



## Little Italy Association of San Diego – DISI Committee

Friday, November 5, 2021 at 9:00am

Zoom Virtual Meeting: <https://us02web.zoom.us/j/83003333549>

or call 1-669-900-6833 / Meeting ID: 830 0333 3549 / 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. Continuing Virtual Meetings Pursuant to AB 361

*Action Item*

Find and determine that a state of emergency remains in effect at the state level, and that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

### 3. Non-Agenda: Public Comment & Announcements

### 4. Approval of October 1, 2021 Minutes

*Action Item*

### 5. Confirmed Events

- |   |                   |
|---|-------------------|
| a. Little Italy Mercato & Wednesday Market        | Every Sat. & Wed. |
| b. MissionFed ArtWalk                             | Wrap-Up           |
| c. Trick-or-Treat on India Street                 | Wrap-Up           |
| d. Small Business Season                          | Kick-Off 11/27    |
| e. Little Italy Tree Lighting & Christmas Village | Sat., 12/4        |
| f. Little Italy State of the Neighborhood         | Postponed         |

### 6. New Events, Promotions, Fundraising & Councils

- |   |                    |
|---|--------------------|
| a. Olive Creative Strategies                                    |                    |
| i. Coverage Recap   |                    |
| b. ArtWalk Chalk Event – 11/22-23/2022                          | <i>Action Item</i> |
| c. RemedyRX Red Cross Blood Drive – 2/2022                      | <i>Action Item</i> |
| d. Corner Winter Displays                                       |                    |
| e. San Diego Hospitality Associates, Inc. (SDHA) Tours – Update |                    |
| f. San Diego Information Center Little Italy Display – Update   |                    |
| g. Little Italy Casino Night Task Force                         |                    |

### 7. Streetscape Improvements & Venues

- |  |  |
|--|--|
| a. Little Italy Venues                                   |  |
| b. Public Art Task Force                                 |  |
| i. Bronze Cleaning & Archival Protection Project– Issues |  |

## 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](mailto:mail@littleitalysd.com) ▪ Website: [www.littleitalysd.com](http://www.littleitalysd.com)

Facebook / Twitter / Instagram / LinkedIn: LittleItalySD ▪ #LittleItalySD

## 7. Chief Executive Administrator Report

## 8. Other

## 9. 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

## 10. Adjournment

*Action Item*

- 11. Next Meeting:** First Friday of the Month at 9:00am via Zoom  
**Zoom Link:** <https://us02web.zoom.us/j/83003333549>  
**or call 1-669-900-6833 / Meeting ID: 830 0333 3549**  
**Password: 3898**

**BROWN ACT.** Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72-hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 2210 Columbia Street, San Diego, CA 92101 and on the LIA website. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Chris Gomez at 619-233-3898 or via email at [chris@littleitalysd.com](mailto:chris@littleitalysd.com) at least 48-hours prior to the meeting. **VIRTUAL MEETING / COVID-19.** Due to precautions associated with COVID-19 and following current state law (AB 361) regarding the Brown Act, all LIA Board and Committee meetings, until further notice, will be held by teleconference only. Members of the public can listen and participate in meetings over the phone and through the internet.

AB 361 Overview  
9/30/2021

On September 16, 2021, AB 361 was adopted on an urgency basis (AB 361, section 9) meaning it has immediate effect. Shortly thereafter, Governor Newsome issued an executive order delaying implementation until October 1. After October 1 and through January 1, 2024 (when the bill sunsets), bodies subject to the Brown Act can continue to meet electronically (without the need to allow the public to participate from a physical location) after making specific findings and subject to added requirements.

### Findings

A body subject to the Brown Act may continue to meet virtually when:

- 1) **it is meeting during a proclaimed state of emergency AND**
- 2) **either: state or local officials have imposed or recommended measures to promote social distancing OR the body is meeting to determine or has determined by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.**

Thereafter, at least every 30 days the body must make the following findings by majority vote:

(A) The legislative body has reconsidered the circumstances of the state of emergency.

(B) Any of the following circumstances exist:

- (i) The state of emergency continues to directly impact the ability of the members to meet safely in person.
- (ii) State or local officials continue to impose or recommend measures to promote social distancing

### Additional Requirements

In addition to requirements established under the Governor's Executive Orders, public entities that continue to meet virtually must also:

- Allow real-time public comment; may not require public comments to be submitted in advance.
- Allow people to register (get in line) to give public comment during the entire public comment period for a given item.
- Suspend any action in the event of a service interruption. If there is a disruption (within the agency's control) that prevents broadcast of the meeting or prevents the public from providing comments, the body may not take actions until service is restored or those actions may be challenged.



c. Little Italy Summer Film Festival	3.c. Chris Gomez reported that the Little Italy Summer Film Festival has wrapped up. \$1,600 net will go to the Little Italy Association.	3.c. No action taken.
d. Consulado de Mexico: <i>El Grito</i> Celebration	3.d. Chris Gomez reported that the Consulado de Mexico went well. \$2,000 net will go the Little Italy Association.	3.d. No action taken.
e. Vici Luxury Rentals Casino Night/ Davis Newton	3.e. David Newton reported that the Vici Casino Night was a success. Over \$5,000 net will go to Little Italy Association.  Davis thanked the 20 Local Businesses who participated in the Casino Night.  Chris Gomez thanked Perry Meyer for donating an art piece for the raffle.	3.e. No action taken.
f. Coach Rob Book Signing & Meet-and-Greet	3.f. Alicia Douglas reported that the Coach Rob Book signing was a great event.  Chris Gomez thanked Convivio for hosting the meet and greet. There were about 20 plus guests.	3.f. No action taken.
g. Little Italy Urban Challenge/Lindsey Pierce	3.g. Lindsey Pierce reported that the Little Italy Urban Challenge went well. They broke even on ticket sales, so they are projecting to host the event in August next year.	3.g. No action taken.
h. MissionFed Artwalk	3.h. Chris Gomez reported that MissionFed Artwalk will take place on October 2-3, 2021.	3.h. No action taken.
i. Little Italy State of the Neighborhood	3.i. Chris Gomez reported that Marco Li Mandri would like to look at dates in October to potentially schedule Little Italy's State of the Neighborhood.	3.i. No action taken.
j. Trick-or-Treat on India Street	3.j. Chris Gomez reported that 13 businesses voted for Trick-or-Treat on India Street to take place on October 31, 2021. However, to keep families safe and practice social distancing, we think Wednesday, October 27, 2021,	3.j. No action taken.

