



Little Italy Association of San Diego – DISI Committee

Friday, June 4, 2021 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/85198334425>

or call 1-669-900-6833 / Meeting ID: 851 9833 4425 / Password: 3898

1) Zoom Meeting Protocol & Introductions – Perry Meyer, Chair

All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to the topic being discussed.

2) Approval of May 7, 2021 Minutes

Action Item

3) Confirmed Events

- | | |
|--|---------------------------|
| a. Little Italy Mercato | Every Sat. |
| b. Taste of Little Italy | Tue. & Wed.,
6/22 & 23 |
| c. ArtWalk Summer Series | (Several Dates) |
| d. Marine Band San Diego Summer Concert | Sat., 7/31 |
| 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 | |
| ii. Social Media Icon On-Going Calendar | <i>Action Item</i> |
| b. Little Italy Summer Film Festival (Several Dates) | <i>Action Item</i> |
| c. Little Italy Merchandise | <i>Action Item</i> |
| d. Little Italy Tours | |

5) Streetscape Improvements & Venues

- | | |
|-----------------------------------|--------------------|
| a. Little Italy Venues | |
| b. Public Art Task Force | |
| i. Bella Donnas | <i>Action Item</i> |
| ii. Piazza Sculpture Maintenance | <i>Action Item</i> |
| iii. APPROVED: | |
| 1. Piazza della Famiglia Monument | |
| 2. Metal Plates for Planters | |
| 3. Italian Flags on India Street | |

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866

Email: mail@littleitalysd.com ▪ Website: www.littleitalysd.com

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4. CIAO in Pine Needles on Green Lot Fence
5. Piazza Basilone Plaque Refurbishing
6. Little Italy Dog Park Gallery
- iv. PENDING:
 1. Kinetic Installation in Piazza della Famiglia
 2. Vinyl Wrap Utility Boxes & Steps
 3. Windows/Doors to the Old Country

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
- 4) Smart City Kiosks

TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19: *Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit www.LittleItalySDMeetings.com (Page 4, Section 11). **THE BROWN ACT:** Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619 233-3898 at least 48-hours prior to the meeting.*



Little Italy Association of San Diego – DISI Committee

Friday, May 07, 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 Steve Galasso, Joe Cordileone, Lou Palestini, Perry Meyer, Kathi Meyer, Susan Ranft, Curt Brooker, Jeri Keiller, Davis Newton, Jocelyn Marcus, Melanie Dellas, Sandi Cottrell, Catt White

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

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 March 5, 2021 minutes.	The minutes from March 5, 2021 were reviewed.	Jeri Keiller moved to accept the Minutes. Perry Meyer seconded the motion. Unanimously approved.
3. Confirmed Events a. Little Italy Mercato b. Taste of Little Italy	3.a. Catt White gave an update on the Little Italy Mercato. 3.b. Curt Brooker announced that the Taste of Little Italy tickets are on sale. Advance tickets are \$50 and \$55 prior to the event. The dates are June 22 and 23 rd .	3. No action taken 3.b. No action taken
4. New Events, Promotions, Fundraising & Councils a. Olive Creative Strategies i. Coverage Recap	4.a. Kelly Orange gave an update on Olive Creative Strategies. 4.i. Kelly Orange gave a coverage	4.a. No action taken 4.i. No action taken

ii. Promo Guidelines	recap. 4.ii. Kelly orange reported that an amendment of the promo guidelines was approved.	4.ii. No action taken
b. Micro ArtWalk (Several Dates)	4.b. Sandi Cottrell announced that a smaller, Summer Series of ArtWalk will begin with one day in the summer, twice a month, beginning June 27, 2021.	4.b. Perry Meyer moved to move forward with the Micro ArtWalk. Steve Galasso seconded the motion. Unanimously approved. Sandi Cottrell and Curt Brooker abstained.
c. Marine Band San Diego Summer Concert (7/31)	4.c. Chris Gomez reported that following the city's guidelines, we hope to move forward with the Marine Band on July 31, 2021. This will be the Marine Band's 10 th Anniversary in Little Italy. We will need \$2K to cover costs of food and water for the 40-piece band members	4.c. Sandi Cottrell moved to move forward with the Summer concert. Lou Palestini Seconded the motion. Unanimously approved.
d. Master Calendar	4.d. Chris Gomez reported that the June through December 2021 Calendar Events are subject to the city, county & state guidelines.	4.d. Steve Galasso moved to accept moving forward with the events per guidelines. Jeri Keiller seconded the motion. Unanimously approved.
e. Little Italy Merchandise Task Force	4e. Chris Gomez reported that Marco Polo has been made aware that he needs to produce new designs, online sales and follow Catt's rules at the Mercato. He provided a check to the Association in the amount of \$1,821.00 for sales from January 9 through March 31, 2021. The merchandise booth will be moved to another part of the Mercato on June 1, 2021.	4.e. No action taken
f. Little Italy Tours	4.f. Marco Li Mandri, Chris Gomez and Steve Galasso met with Anthony	4.f. No action taken

