Zacatecan mines, the monarch butterflies in Michoacan, the Yucatecan flamingos, the cajeta from Guanajuato, the mariachi Tapatio, and the burrito Chihuahua, to name a few.
- In recent years, CBX has greatly increased the connectivity of the southern California region to Mexico, making it a gateway not only Baja California, but to that of the 32 states that make up Mexico.



SAN DIEGO

PROPOSAL

01

Our proposal is to strengthen the connectivity between Southern California and Mexico by creating a space for Mexican destinations to share the diversity that each state offers through rotating monthly destination presentations within the facilities of the Consulate of Mexico in San Diego

02

Puente a Mexico will serve as a gateway to discover the diverse wealth of Mexico through photographic exhibitions, gastronomic samples, tastings, workshops and conferences.

03

The Mexican Consulate and CBX would like to invite the Little Italy Association of San Diego to join this exciting venture as an extension of the experience by allowing the featured destination the ability to use your designated space at the Farmers Market once a month to sell artisan creations and food

Project Outline

Standard

First Thursday of the month:

Destination presentations for Trade and Southern California Media.

First weekend of the month:

Public expo at the Mexican Consulate

Little Italy Farmers Market display (to be confirmed) with sale of artisanal products, gastronomic, packages and exhibition of destination.

-The Puente a Mexico team would promote the event to media, trade and general public including information about the Little Italy Farmers Market.

Month of presentation:

Brand presence at CBX

Proposed Calendar of Events

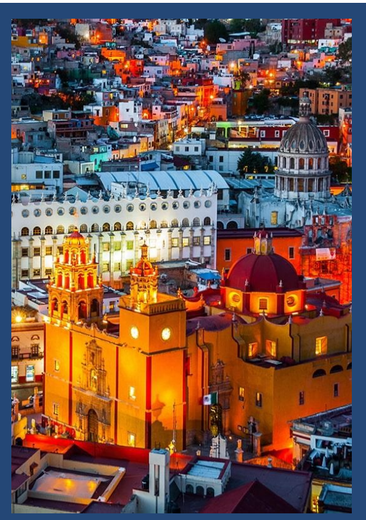
(Subject to change due to availability of destinations)

A different state every month:

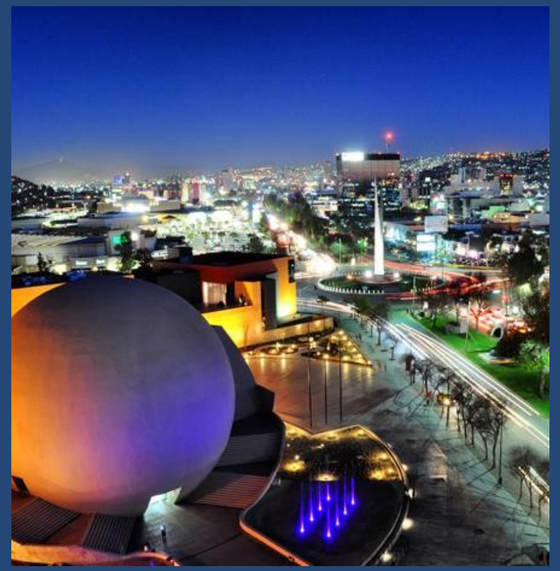
AUGUST	– Baja California
SEPTEMBER	– Querétaro
OCTOBER	– Zacatecas
NOVEMBER	– Yucatán
DECEMBER	– Jalisco
JANUARY	– Guanajuato
FEBRUARY	– Ciudad de México
MARCH	– Nuevo León
APRIL	– Quintana Roo