<p>K. Small Business Season</p> <p>l. Little Italy Tree Lighting &amp; Christmas Village</p>	<p>will work best as the Piazza della Famiglia has been very busy on the weekends.</p> <p>3k. Chris reported that Small Business Season will kick off on November 27, 2021. Chris will email out a holiday gift guide to all business.</p> <p>3.l. Chris reported that the Little Italy Tree Lighting and Christmas Village will take place on December 4, 2021.</p>	<p>3.k. No action taken.</p> <p>3.l. No action taken.</p>
<p>4. New Events, Promotions, Fundraising, &amp; Councils</p> <p>a. Olive Creative Strategies</p> <p>i. Coverage Recap</p> <p>b. Corner Winter Displays</p> <p>c. Little Italy Sign Merchandise Partnership</p> <p>d. Little Italy Tours-Update</p> <p>e. Stickball Tournament-Moved to Feb.</p> <p>f. San Diego Information</p>	<p>4.a. Larissa Medina gave an update on Olive Creative Strategies.</p> <p>4.i. Larissa gave a coverage recap.</p> <p>4.b. Chris reported that the nutcrackers will be painted gold this year and placed throughout Little Italy.</p> <p>Landscaping is working on two different kinetic tree designs for winter displays.</p> <p>4.c. Chris reported that Vince DiMella would like to begin a Little Italy Sign Merchandise Partnership. The signs will cost \$125.00. \$15.00 of every sign sold will go to LIA. There will be no financial liability to LIA.</p> <p>4.d. Chris reported that he had a conversation with Anthony Davi. Anthony has until today, October 5, 2021, at 5pm to submit the contract. If we do not receive the contract, we will put out an RFP.</p> <p>4.e. Chris reported that the Stickball Tournament has been moved to February 2022.</p> <p>4.f. Chris reported that nine businesses have signed up to display their business on the Little Italy, San Diego</p>	<p>4.a. No action taken.</p> <p>4.i. No action taken.</p> <p>4.b. No action taken.</p> <p>4.c. No action taken.</p> <p>4.d. No action taken.</p> <p>4.e. No action taken.</p> <p>4.f. No action taken.</p>

<p>Center Little Italy Displays</p> <p>g. Little Italy Casino Night Task Force</p> <p>h. Little Italy Christmas Celebration Task Force</p>	<p>Information Center Display.</p> <p>4.g. Chris reported he will meet with Danny Mocerri, Lou Palestini, Davis Newton to discuss the Little Italy Casino night.</p> <p>4.h. Chris reported that the Christmas Celebration Task Force already met.</p>	<p>4.g. No action taken.</p> <p>4.h. No action taken.</p>
<p>5. Streetscape Improvements &amp; Venues</p> <p>a. Columbus Day Banners &amp; Fliers</p> <p>b. Little Italy Venues</p> <p>c. Public Art Task</p> <p>i. APPROVED</p> <p>1. Piazza della Famiglia Monument</p> <p>2. Metal Plates for Planters</p> <p>3. CIAO in Pine Needles on Green Lot Fence</p> <p>4. Bella Donnas</p> <p>5. Our Lady of the Rosary/Alcove Etched Art Plaques (\$5,000)</p>	<p>5.a. Chris reported that the officers are passionate about the street spanning banner for Italian Heritage month.</p> <p>5.b. Chris reported on the Public Task Force Projects.</p> <p>5.1. Chris reported that Piazza della Famiglia Monument has been completed.</p> <p>5.2. Chris reported that the Artwork on the Metal Plates for Planters will begin soon.</p> <p>5.3. Chris reported that the CIAO in Pine Needles on Green Lot Fence will begin soon.</p> <p>5.4. Chris reported that the Bella Donnas will be completed in Spring of 2022.</p> <p>5.5. Chris reported that LIA will contribute \$5,000 towards the \$35,000 for Our lady of the Rosary, Alcove Etched Art Plaques.</p>	<p>5.a. No action taken.</p> <p>5.b. No action taken.</p> <p>5.1 No action taken.</p> <p>5.2. No action taken.</p> <p>5.3. No action taken.</p> <p>5.4. No action taken.</p> <p>5.5. No action taken.</p>

7. Other	7. Nothing to Report	7. No action taken
8. Old Business	8. Nothing to Report	8. No action taken
9. Adjournment	9. Meeting Adjourned.	9. No action taken
10. Next Meeting	The Next Meeting will be the first Friday of the month at 9:00 a.m., via Zoom.	10. No action taken

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



**From:** Christopher M. Gomez <chris@littleitalysd.com>  
**Sent:** Monday, November 1, 2021 5:07 PM  
**To:** Christopher M. Gomez <chris@littleitalysd.com>  
**Cc:** larisa@olivecreativestrategies.com  
**Subject:** RESPONSE NEEDED 1 of 2: Small Business Season Verbiage  
**Importance:** High

Dear Little Italy Businesses,

In an effort to create a bigger campaign around small business season, we will be launching the official Little Italy Holiday Gift Guide. This gift guide will be shared on social media, live on our website and also be supplemented with a media push. For retail, it will be divided into the below three sections:

- Stocking Stuffers
- Best Gifts Under \$50
- Best Luxury Gifts

For restaurants, it will be divided into the below two sections:

- Top Holiday Cocktails | Holiday Cocktails To-Go
- Top Dining Experiences

If you'd like to be included, please send 1 product per section for retail (stocking stuffer, best gifts under \$50 and luxury item) &/or for restaurants (1-2 holiday cocktails & 1 dining experience), 1 high resolution image per item, and a link to each product on your website or social media. Please also include in your email who we should give credit to for the images and that we have permission to use them. **If you would like to be included in our official holiday gift guide, it is crucial you send in this information to Larisa by Thursday, November 4.**

For our media outreach, we will be pitching TV, Online, Print & Radio for English & Spanish speaking media. For TV the segments tend to be early in the morning any time between 7am-9am. If you would like to opt out of potential interviews please let Larisa know as well. Your inclusion in the holiday gift guide will still be included. If you have someone on your team that speaks Spanish and would like to be available for interviews, please also include that in your email.