	Davi regarding Little Italy tours. He is working on a partnership with the Old Town Trolley and he is also working on ways to promote Little Italy tours. He will come up with a plan by June 1, 2021.	
5. Streetscape Improvements & Venues		
a. Piazza della Famiglia- New \$50K Donor	5.a. Chris Gomez reported that we received a check for \$50K from a donor for a new tile at the Piazza della Famiglia. The Donor's name has not been disclosed at this time.	5.a. No action taken
b. Smart City Kiosk	5.b. Chris Gomez reported that he met with Smart City Kiosk and also received comments from the Mayor's office regarding amending the Billboard Ordinance that states no advertising in the public right of way. If the ordinance is amended, we will move forward with the Kiosk.	5.b. No action taken
c. Little Italy Venues	5.c. Curt Brooker reported that the Finance and Board Committees approved \$3K for National Advertising.	5.c. No action taken
d. Public Art Task Force	5.d. Chris Gomez reported on the Public Art Task Force.	5.d. No action taken
i. Piazza Basilone Plaque Refurbishing	5.i. Chris Gomez reported that Melanie Dellas' company will refurbish the Plaque at the Piazza Basilone for \$1,800.	5.i. No action taken
ii. Italian Flags on India Street Replaced	5.ii. Chris Gomez reported that the Italian Flags on India Street have been installed.	5.ii. No action taken
iii. Piazza della Famiglia Monument	5.iii. Chris Gomez reports that the Piazza della Famiglia monument should be arriving soon for installation.	5.iii. No action taken
iv. CIAO in Pine Needles on Green Lot Fence	5.iv. Chris Gomez reported that the pine needles for the Green Lot fence will cost about \$500.	5.iv. No action taken

v. Little Italy Dog Park Gallery	5.v. Chris Gomez reported that the 3 x 4 Ads at the Dog Park will be changed out to animal portraits. Sandi Cottrell will send out a call to artists to create a rotating gallery of pet artwork.	5.v. No action taken
vi. Belles of Spring	5.vi. Chris Gomez announced that in preparation for Spring, we are looking at ideas for a Bodice of a woman or a shirt made out of flowers to be placed at the base of the fountain at the Piazza della Famiglia.	5.vi. No action taken
vii. Kinetic Installation in Piazza della Famiglia	5.vii. 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.vii. No action taken
viii. Vinyl Wrap Utility Boxes and Steps	5.viii. Chris Gomez received an estimate for vinyl wrapping of the utility boxes and stairs through Little Italy.	5.viii. No action taken
ix. Windows/Doors to the Old Country	5.ix. Chris Gomez stated that we are looking for Tuscan or Sicilian portraits for ideas for the Windows/Doors to the Old Country.	5.ix. No action taken
6. Other a. FY22 New City America, Inc. Goals	6.a. Chris Gomez reminded everyone to send their goals to Steve Galasso.	6. Jeri Keiller moved to approve for Org to consolidate goals. Steve Galasso seconded the motion. Unanimously approved.
7. Old Business	7. Chris Gomez reported that Hospitality will meet in mid-June.	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.

Christopher M. Gomez

From: Christopher M. Gomez
Sent: Thursday, May 27, 2021 12:22 PM
To: estrouse@conviviosociety.org; tcesarini@conviviosociety.org; beatrice.basso@icc-sd.org; bcarra03@gmail.com
Cc: Tara Black
Subject: Italian Heritage Night

Hello All,

The San Diego Padres just received clearance to go back to full capacity for the remaining part of the season are looking to kick-off "Heritage Nights" again. I spoke with Tara, from the Padres, and Italian Heritage Nights will be the following dates and times:

San Diego Padres v. Arizona Diamondbacks
 Friday, August 6th - First pitch at 7:10pm
 Saturday, August 7th - First pitch at 5:40pm
 Sunday, August 8th - First pitch at 1:10pm

The other "Heritage Nights" that will be celebrating with us on the above days are Portuguese, Greek and Catholic.

