



**Little Italy Association of San Diego – DISI Committee**  
**Friday, September 4, 2020 at 9:00am**  
**Zoom Virtual Meeting: <https://us02web.zoom.us/j/89074224645>**  
**or call 1-669-900-6833 / Meeting ID: 890 7422 4645**

- 1) Zoom Meeting Protocol & Introductions –Perry Meyer, Chair**
  - a. All participants will be put on mute during the topic presentation and then the moderator will unmute the microphones to take comments/feedback. Please keep comments directed to that specific topic.
  
- 2) Approval of August 7, 2020 Minutes** *Action Item*
  
- 3) Events**

<ol style="list-style-type: none"> <li>a. Cancelled           <ol style="list-style-type: none"> <li>i. Little Italy State of the Neighborhood</li> <li>ii. Trick-or-Treat on India Street</li> </ol> </li> <li>b. <i>Al Fresco</i></li> <li>c. Little Italy Mercato</li> <li>d. Taste of Little Italy: Take-Out Edition</li> </ol>	<p>Every Fri. &amp; Sat.?</p> <p>Every Sat.</p> <p>Sun.-Thu., 10/4-8</p>
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- 4) New Events, Promotions, Fundraising & Councils**
  - a. Olive Creative Strategies
    - i. Coverage Recap
    - ii. Social Media Giveaways & Advertising
  - b. Little Italy Merchandise
  
- 5) Streetscape Improvements & Venues**
  - a. Nothing to report.
  
- 6) Other**
  
- 7) Adjournment**
  
- 8) 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) Little Italy Venues

#### **LITTLE ITALY ASSOCIATION OF SAN DIEGO**

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866  
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- 2) Donor Opportunities Guide
- 3) Piazzas & Quasi-Public/Public Spaces
- 4) Little Italy Restaurant & Hotel Councils
- 5) Davi Tours
- 6) Capitol Outdoor Displays
- 7) Events:
  - a. MissionFed ArtWalk Sat.-Sun., 11/7-8
  - b. Small Business Saturday Sat., 11/28
  - c. Little Italy Tree Lighting & Christmas Village Sat., 12/05

**TEMPORARY MODIFICATIONS TO THE BROWN ACT DUE TO COVID-19:** *Based on current COVID-19 directives and mandates, Governor Newsom has modified and suspended some of The Brown Act requirements temporarily. For a list of the items that Governor Newsom has modified or suspended, visit [www.LittleItalySDMeetings.com](http://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, August 7, 2020 at 9:00am**  
**Zoom Virtual Meeting: <https://us02web.zoom.us/j/86033726067>**  
**or call 1-669-900-6833 / Meeting ID: 860 3372 6067**

**Present:** Steve Galasso, Lou Palestini, Danny Moceri, Perry Meyer, Kathi Meyer, Brijet Meyers, Michelle Van Rooyen, Sandi Cottrell, Curt Brooker, Joe Cordileone, Vito Altieri, Joey Busalacchi, Susan Ranft, Jeri Keiller, Melanie Dellas, Christine Landini, Michael Sabella

**Staff:** Chris Gomez, Dianne T. Serna De León, Madeleine Hennessy

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Zoom Meeting Protocol &amp; Introductions-Perry Meyer, Chair</b>	The meeting was called to order at 09:00 a.m. Chris Gomez went over the Zoom Meeting Protocol.	<b>No action taken</b>
<b>2. Events</b> <b>a. <i>Al Fresco</i></b>	2. a. Chris Gomez reported that <i>Al Fresco</i> will now be on Fridays and Saturdays moving forward.	<b>2.a. No action taken</b>
<b>b. Little Italy Mercato</b>	2.b. Brijet Meyers reported on the current Mercato activities.	<b>2.b. No action taken</b>
<b>3. New Events, Promotions, Fundraising &amp; Councils</b>	3. Chris Gomez reported that Special Events are on hold until further notice due to COVID restrictions. We will create a Task Force to begin discussion on how LIA can raise money without hosting events.	<b>3. No action taken</b>
<b>a. Olive Creative Strategies</b>	3.a. Madeleine Hennessy from Olive Creative Strategies reported on Little Italy PR and Social Media activity.	<b>3.a. No action taken</b>
<b>i. Coverage Recap</b>	3.i. Madeleine reported that the last month has been focused on bringing information to the media regarding the parklets in Little Italy. We received press	<b>3.i. No action taken</b>