Please let us know if you have any questions, thank you!

Ciao,  
Chris

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**CHRISTOPHER M. GOMEZ**

*District Manager*

Little Italy Association of San Diego  
2210 Columbia Street  
San Diego, CA 92101  
Phone: 619-233-3898  
Fax: 619-233-4866

Service	Vendor	Purpose	Cost	2019
Permit	City of San Diego	Street Closure Permit & Late Fee		\$170
	City of San Diego	Traffic Control		\$1,800
Printing/Graphics	T's & Signs	Street Spanning Banner Update, Coroplast Signs, 60 Posters, 2,000 Fliers, Toy Drive: 35 Posters, 2,000 Fliers		\$2,000
Rentals	Brudivik, Inc.	2 45KVA Generators, Spider Boxes/Cables		\$3,939
	Hudson Safe-T Lite	Barricades (20 Non-Lit, 20 Lit), 90 "No Parks", 40 Lane Delineators, 3 "Road Closed" Signs		\$814
	Innovative Presentations	LED Lights for Stages, Sound Package, Tech		\$2,441
	Safiro Portable Restrooms	1 ADA Restroom, 1 Regular, 1 Handwashing Station and Refresh of Mercato Restrooms		\$423
Services	SD Lighting Guys	Decorate Pdf Tree	\$4,550	
	Paul Nestor	Event Photographer		
	F&L Media	Pre-Recording for Santa	\$3,500	
	LIA	Staff Set-Up/Tear-Down		
Entertainment	TBD	4:00pm-5:00pm /		\$200
	TBD	5:00pm-6:00pm /		\$100
	TBD	6:00pm-6:30pm / Washington Elementary School		\$0
	TBD	6:30pm-7:00pm / Tree Lighting Ceremony		\$0
	TBD	7:00pm-8:00pm / Chula Vista SCPA Performance Groups	\$350	\$350
	TBD	India & Cedar - 4:00pm-6:00pm /		\$0
Acquisition	TBD	India & Cedar - 4:00pm-6:00pm /		\$0
	Uline	Stage Skirt		
	LIA	Landscaping	\$3,000	
	Luis Vargas	New Tree Frame	\$12,000	
Ammoratzation	Joshua Hubert	Aurora Tree (3-Years Remaining)		\$7,000
	Luis Vargas	New Tree Frame (3-Years Remaining)		\$4,000
<b>TOTAL EXPENSES</b>			<b>\$23,400</b>	

Little Italy Tree Lighting - INCOME

Sponsorships	Donor/Company	Level	Amount	2019
	Mercato Vendors			\$8,000
	Kilroy		\$5,000	
	Zolezzi Family		\$5,000	
	Sysco			\$10,000
	Civico 1845			\$5,000
	Carte Hotel			\$5,000
	Frank Stiriti			\$5,000
	610 W. Ash @ Little Italy			\$4,000
	Kettner Exchange			\$2,500
	Buon Appetito Restuarants			\$2,000
	Bar One			\$1,000
	Batta Fulkerson			\$1,000
	Diana Casey			\$1,000
	Little Italy Food Hall			\$1,000
	Mission Federal Credit Union			\$250
<b>TOTAL INCOME</b>			<b>\$10,000</b>	
<b>VARIANCE</b>			<b>-\$13,400</b>	



## LITTLE ITALY TREE LIGHTING & CHRISTMAS VILLAGE

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

**DATE //** Saturday, December 4, 2021

**TIME //** 4:00pm – 8:00pm

This holiday season, Little Italy welcomes families, friends, neighbors and visitors back for our time-honored Christmas season kick-off celebration. Sidewalks in Little Italy will be filled with holiday cheer for the 22nd Annual Little Italy Tree Lighting and Christmas Village on Saturday, December 4th from 4:00 p.m. to 8:00 p.m.

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

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

The fun doesn't stop there! Santa will be making a special appearance throughout the night on the main stage, virtually, and if he can escape the North Pole, he may find himself and Mrs. Claus in Little Italy for a quick, "Hello and Merry Christmas!" greeting.

### SPONSORSHIP LEVELS

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

The Little Italy Association of San Diego is a Non-Profit 501(c)(3) Corporation  
Federal Tax ID 33-0752255

## LITTLE ITALY SAN DIEGO



# Tree Lighting & Christmas Village

## Little Italy Tree Lighting & Christmas Village Sponsor Form

### SPONSORSHIP LEVELS

Check one of the options below.

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

### CONTACT INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

### ONCE COMPLETE

Remit form and payment to: Little Italy Association  
Mail to: 2210 Columbia Street, San Diego, CA 92101  
Email to: [Chris@LittleItalySD.com](mailto:Chris@LittleItalySD.com)

The Little Italy Association of San Diego is a 501(c)(3) corporation. Please consult with your tax advisor to determine if your donation is tax-deductible. All major credit cards accepted.





**LIA DISI Meeting**  
**PR Agenda**  
 Friday, November 5, 2021

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**PITCHING**

**Recap**

- Trick-or-Treat on India (Short Leads)
- Tree Lighting & Christmas Villages (Long Leads)

**Current/Upcoming Focus**

- Small Business Season
- Tree Lighting & Christmas Villages (Short Leads)

**BLOGS**

**Recap**

- Trick-or-Treat on India St

**Upcoming**

- Small Business Season

**WRITING**

**Recap**

- Updated Trick-or-Treat on India St page
- Updated Small Business Season page
- Updated Tree Lighting & Christmas Village page
- Updated Piazza della Famiglia page

**Upcoming**

- Official Little Italy Holiday Gift Guide
- Little Italy Merchandise Page
- Update Piazza Pescatore
- Update Piazza Giannini

**Tree Lighting & Christmas Village**

**SECURED INTEREST**

- **San Diego Magazine**
  - Requested images and information on this year's Tree Lighting & Christmas Village for potential inclusion in Holiday feature
- **San Diego Magazine**

- Requested images and information on this year's Tree Lighting & Christmas Village for potential inclusion in Holiday calendar

#### **SECURED OPPORTUNITY**

- **LOCALE**
  - Tree Lighting & Christmas Village will be included in holiday roundup
- **Presidio Sentinel**
  - Tree Lighting & Christmas Village will be included in November issue
- **Patch (San Diego)**
  - Confirmed Tree Lighting & Christmas Village will be included in Holiday roundup