Please let me know if you are interested in participating and promoting this year's Italian Heritage Night so I can schedule a call to discuss promotion, donations, and logistics. **Please get back to me by Tuesday, June 1st.**

Thanks,
Chris

CHRISTOPHER M. GOMEZ
 District Manager
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 #LittleItalySD



LIA DISI Meeting PR Agenda Friday, June 4, 2021

PITCHING

Recap

- Treat Your Mom to Mother's Day in Little Italy
- Taste of Little Italy (Short Leads)
- Reasons Why You Must Visit Little Italy During Your Next Road Trip

Current/Upcoming Focus

- Marine Band San Diego Summer Concert (Short Leads)
- ArtWalk Little Italy Summer Series (Short Leads)

BLOGS

Recap

- Meet the Farmers of the Little Italy Mercato
- Taste of Little Italy

Upcoming

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

SECURED COVERAGE

- **5/26 secured online coverage on The Kitchn**
 - Article featured the Little Italy Mercato Farmer's Market in a piece about how the pandemic changed farmer's markets
- **5/25 secured broadcast coverage on ABC 10 (News at 11 a.m.)**
 - Segment highlighted the cross-border pilot program efforts to help Tijuana have access to vaccines
- **5/25 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Segment highlighted the cross-border pilot program efforts to help Tijuana have access to vaccines
- **5/25 secured online coverage on San Diego Union-Tribune**
 - Article highlighted the cross-border pilot program efforts to help Tijuana have access to vaccines
- **5/23 secured online coverage on San Diego Red**
 - Article highlighted Waterfront Park and the neighborhood as a whole as a free way to spend time in San Diego

- **5/23 secured online coverage on the San Diego Union-Tribune**
 - Column highlighted the buzz about outdoor dining and how it aided our community during the pandemic
- **5/22 secured broadcast coverage on NBC 7 (News at 7 a.m.)**
 - Segment highlighted the issues with the employment shortage, featuring Davanti Enoteca
- **5/22 secured broadcast coverage on NBC 7 (News at 11 p.m.)**
 - Segment highlighted the issues with the employment shortage, featuring Davanti Enoteca
- **5/22 secured online coverage on San Diego Union-Tribune (Opinion Letter)**
 - Published Opinion Letter was sent to the SDUT and published online, regarding the preference for outdoor dining staying
- **5/21 secured online coverage on News Break**
 - Article highlighted great places to eat in Little Italy
- **5/21 secured online coverage on Fintech Zoom**
 - Article highlighted the issues with the employment shortage, featuring Davanti Enoteca
- **5/21 secured online coverage on NBC 7**
 - Article highlighted the issues with the employment shortage, featuring Davanti Enoteca
- **5/20 secured online coverage on NBC 7**
 - Article covered the employee shortage due to the pandemic, featuring an interview with Rebcca Hyde of hyde Edwards Salon in Little Italy
- **5/19 secured online coverage on Del Mar Times**
 - Article focused on what the extension of parklets until next year could mean for restaurants
- **5/19 secured online coverage on PACIFIC Magazine**
 - Article focused on what the extension of parklets until next year could mean for restaurants
- **5/19 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Segment focused on what the extension of parklets until next year could mean for restaurants and included an interview with Cesar Vallin from Cloak & Petal
- **5/19 secured broadcast coverage on ABC 10 (News at 5 p.m.)**
 - Segment focused on what the extension of parklets until next year could mean for restaurants and included an interview with Cesar Vallin from Cloak & Petal
- **5/19 secured broadcast coverage on Arizona Midday News**
 - Paid Road Trip segment highlighted Little Italy
- **5/19 secured online coverage on KOGO**
 - Article highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/19 secured online coverage on Voice of San Diego**
 - Article included the new information regarding the announcement, but still linked to MacKenzie's article
- **5/19 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022 featuring an interview with PJ Busalacchi of Barbusa
- **5/19 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022 featuring an interview with PJ Busalacchi of Barbusa
- **5/19 secured broadcast coverage on ABC 10 (News at 6 a.m.)**