YUCATÁN

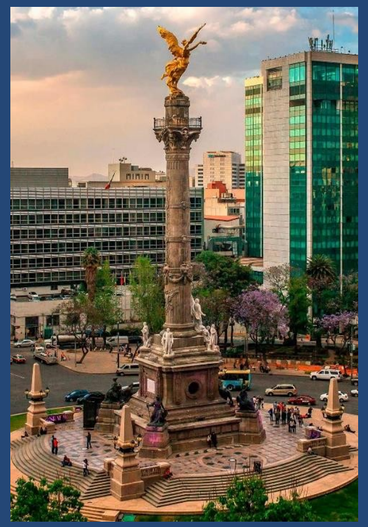
JALISCO



BAJA CALIFORNIA

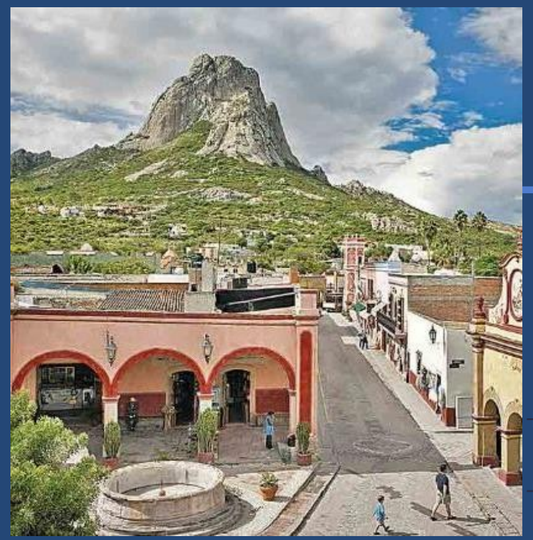


CIUDAD DE MÉXICO



ZACATECAS

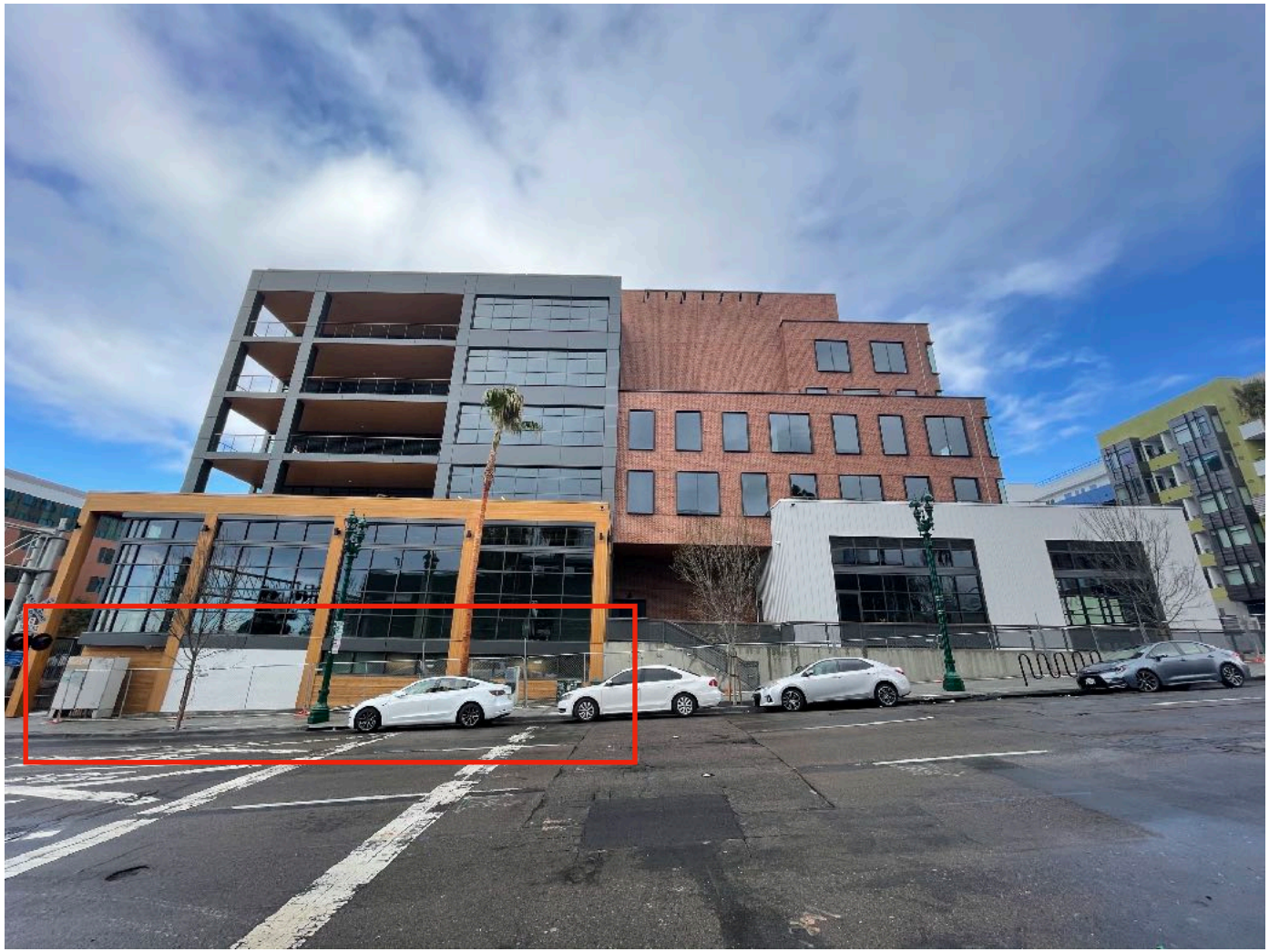
GUANAJUATO



QUERÉTARO

GRACIAS

UTILITY BOXES
06.08.21



IVY STREET
UTILITY BOXES ARE LOCATED ON HAWTHORNE STREET

MTS UTLITY BOX LOCATED ON HAWTHORNE STREET

MTS UTLITY BOX LOCATED ON HAWTHORNE STREET

SDG&E UTLITY BOXES LOCATED ON HAWTHORNE STREET

*Need to be sponsored

BACKGROUND OPTIONS FOR UTILITY BOXES