#### **Trick-or-Treat on India St. (Short Leads)**

#### **SECURED COVERAGE**

- **10/25 secured online coverage in Patch (Lemon Grove)**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Patch (Coronado)**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Patch (La Mesa)**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Patch (Santee)**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Patch (Poway)**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Patch (Escondido)**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Patch (Carlsbad)**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Patch (La Jolla)**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Our Community Now**
  - Syndicated Patch (San Diego) article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"

- **10/25 secured online coverage in Patch (San Diego)**
  - Article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured online coverage in Patch (Encinitas)**
  - Article included Trick-or-Treat on India St event in their event calendar for the week titled Encinitas Area Events Calendar: Check Out What's Happening This Week"
- **10/25 secured broadcast coverage in FOX 5 (Morning News at 9am)**
  - Segment featured Angelica from Holy Paleta and their Halloween-themed popsicles in an interactive segment where they decorated popsicles with the anchor. At the end of the segment, they discussed Trick-or-Treat on India Street and what offering Holy Paleta will be providing during the event
- **10/22 secured print coverage in San Diego Union-Tribune**
  - San Diego Union-Tribune's Night & Day section highlighted Trick-or-Treat on India St as a top event to attend for next week
- **10/21 secured online coverage in San Diego Family Magazine**
  - Article included Trick-or-Treat on India St. as a top event for families this Halloween season
- **10/21 secured online coverage in News Break**
  - Syndicated LOCALE article included Trick-or-Treat on India St in Halloween roundup
- **10/21 secured online coverage in LOCALE**
  - Article included Trick-or-Treat on India St in Halloween roundup
- **10/15 secured online coverage in San Diego Magazine**
  - Article included Trick-or-Treat on India in roundup of Halloween events in San Diego
- **10/11 secured online coverage in Patch (Carlsbad)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Escondido)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Encinitas)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (4S Ranch)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (La Jolla)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Del Mar)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Poway)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Santee)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (La Mesa)**

- Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Coronado)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Lemon Grove)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Imperial Beach)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in Patch (Ramona)**
  - Article lists Trick-or-Treat on India Street as a Halloween event happening in San Diego and provide a hyperlink to the Patch event page for more information
- **10/11 secured online coverage in SD News**
  - Article included Trick-or-Treat on India in Weekly Briefing. Also included as part of La Jolla Village News, Downtown News, Peninsula Beacon and the Beach & Bay Press
- **10/7 secured online coverage in THERE San Diego**
  - Feature highlights all the details for Trick-or-Treat on India Street and includes a link to the website
- **10/6 secured online coverage in News Break**
  - Syndicated Oside News article included full feature on the event, along with images and linked back to the Little Italy website
- **10/6 secured online coverage in Oside News**
  - Article included full feature on the event, along with images and linked back to the Little Italy website
- **10/5 secured online coverage in EXBulletin**
  - Syndicated ABC 10 article lists Trick-or-Treat on India Street as a Halloween event for kids with a link to the website's event page
- **10/5 secured online coverage in News Break**
  - Syndicated ABC 10 article lists Trick-or-Treat on India Street as a Halloween event for kids with a link to the website's event page
- **10/5 secured online coverage in ABC 10**
  - Article lists Trick-or-Treat on India Street as a Halloween event for kids with a link to the website's event page
- **10/1 secured print coverage in San Diego Magazine**
  - Article included Trick-or-Treat on India St in event roundup for October Issue

#### **SECURED OPPORTUNITY**

- **KUSI**
  - Confirmed morning show segment with Kacey McKinnon in the Piazza della Famiglia for Trick-or-Treat on India St

#### **Other**

#### **SECURED COVERAGE**

- **10/24 secured online coverage in Daily Advent**
  - Syndicated THERE San Diego article highlighted the Howl-O-Ween celebration with details about the photobooth, caricatures, bandanas, donations and raffles



- **10/24 secured online coverage in News Break**
  - Syndicated THERE San Diego article highlighted the Howl-O-Ween celebration with details about the photobooth, caricatures, bandanas, donations and raffles
- **10/24 secured online coverage in THERE San Diego**
  - Article highlighted the Howl-O-Ween celebration with details about the photobooth, caricatures, bandanas, donations and raffles
- **10/22 secured online coverage in SD News**
  - Weekly briefing includes Howl-o-Ween dog park event, which was syndicated on the Beach and Bay Press, Peninsula Beacon and La Jolla Village News community pages
- **10/20 secured online coverage in News Break**
  - Syndicated Oside News article included all the details about the event including the photobooth, paw painting, raffles and partnership with The Animal Pad
- **10/20 secured online coverage in Oside News**
  - Article included all the details about the event including the photobooth, paw painting, raffles and partnership with The Animal Pad
- **10/1 secured online coverage in San Diego Downtown News**
  - Chris Gomez' feature on Italian Heritage Month and how to celebrate in Little Italy
- **10/1 secured print coverage in San Diego Downtown News**
  - Chris Gomez' feature on Italian Heritage Month and how to celebrate in Little Italy

#### **SECURED OPPORTUNITY**

- **KUSI**
  - Secured on-site segment at Little Italy Dog Park for Howl-o-Ween event on 10/29

#### **Social Media Statistics: August 23 – September 23**

- **Facebook**
  - Fans: **91K** (+367, increase up 284%)
  - Impressions: **1.3M** (up 305%)
  - Engagements: **2,506** (up 243%)
  - Engagement rate: **7.8%** (up 314%)
- **Twitter**
  - Followers: **8,611** (+11)
  - Impressions: **9K** (up 73.5%)
  - Engagements: **463** (up 80.2%)
  - Engagement rate: **5.78%** (up 23.6%)
- **Instagram**
  - Followers: **84,078** (+718, increase up 93%)
  - Impressions: **182K**
  - Engagements: **7.1K**
  - Engagement rate: **4.22%** (up 5.1%)

#### **Highlights**

- Garnered **1.3M** impressions across all platforms
- Earned over **10K** engagements across all platforms
- Garnered **1,096** new followers across all platforms
- Garnered **877** Trick-or-Treat on India Street Facebook event responses
- Averaged an engagement rate of **5.93%** across all platforms

#### **Upcoming**

- Implementing new social media strategy focusing on the history, the experience and the fun.