- Segment highlighted the city council's vote to extend outdoor dining permits through July 2022 featuring an interview with PJ Busalacchi of Barbusa
- **5/19 secured broadcast coverage on KUSI (Good Morning San Diego at 6 a.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/19 secured online coverage on San Diego Eater**
 - Article highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/19 secured broadcast coverage on CBS 8 (News at 4:30 a.m.)**
 - Segment focused on what the extension of parklets until next year could mean for restaurants and included an interview with Cesar Vallin from Cloak & Petal
- **5/18 secured online coverage on CBS 8**
 - Article focused on what the extension of parklets until next year could mean for restaurants and included an interview with Cesar Vallin from Cloak & Petal
- **5/18 secured broadcast coverage on CBS 8 (News at 10 p.m.)**
 - Segment focused on what the extension of parklets until next year could mean for restaurants and included an interview with Cesar Vallin from Cloak & Petal
- **5/18 secured broadcast coverage on CBS 8 (News at 11 p.m.)**
 - Segment focused on what the extension of parklets until next year could mean for restaurants and included an interview with Cesar Vallin from Cloak & Petal
- **5/18 secured radio coverage on KOGO-AM (News at 7:30 p.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured online coverage on San Diego Union-Tribune**
 - Article highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured online coverage on News Break**
 - Article highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured online coverage on Times of San Diego**
 - Article highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured online coverage on KPBS**
 - Article highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured online coverage on FOX 5**
 - Article highlighted the city council's vote to extend outdoor dining permits through July 2022 featuring an interview with PJ Busalacchi of Barbusa
- **5/18 secured broadcast coverage on FOX 5 (News at 7 a.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured broadcast coverage on FOX 5 (News at 1 p.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured broadcast coverage on FOX 5 (News at 5 p.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022 featuring an interview with PJ Busalacchi of Barbusa
- **5/18 secured broadcast coverage on FOX 5 (News at 6 p.m.)**

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- **5/18 secured broadcast coverage on FOX 5 (News at 7 p.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022 featuring an interview with PJ Busalacchi of Barbusa
- **5/18 secured broadcast coverage on NBC 7 (News at 5:30 a.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured broadcast coverage on NBC 7 (News at 6 a.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured broadcast coverage on NBC 7 (News at 11 a.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/18 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022 featuring an interview with PJ Busalacchi of Barbusa
- **5/18 secured broadcast coverage on ABC 10 (News at 11 p.m.)**
 - Segment highlighted the city council's vote to extend outdoor dining permits through July 2022 featuring an interview with PJ Busalacchi of Barbusa
- **5/18 secured online coverage on KUSI**
 - Article highlighted the city council's vote to extend outdoor dining permits through July 2022
- **5/17 secured broadcast coverage on FOX 5 (News at 9 a.m.)**
 - Cooking segment with Allegro for Honey What's for Dinner
- **5/17 secured broadcast coverage on FOX 5 (News at 6 a.m.)**
 - Segment highlighted STRIDE, the newest cardio workout studio in Little Italy
- **5/16 secured broadcast coverage on ABC 10 (News at 5 a.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/16 secured broadcast coverage on ABC 10 (News at 6 a.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/16 secured broadcast coverage on ABC 10 (News at 5 p.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/16 secured broadcast coverage on ABC 10 (News at 6 p.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/16 secured broadcast coverage on ABC 10 (News at 11 p.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/15 secured broadcast coverage on NBC 7 (News at 7 a.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/15 secured broadcast coverage on NBC 7 (News at 7 a.m.)**
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 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/15 secured broadcast coverage on NBC 7 (News at 11 p.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/14 secured online coverage on FINE Magazine**
 - Article highlighted Little Italy as one of the top neighborhoods in San Diego, mentioning the Mercato the culinary aspect of the neighborhood
- **5/14 secured broadcast coverage on ABC 10 (News at 4 p.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/14 secured broadcast coverage on ABC 10 (News at 6 p.m.)**
 - Segment featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/14 secured online coverage on ABC 10**
 - Article featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/14 secured online coverage on San Diego Union-Tribune**
 - Article featured the neighborhood, with several interviews with guests, regarding the most recent CDC mask mandate and the confusion it caused for the state of California
- **5/13 secured online coverage on Voice of San Diego**
 - Article included incorrect information regarding the parklets in Little Italy with the city
- **5/13 secured online coverage on News Break**
 - Syndicated Voice of San Diego article included incorrect information regarding the parklets in Little Italy with the city
- **5/12 secured online coverage on Voice of San Diego**
 - Article included incorrect information regarding the parklets in Little Italy with the city
- **5/12 secured online coverage on Voice of San Diego**
 - Article included incorrect information regarding the parklets in Little Italy with the city
- **5/12 secured broadcast coverage on FOX 5 (News at 6 a.m.)**
 - Segment featured Little Italy as San Diego prepares to reopen on 6/15 and outdoor dining permits expire in July
- **5/11 secured online coverage on FOX 5**
 - Article featured Little Italy as San Diego prepares to reopen on 6/15 and outdoor dining permits expire in July
- **5/11 secured broadcast coverage on FOX 5 (News at 4 p.m.)**
 - Segment featured Little Italy as San Diego prepares to reopen on 6/15 and outdoor dining permits expire in July
- **5/11 secured broadcast coverage on FOX 5 (News at 5 p.m.)**
 - Segment featured Little Italy as San Diego prepares to reopen on 6/15 and outdoor dining permits expire in July
- **5/11 secured broadcast coverage on FOX 5 (News at 7 p.m.)**
 - Segment featured Little Italy as San Diego prepares to reopen on 6/15 and outdoor dining permits expire in July