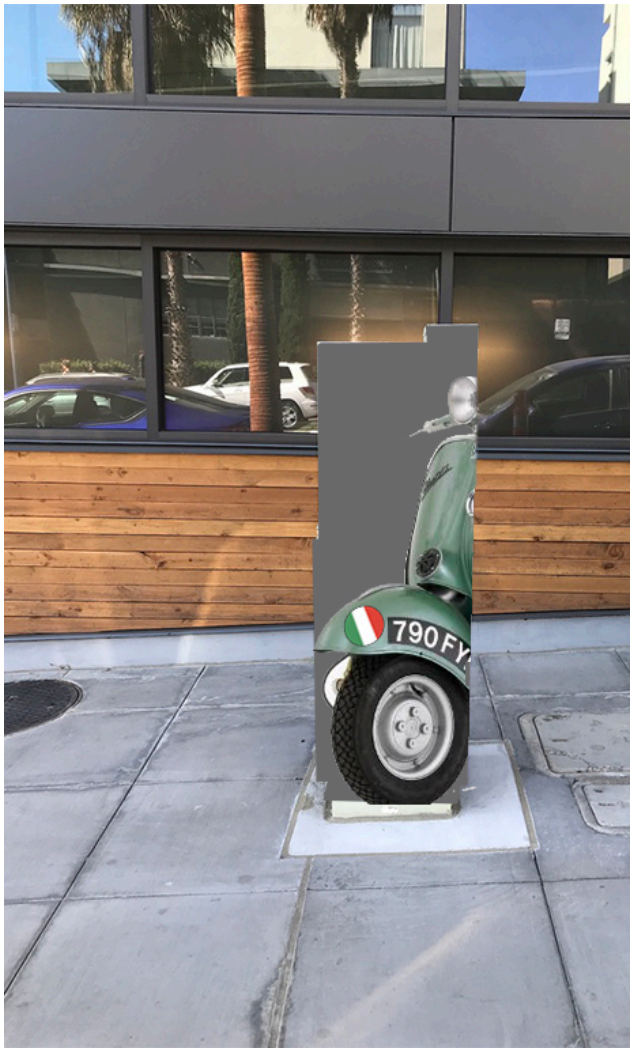
Wood, concrete, brick or brushed metal textures to match building

VESPA'S AT 2100 KETTNER

Series of Vespa's and/or Vespa inspired graphics on top of background image

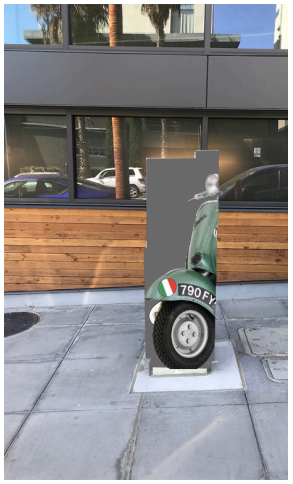
Example: *Vespa leaning up against a wall, stickers, Little Italy sticker, front and rear views, accessories and etc.*

MTS UTLITY BOX RENDERING



MTS UTLITY MTS UTLITY BOX

SDG&E UTLITY BOX RENDERING



STREET RENDERING