Putting a deeper focus on the community in Little Italy

- Continue sharing 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

**Top Performing Posts:**

**f Top posts > Reactions**



**Little Italy**  
Oct 09, 18:00

The History | Did you know Little Italy has a historic one-mile walk? This walk was strategically outlined to not cross any major intersections or

**415** users



**Little Italy**  
Oct 05, 00:30

Did you know you can have your own Little Italy sign? We've partnered with @category6LED on this mini version of our iconic sign. A portion of

**305** users



**Little Italy**  
Oct 19, 22:00

Now you can bring a little piece of our neighborhood home with you! These bellissimo mini versions of our iconic Little Italy sign are

**284** users

**@ Top posts > Likes**



**littleitalysd**  
Oct 09, 18:00

The History | Did you know Little Italy has a historic one-mile walk? This walk was strategically outlined to not cross any major intersections or

**1269** engagements



**littleitalysd**  
Oct 20, 00:00

Now you can bring a little piece of our neighborhood home with you! These bellissimo mini versions of our iconic Little Italy sign are

**1136** engagements



**littleitalysd**  
Oct 04, 22:56

Did you know you can have your own Little Italy sign? We've partnered with @category6LED on this mini version of our iconic sign. A portion of

**1103** engagements

**t Top tweets > Likes**



**@LittleItalySD**  
Oct 10, 16:00

Did you know Little Italy has a historic one-mile walk? It was strategically outlined to not cross major intersections. If you follow the 1/8 mile granite plaque markers on the sidewalk, you can see

**75** engagements



**@LittleItalySD**  
Oct 13, 00:20

Piazza Basilone is a memorial to "Boys of Little Italy that never came home from war" and has a bust of the highest decorated Italian-American war hero, Gunnery Sergeant John Basilone. The

**71** engagements



**@LittleItalySD**  
Oct 05, 00:32

Did you know you can have your own Little Italy sign? We've partnered with @category6LED on this mini version of our iconic sign. Link below to bring a little bit of Little Italy home! Where will you put yours? <https://www.category6led.com/.../little-italy-led-light-sign> #LittleItalySD : @category6LED

**59** engagements

## Bella Vita Fest

(working title)

### Little Italy -- October 22 & 23, 2022 (Tentative Dates)

Team ArtWalk proposes a brand new Italian Cultural event to take place in 2022 in October, Italian Heritage Month. Tentative dates are October 22 and 23.

The key elements are chalk artists creating street paintings before your eyes, Italian live music and dance, and an “event within the event” featuring Italian wine and Italian food vendors. The event will take place on 5 blocks of Date Street (see map below) and would necessitate relocation of the Mercato to Cedar Street for this one weekend.

Chalking the streets began in Europe during the 16th century. Italy was the hub of the of the *Madonnari* (street artists.) The Madonnari (street artists) would congregate in front of cathedrals and in town squares, drawing the Madonna and other religious icons using chalk, coal and tile. Coins were tossed to them as they chalking to pay homage to Madonna. Today, chalk art festivals are popular artistic events throughout the US and Europe, and artists travel from all over the USA and other continents to showcase their amazing form of performance art. The art created is temporary, and is washed away after the event.

We have received hundreds of inquiries over the years about bringing chalk art back to the district. We’ve maintained relationships with the top artists, and they all have expressed their desire to return to Little Italy. We envision a theme of Italian or Italian-American imagery by all the chalk artists.

The food and beverage element will showcase a variety of wines from Italy, Italian beers, and food booths that would be offered to Little Italy Italian restaurants and as well as other Italian food businesses.

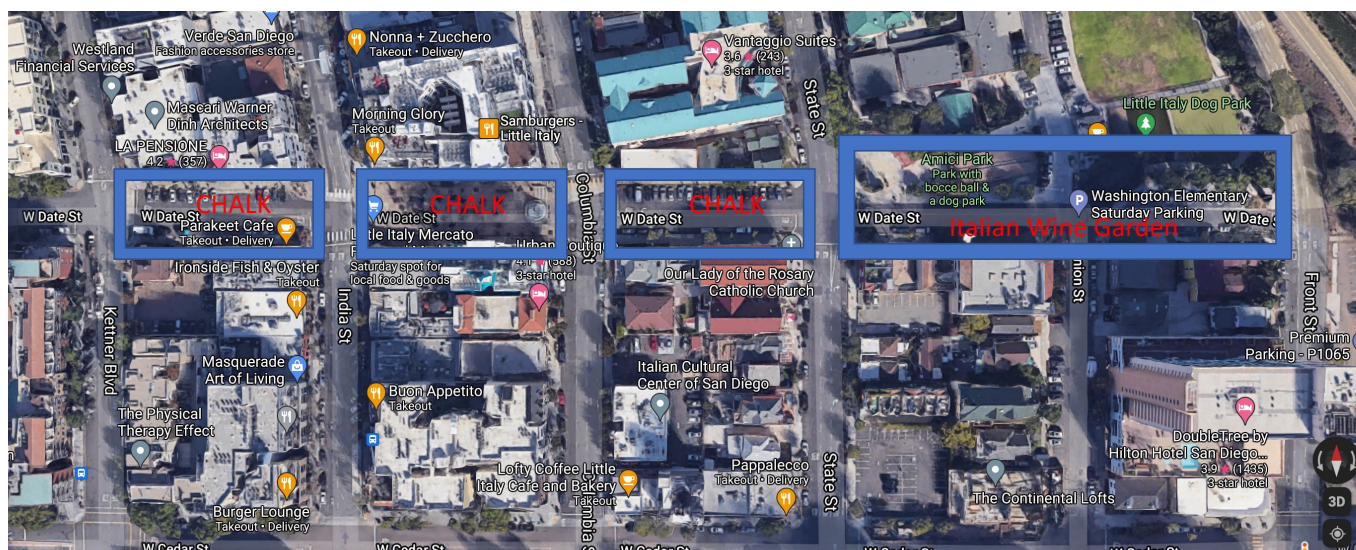
The Elements:

- Approximately 50 artists, including expert level, intermediate and novice plus school groups creating chalk paintings representing Italian or Italian/American themes
- Kids area for chalk art
- Live entertainment focusing on Italian music and dance
- Italian Food and Wine area.
- Food vendors focusing on Italian food items
- Merchandise vendors featuring ONLY Italian goods.
- Working with Convivio, creation of a history display.