- **5/11 secured broadcast coverage on FOX 5 (News at 10 p.m.)**
 - Segment featured Little Italy as San Diego prepares to reopen on 6/15 and outdoor dining permits expire in July
- **5/9 secured NBC (National Weekend Programming)**
 - Article highlighted Little Italy's stance on restaurants making their outdoor fixtures permanent and the move back into the Orange Tier. It also includes commentary from PJ Busalacchi of Barbusa
- **5/7 secured online coverage on San Diego Union-Tribune**
 - Article highlighted commentary from Dario Gallo of Civico 1845 on the struggle to find employees amidst the pandemic changes
- **5/7 secured online coverage on Ramona Sentinel**
 - Syndicated San Diego Union-Tribune article highlighted commentary from Dario Gallo of Civico 1845 on the struggle to find employees amidst the pandemic changes
- **5/7 secured online coverage on San Diego Downtown News**
 - Article featured Rovino as one of the best places to eat in the neighborhood, providing some history on the restaurant and Tom Tarantino's family
- **5/7 secured print coverage on San Diego Downtown News**
 - Article celebrated local moms in the neighborhood and how they're spending their second Mother's Day amidst the pandemic
- **5/7 secured online coverage on San Diego Downtown News**
 - Article celebrated local moms in the neighborhood and how they're spending their second Mother's Day amidst the pandemic
- **5/6 secured broadcast coverage on FOX 5 (News at 10 p.m.)**
 - Segment featured interviews in Little Italy regarding the new vaccine bracelet
- **5/5 secured online coverage on FOX 5**
 - Video featured Little Italy as part of a larger segment about new vaccination identifying bracelets in the restaurant industry
- **5/5 secured broadcast coverage on FOX 5 (News at 10 p.m.)**
 - Segment featured Little Italy as part of a larger segment about new vaccination identifying bracelets in the restaurant industry
- **5/5 secured broadcast coverage on FOX 5 (News at 6 p.m.)**
 - Segment featured Little Italy as part of a larger segment about new vaccination identifying bracelets in the restaurant industry
- **5/5 secured broadcast coverage on FOX 5 (News at 5 p.m.)**
 - Segment featured Little Italy as part of a larger segment about new vaccination identifying bracelets in the restaurant industry
- **5/5 secured broadcast coverage on FOX 5 (News at 4 p.m.)**
 - Segment featured Little Italy as part of a larger segment about new vaccination identifying bracelets in the restaurant industry
- **5/5 secured broadcast coverage on FOX 5 (News at 1 p.m.)**
 - Segment featured Little Italy as part of a larger segment about new vaccination identifying bracelets in the restaurant industry
- **5/4 secured online coverage on PACIFIC Magazine**
 - Article mentioned Little Italy as part of a larger feature highlighting Juniper & Ivy's search for their next chef
- **5/4 secured online coverage on San Diego Union-Tribune**
 - Article mentioned Little Italy as part of a larger feature highlighting Juniper & Ivy's search for their next chef