The event venue will be fenced, and admission will be charged to attend. We envision admission to the chalk and vendor area at about \$10 and admission to the food and beverage area will be higher and will include tickets for wine and food. Details of the pricing will be worked out as the elements begin to come together.

Little Italy Association will receive a \$5000 donation from ArtWalk that will offset any costs incurred to the association for assisting with the event. An example of these costs could be labor costs, staging, traffic equipment etc.

Proposed Layout:



# LITTLE ITALY *Winter Displays*

This holiday season, the Little Italy Association has created and implemented a new modern seasonal display program to add to the 8' Nutcrackers, that traditionally adorn our corners on India Street and Kettner Boulevard.

This year, staff created a two new designs to limit the footprint of the display to the size of a wine barrel and focused on minimizing future costs by using reusable materials along with real seasonal plants with a winter wonderland feel.

Little Italy's seasonal displays draw hundreds of Little Italy visitors and resident to them for great photo opportunities. This is just one of the many ways that we set our neighborhood apart from the rest of San Diego. This year the Winter Displays will be on display from November 29th to January 7th.

In the past, the Association absorbed the costs of the displays through various other funding mechanisms. Our focus, moving forward, is to make all projects revenue neutral so that we can fund other programs and projects. So, we are looking to our businesses, property owners and residents to support our efforts by sponsoring a corner. The cost of each display is \$350 and comes with a small marker identifying your family name, business name or a person you would like to dedicate the display to.

If you are interested, please fill out the form below and email to [chris@littleitalysd.com](mailto:chris@littleitalysd.com).

Thank you for your time, consideration, and support,



Steven J. Galasso  
President  
Little Italy Association of San Diego



I, \_\_\_\_\_, hereby agree to sponsor a Winter Display for \$350.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

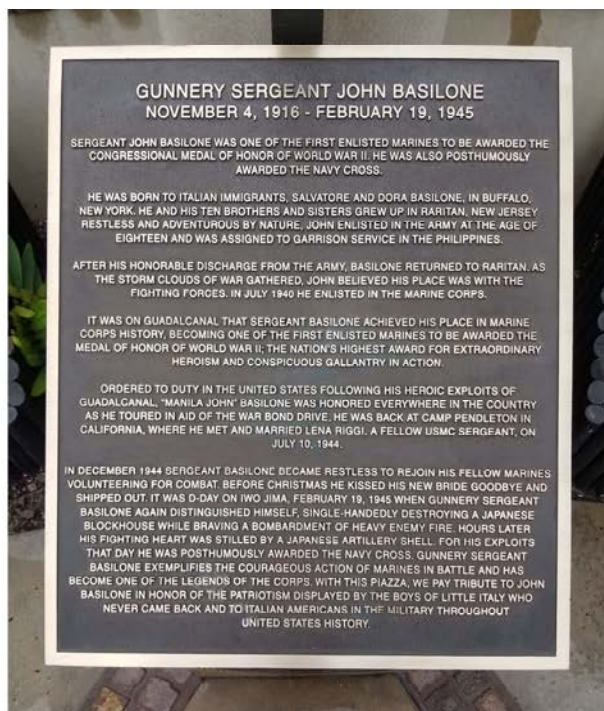
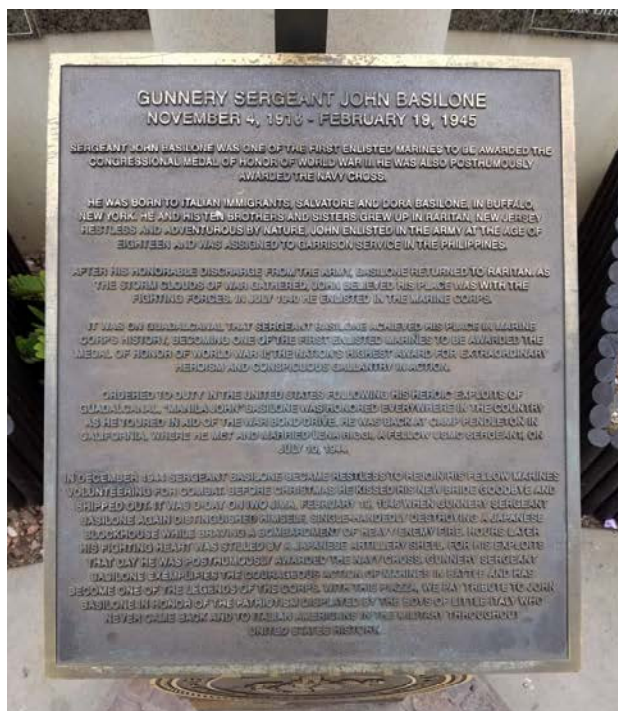
The Little Italy Association of San Diego is a Non-Profit 501(c)(3) Corporation: Tax-ID #33-0752255. Donations and sponsorships made to the Association may be fully or partially tax-deductible. Please confer with your financial advisor or accountant.

## Little Italy Association sculpture restoration and cleaning

### Site #1, Piazza Basilone:



All three plaques were lightly sanded in the raised areas to return the brass to a clean state. Much of the plaques raised areas were heavily tarnished from exposure. Typically I would recommend deinstallation and chemically treating/repatination to restore these plaques in a less aggressive fashion. The client decided that this would be too time consuming and costly to remove these pieces so we opted on this more aggressive treatment. The results were rather successful all things considered.





The bust received spot treatment and then a cleaning with non-ionic detergent followed by a hot wax application to fill the bronze matrix. This was the first treatment in the 3-4 years of the sculptures lifespan so the wax was applied a bit heavier than normal to really fill in the bronze matrix. Several more applications will be needed to fully protect this sculpture.







Site #2, Piazza Pescatore:

The Sculpture received spot treatment and then a cleaning with non-ionic detergent followed by a hot wax application to fill the bronze matrix. This was the first treatment in the 3-4 years of the sculptures lifespan so the wax was applied a bit heavier than normal to really fill in the bronze matrix. Several more applications will be needed to fully protect this sculpture.

This piece was showing signs of water corrosion due to its close proximity to both the harbor salt air and the water feature beneath it. Much of this was hidden by the treatment and can be kept at bay via further treatments. Highly recommend quarterly cleanings/waxings to keep this bronze safe.





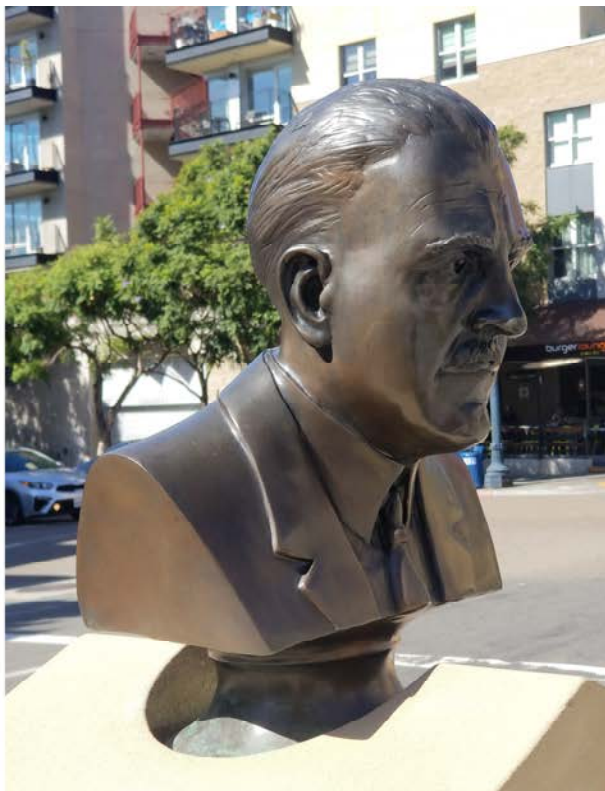


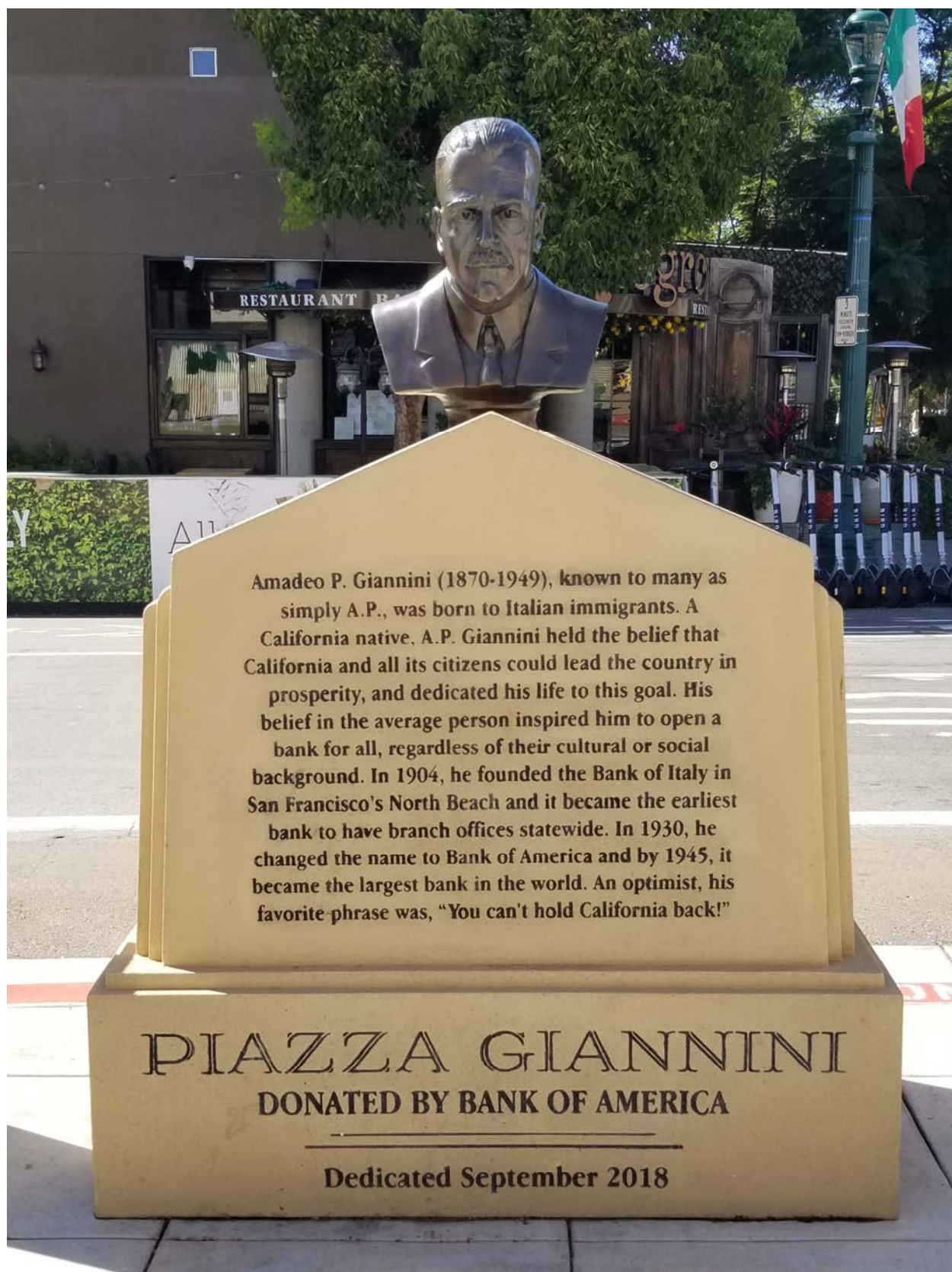


Site #3, Piazza Giannini:

The bust received spot treatment and then a cleaning with non-ionic detergent followed by a hot wax application to fill the bronze matrix. This was the first treatment in the 3-4 years of the sculptures lifespan so the wax was applied a bit heavier than normal to really fill in the bronze matrix. Several more applications will be needed to fully protect this sculpture.