- **5/4 secured online coverage on San Diego Red**
 - Article announced the Mexican Consulate in Little Italy will begin to process passport and voter credentials this coming Saturday
- **5/4 secured online coverage on THERE San Diego**
 - Article included Little Italy in their roundup of how to spend Mother's Day in San Diego
- **5/4 secured broadcast coverage on ABC 10 (News at 5 p.m.)**
 - Segment featured Dario Gallo of Civico and how he raised pay and offered bonuses as incentives for employees to stay at least 6 months in their employment role, as way to drum up employment application submissions as restaurants struggle to rehire amidst the pandemic changes
- **5/4 secured online coverage on ABC 10**
 - Article featured Dario Gallo of Civico and how he raised pay and offered bonuses as incentives for employees to stay at least 6 months in their employment role, as way to drum up employment application submissions as restaurants struggle to rehire amidst the pandemic changes
- **5/3 secured broadcast coverage on ABC 10 (News at 6 a.m.)**
 - Article featured the Mexican Consulate in Little Italy as information regarding the tragic boat wreck with immigrant aboard that happened on the Point Loma coast
- **5/3 secured online coverage on SoCal Pulse SD**
 - Article on celebrating Mother's Day in San Diego, including Carruth Wine Cellars as a place to eat and Love & Aesthetics as a gift
- **4/30 secured online coverage on San Diego Union-Tribune**
 - Article highlighted Little Italy as the gold standard for neighborhoods in San Diego, in regard to making El Cajon Blvd and the Convoy District neighborhoods more walkable
- **4/30 secured broadcast coverage on NBC 12 (Arizona Midday News at 12 p.m.)**
 - Article highlighted Little Italy as part of a larger segment on San Diego, sharing some great B-roll of the neighborhood and mentioning the area as a dining hotspot
- **4/29 secured online coverage on Oside News**
 - Article featured all the special ways we can treat mom in Little Italy this Mother's Day
- **4/28 secured online coverage on News Break**
 - Syndicated San Diego Food Finds article highlighted the upcoming Taste of Little Italy event
- **4/28 secured online coverage on San Diego Magazine**
 - Article highlighted ways to shop small in San Diego, featuring Love & Aesthetics, Vitreum and Rosamariposa
- **4/27 secured online coverage on The Nardcast**
 - Article included the best ways to celebrate Mother's Day in Little Italy
- **4/27 secured broadcast coverage on FOX 5 (Morning News at 9 a.m.)**
 - Honey What's for Dinner Segment featured cooking demo from Joe Busalacchi and Barbusa
- **4/26 secured online coverage on PACIFIC Magazine**
 - Article included Little Italy as a model for El Cajon Blvd's renovations to a pedestrian-friendly hub for the neighborhood
- **4/26 secured online coverage on San Diego Union-Tribune**
 - Article included Little Italy as a model for El Cajon Blvd's renovations to a pedestrian-friendly hub for the neighborhood
- **4/25 secured online coverage on News Break**
 - Article highlighted Little Italy as one of the top locations to visit near the waterfront

- **4/23 secured broadcast coverage on NBC 7 (News at 6 p.m.)**
 - Segment included more concerns regarding the J&J vaccine and included interviews from people around Little Italy
- **4/23 secured broadcast coverage on NBC 7 (News Today at 6 a.m.)**
 - Segment highlighted concerns regarding the Johnson & Johnson vaccine with commentary from RemedyRX Holistic Pharmacy
- **4/23 secured broadcast segment on NBC 7 (News at 4 p.m.)**
 - Segment included more concerns regarding the J&J vaccine and included interviews from people around Little Italy
- **4/23 secured online coverage on NBC 7**
 - Article included segment highlighting concerns regarding the Johnson & Johnson vaccine with commentary from RemedyRX Holistic Pharmacy

SECURED OPPORTUNITIES

- **Together San Diego (San Diego Union-Tribune)**
 - Interview with Chris Gomez highlighting Taste of Little Italy's 13th year
- **KUSI (Weekday)**
 - On-site segment with Allie Wagner, highlighting Samsburgers, Not Not Tacos and Bobboi Gelato and their tastes
- **FOX 5**
 - On-site segment with Heather Lake highlighting offerings from Filippi's, Buon Appetito, Craft & Commerce and Bencotto
- **Presidio Sentinel**
 - Including Taste of Little Italy in June issue
- **Modern Luxury San Diego**
 - Including Taste of Little Italy in NOW section of the June issue

SECURED INTEREST

- **San Diego Magazine**
 - Requested hi-res images for potential inclusion online
- **KUSI (Weekend)**
 - On-site segment with Kacey McKinnon, highlighting Nolita Hall & Ballast Point

Social Media Statistics: May 1 – May 31

- **Facebook**
 - Fans: 88,689 (+517)
 - Impressions: 1,839,895
 - Engagements: 64,359
- **Twitter**
 - Followers: 8,541 (-45)
 - Impressions: 17,607
 - Engagements: 535
- **Instagram**
 - Followers: 80,590 (+1,015)
 - Impressions: 442,309
 - Engagements: 13,084

Highlights

- Broke 80K on Instagram
- Garnered more than 2M impressions across all platforms
- Earned over 77K engagements across all platforms
- Garnered 1,487 new followers across all platforms
- Total paid impressions at **82,144** at CPM of \$4.05
- Total paid engagements at **7,679** at CPE 4 cents
- Total paid clicks **4,688** at CPC 7 cents
- Created paid promotion of Taste of Little Italy with additional \$400 budget through event date, 942 interested on Facebook Event Page


Upcoming

- CA June 15th reopening
- Taste of Little Italy
- ArtWalk Little Italy Summer Series
- Marine Band San Diego Summer Concert
- 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:

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
DID YOU KNOW?! 🇮🇹 Six time Emmy Award & Golden Globe Winner and funnyman Alan Alda has Italian Roots?	Mon 5/10/2021 1:20 pm PDT	3,229	1,531	151	82	-	1,465
SPOTLIGHT ON LITTLE ITALY: A vibrant cultural hub, on the edge of downtown, transforms from a walkable morning and	Tue 5/18/2021 1:24 pm PDT	723	233	18	38	4	430
Today we honor the men and women who gave their lives to uphold our freedoms. We are forever grateful. We hope you are	Mon 5/31/2021 8:38 am PDT	547	404	20	33	-	90


TWITTER: Top Performing Tweets:

 **LittleItalySD**
Tue 5/4/2021 7:55 pm UTC


Mesmerizing murals around every corner make this neighborhood live and vibrant. Have you spotted any? 📷:




Total Engagements	34
Likes	7
@Replies	2
Retweets	1
Post Link Clicks	-
Other Post Clicks	24
Other Engagements	0

 **LittleItalySD**
Sun 5/9/2021 11:36 pm UTC


Buona Festa Della Mamma! Happy Mother's Day! We hope you are all enjoying the beautiful weather Mother



Total Engagements	33
Likes	9
@Replies	1
Retweets	0
Post Link Clicks	-
Other Post Clicks	23
Other Engagements	0


 **LittleItalySD**
Thu 5/13/2021 7:39 pm UTC

Taste of Little Italy is coming back this summer! 🇮🇹 Get ready to enjoy mouthwatering bites from over 20 culin




Total Engagements	30
Likes	6
@Replies	0
Retweets	2
Post Link Clicks	8
Other Post Clicks	14
Other Engagements	0


INSTAGRAM: Top Performing Posts:

 **littleitalysd**
Tue 5/11/2021 4:55 pm PDT


Elevate your burger Italian style. Little Italy has a variety of cuisines for whatever you're in the mood for. 📷: @allegro_sd




Total Engagements	1,137
Likes	1,077
Comments	15
Saves	45

 **littleitalysd**
Thu 5/13/2021 1:36 pm PDT


Taste of Little Italy is making a come back this summer! 🇮🇹 Get ready to enjoy mouthwatering bites from some of Little



Total Engagements	1,090
Likes	996
Comments	30
Saves	64

 **littleitalysd**
Wed 5/26/2021 12:56 pm PDT

Any way you slice it, Little Italy is the place to be. 📷: @thefurydrury #LittleItalySD



Total Engagements	1,004
Likes	945
Comments	30
Saves	29



LIA DISI Meeting

Social Media Profile Image Recommendations

Friday, June 4, 2021

Recommendation

It is our recommendation that Little Italy change social media profile images during the following months of the year. Your profile picture is the most important image on your page. By showing support for the following months and days of celebration, Little Italy's social media stays timely to current events that are relevant to the community and beyond.

Calendar

- January-June, July-September, November-December



- Month of June – San Diego's LGBT Month & End of July – San Diego Pride



- Weekend of July 4th – Independence Day Holiday



- Month of October – Italian Heritage Month



On May 7, 2021, at 12:50 AM, Cinema Little Italy <CinemaLittleItaly@gmail.com> wrote:

Hi Chris,

It was a pleasure speaking with you the other day. Thanks for remembering me and the festival. As I said my thoughts are to present either a 7 or 10 film program. A lot depends on the distributors and film availability.

I'm contemplating the following Saturday dates:

July 17, 24, 31; Aug 7, 14, 21, 28;

for the extended schedule Sept 4 (unless there is a conflict with a LIA Labor Day program), Sept 11, 18. Movies would again start at 8 PM. In the past there has been minimum interference from the Marine Band. Let's get together in the next week or so, to work out the details.

Over the past summers we have filled an otherwise empty Amici Park, bringing people into Little Italy where, in addition to seeing a special film, they enjoyed other Little Italy benefits. We want to help open up Little Italy and continue our excellent relationship.