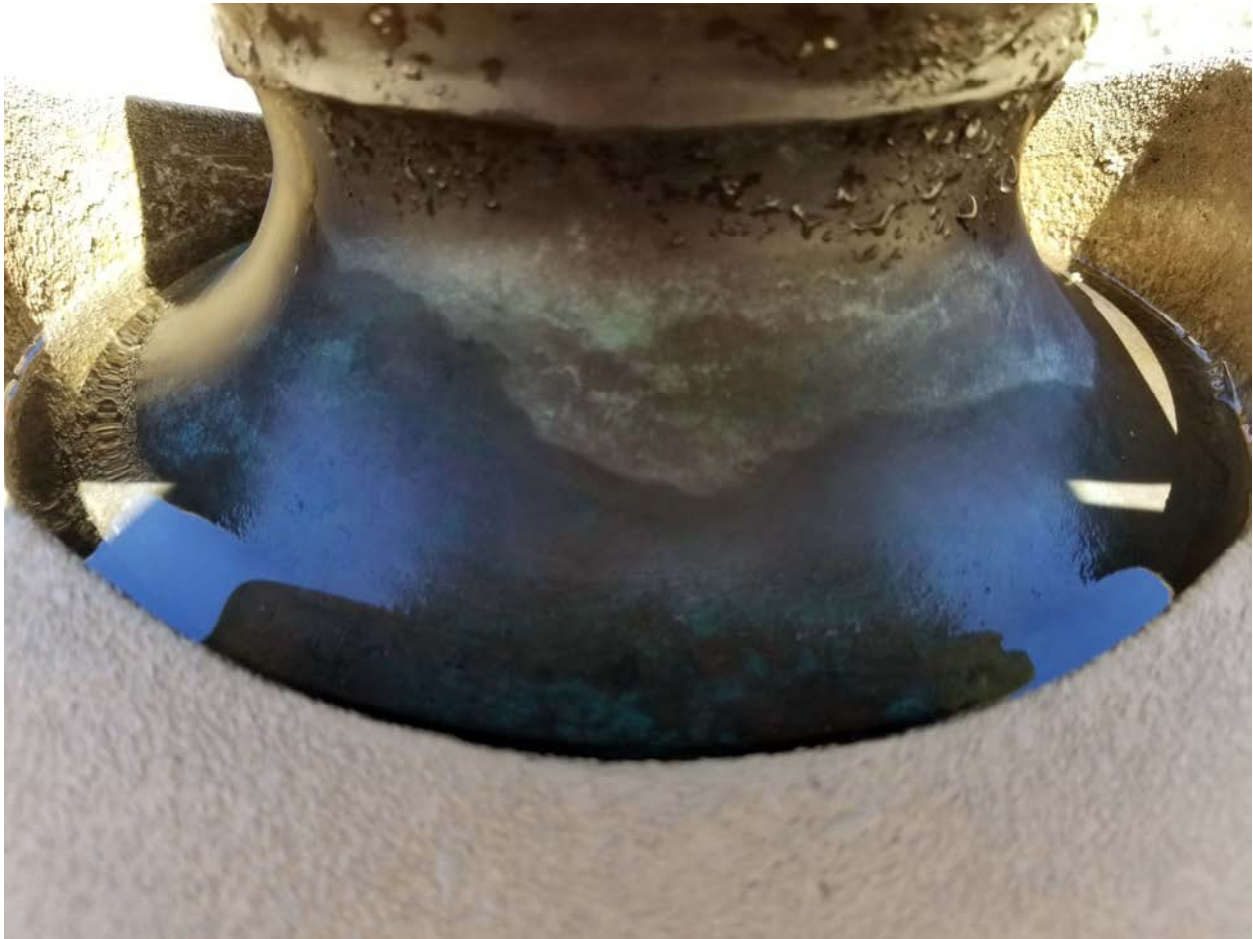


Amadeo P. Giannini (1870-1949), known to many as simply A.P., was born to Italian immigrants. A California native, A.P. Giannini held the belief that California and all its citizens could lead the country in prosperity, and dedicated his life to this goal. His belief in the average person inspired him to open a bank for all, regardless of their cultural or social background. In 1904, he founded the Bank of Italy in San Francisco's North Beach and it became the earliest bank to have branch offices statewide. In 1930, he changed the name to Bank of America and by 1945, it became the largest bank in the world. An optimist, his favorite phrase was, "You can't hold California back!"

PIAZZA GIANNINI  
DONATED BY BANK OF AMERICA

Dedicated September 2018





While this bust was in relatively good shape, the base of the piece is in danger of corrosion and bronze disease. The piece is sunk into the support base in such a way that it is often in standing water. I observed the rate of draining here and it was rather slow. As I am unable to inspect the interior of the piece, I can only assume that what is happening on the inside is worse than what is visible on the surface. The levels of corrosion on the exterior based on the relatively short display period are concerning. The inability to access this area makes protection and treatment very limiting.

I HIGHLY recommend that this piece be taken off display and the base be modified to lift the entire bust up and clear of this reservoir. A cylindrical addition would suffice to accomplish this with a little effort. It would be good to know how the object is installed before making recommendations further than this.

An interesting and concerning observation. When I hit this piece with my torch to heat it up for better wax absorption, the then empty reservoir began refilling with water from the interior of the bust and boiling over a bit. Which tells me that while this reservoir may appear drained, there is actually a great deal of water trapped inside. If this piece is bolted in place via a ferrous metal fastener, the chances of serious galvanic reaction are drastically increased. Which would mean deinstallation could be an issue even when considering the short display period.

I would be more than happy to assist with any part of this process and can do so from a place of knowledge if there is any information/photos regarding its initial installation.

Additional images of all the pieces (both before and after) are available on my Google drive.

Initial site survey:

[https://drive.google.com/drive/folders/1Gpry5\\_wo287nvRjK\\_b1MNf1b5j5LW0ww?usp=sharing](https://drive.google.com/drive/folders/1Gpry5_wo287nvRjK_b1MNf1b5j5LW0ww?usp=sharing)

10-18 and 10-19 cleaning:

[https://drive.google.com/drive/folders/1Gpry5\\_wo287nvRjK\\_b1MNf1b5j5LW0ww?usp=sharing](https://drive.google.com/drive/folders/1Gpry5_wo287nvRjK_b1MNf1b5j5LW0ww?usp=sharing)

I'll send along the access permissions in an email. Please download these images for your records as they may not be available indefinitely to save room on my drive. I do keep backups on a flash drive however for my records.