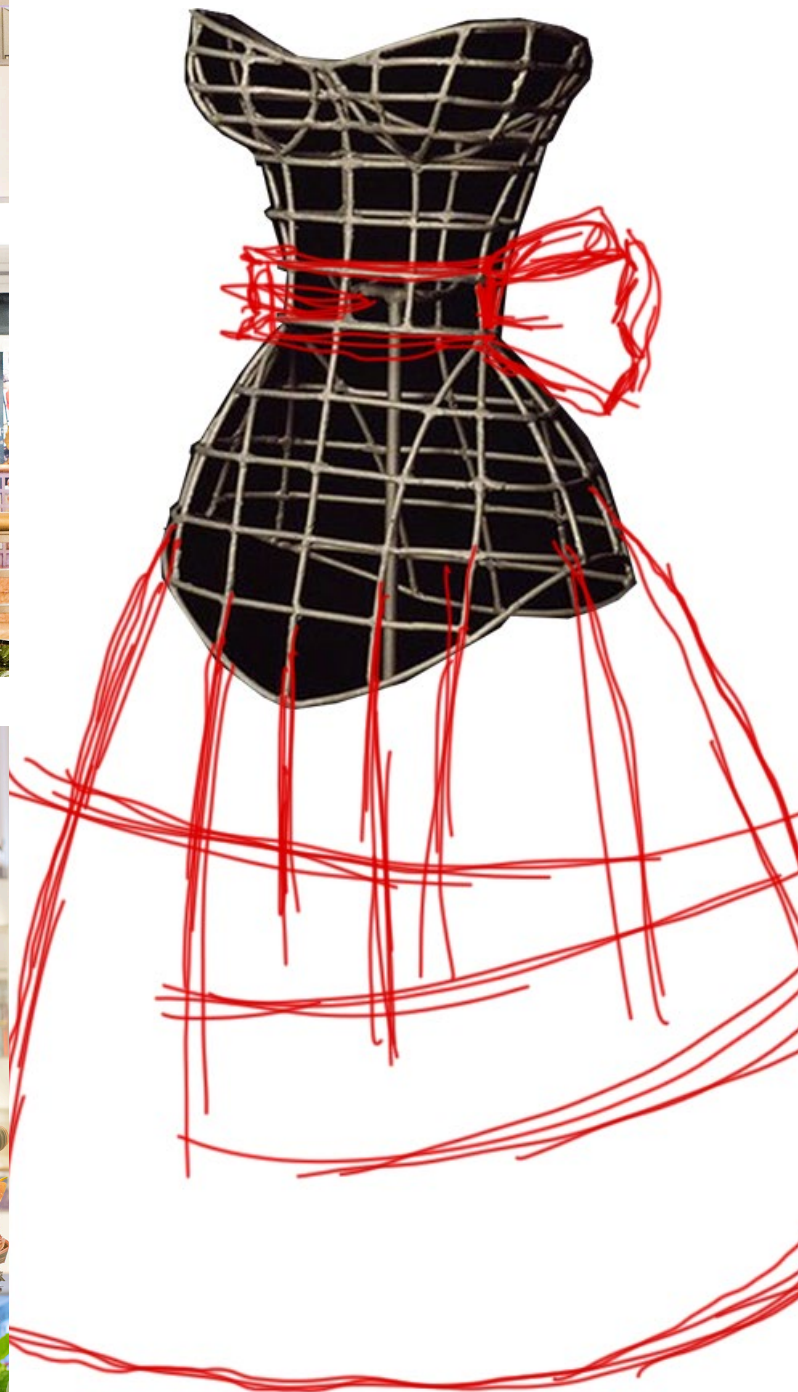
Rich LaRocca—Director

Cinema Little Italy

www.cinemalittleitaly.com

NOTES:

Last time we left discuss off was a Operational expenses paid and then split 60 (CLI) / 40 (LIA).



Christopher M. Gomez

From: Melanie Dellas <mdellas@hotmail.com>
Sent: Wednesday, May 19, 2021 12:21 PM
To: Christopher M. Gomez
Subject: bronze busts

Hi Chris,

James and I looked at the other two busts. Here's the scoop:

Pescatore

Bird poop and hard water stains causing pitting and staining.

Quarterly cleaning/waxing recommended for first year, then twice a year thereafter.

Non-ionized detergent, distilled water rinse, then Archival wax sealant is recommended.

Get company that made it, find out if it's a chemical patination.

Giannini

Would be best if it was raised out of the well. The well is causing humidity and moisture to damage the bronze.

Bird poop, bee vomit causing pitting and staining.

Quarterly cleaning/waxing recommended for first year, then twice a year thereafter.

Non-ionized detergent, distilled water rinse, then Archival wax sealant is recommended.

Are the signs painted black metal? What kind? If it's steel, it's a problem. If it's aluminum, it's better.

2 busts: 1 to 1 1/2 days

Cost estimate: day rate is \$1300

Let me know if this is something you want to move forward with. He said if you wanted to bundle all three busts and the plaques in Basilone together, the cost could go lower. Let me know.

Thanks!
Melanie

Melanie Dellas



Historian, Author and Co-Host of The Unusual History of Every Thing Podcast

@TheUnusualHistoryofEveryThingPodcast (Facebook)

@TheUnusualHistoryofEveryThing (Instagram)

@unusualhistory1 (Twitter)