<p><b>ii. Social Media Giveaways &amp; Advertising</b></p> <p><b>b. Taste of Little Italy- Take Out Edition (Fall 2020)</b></p> <p><b>c. Little Italy Merchandise</b></p>	<p>from Local ABC 10 News, Fox 5 &amp; NBC 7 and KUSI. Little Italy was also featured on Courthouse news.</p> <p>3.ii. Social media has increased across all of our followers.</p> <p>3.b. Curt Brooker reported that the Taste of Little Italy is coming up with a new concept to spread ticket sales out over the course of 5 days. This should decrease the amount of people gathering at one time. Tickets will be \$80 for a meal for two. He is anticipating October 5<sup>th</sup> through the 9<sup>th</sup> for this event.</p> <p>3.c. Chris Gomez reported that Marco Polo Cortez has some designs for the Task Force to go over for the Little Italy Merchandise.</p>	<p><b>3.ii. No action taken</b></p> <p><b>3.b. No action taken</b></p> <p><b>3.c. No action taken</b></p>
<p><b>4. Streetscape Improvements &amp; Venues</b></p> <p><b>a. Little Italy Venues</b></p> <p><b>i. Confirmed &amp; Tentative Bookings</b></p> <p><b>b. The Clarity Foundation's Teal Ribbon for Ovarian Cancer</b></p>	<p>4.a. Curt Brooker reported that there are no events booked at this time for the Little Italy Venues.</p> <p>4.i. There might be a possibility for an outdoor gym or other outdoor activities to rent one of Little Italy Venues.</p> <p>4.b. Chris Gomez reported that The Clarity Foundation has requested to tie teal ribbons down India Street, from Ash to Laurel in support Ovarian Cancer.</p>	<p><b>4.a. No action taken</b></p> <p><b>4.i. No action taken</b></p> <p><b>4.b. Danny Mocerì moves to approve The Clarity Foundation's request to display Ribbons to in support of Ovarian Cancer. Jeri Keiller seconded the motion. Unanimously Approved.</b></p>
<p><b>5. Other</b></p>	<p>5. Chris Gomez reported that the Finance Committee has set up a Task Force called the Outdoor Dining. This will allow restaurants to rent portions of the Piazza's or tables for their outdoor dining.</p> <p>Steve Galasso asked about the Davi tours. Chris Gomez reported that Steve, Marco and Chris will revisit the Davi Tours after</p>	<p><b>5. No action taken</b></p>

	<p>September.</p> <p>Melanie Dellas inquired about the Limoncello opportunity. Chris Gomez reported that there were some things that needed to be worked out, then COVID brought things to a halt. This along with the merchandising will be a good revenue generator. We can circle back with Kettner Distillery once things settle.</p> <p>Susan Ranft inquired about the State of the Neighborhood. Chris Gomez reported that we will have to be creative to come up with a plan. Perhaps a Zoom presentation or limited attendees to keep social distancing.</p> <p>Danny Mocerri recommended that Chris Gomez give a quick synopsis of the State of Neighborhood.</p> <p>Sandi Cottrell shared information regarding the San Diego Events Collation</p> <p>Joey Busalacchi suggested that permanent signage be displayed for towing.</p>	
<b>6. Adjournment</b>	Meeting Adjourned.	<b>6. No action taken</b>
<b>7. Next Meeting</b>	The Next Meeting will be the first Friday of the month at 9:00 a.m., via Zoom.	<b>7. No action taken</b>

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



### 2020 Taste of Little Italy Take-Out Edition

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



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

**Details:**

**Title:** Taste of Little Italy Take-Out Edition

**Dates:** October 4 – 8, 2020 (5-day event)

**Timing:** 4:00pm – 7:00pm

**Location:** Piazza della Famiglia for check in

**Restaurants:** 4 or 5 restaurants per night

**Pricing (subject to change):**

- Shared serving: \$87.50 per ticket
- Single serving: \$62.50 per ticket

**Ticket cost breakdown (subject to change):**

- Avg. \$80 per ticket
- \$15 per ticket to restaurants to support restaurant crisis fund (\$4,500 total)
  - \$900 per restaurant, per night
- \$10 per ticket to restaurants to offset food cost (\$3,000 total)
  - \$225 - \$1,350 per restaurant, per night
    - \$225 for appetizer
    - \$225 for dessert
    - \$600 for shared plate
    - \$1,350 for entrée
- Total give back to each participating restaurant is \$1,125 - \$2,250
- \$55 per ticket to Little Italy Association for organization and to support LIA efforts



**Taste of Little Italy Take-Out Edition – Restaurant Application**  
**Sun., 10/4 - Thurs., 10/8, 2020 | 4:00pm – 7:00pm**

Restaurant Name:			
Contact Name:		Phone:	
Restaurant Address:			
Business Hours:			
Restaurant Phone:			
Email:			
Website:			

**Restaurant Menu Items:**

**Restaurants are required to prepare 300-600 servings for this event.** Your restaurant will team up with 4 other participating restaurants to create a cohesive 5-course meal for 1 night of the event. You will be asked to serve 1 hors d'oeuvre, appetizer, soup/salad, entree or dessert. All preparation will be done in-house, and attendees will pick their menu items up from your location to ensure that the food is fresh. Attendees will then take their 5-course meal home to enjoy at their convenience.

Little Italy Events will coordinate the overall menu for the evening with the chefs from each restaurant. Each night will have a different theme, and we will group restaurants together based on their specialty cuisine.

*Describe the dish you will prepare (specify hors d'oeuvre, app, soup/salad, entree or dessert - 20 words or less):*


*Will you be including a vegetarian or vegan option?*

VEGETARIAN

VEGAN

*Brief description of your restaurant for the Taste of Little Italy Website (20 words or less):*


Please sign below to confirm your participation in Taste of Little Italy. Return completed form to [info@littlitalyevents.com](mailto:info@littlitalyevents.com), along with your digital logo (300 dpi) by **Aug. 28, 2020**. If you have participated in this event previously, we won't need your logo again.

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





## DISI Meeting PR Agenda

Friday, September 4, 2020

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### PITCHING

#### Recap

- Buon Ferragosto
- Little Italy as Leader Adapting to COVID-19
- National Eat Outside Day

#### Current/Upcoming Focus

- Best Happy Hours in Little Italy
- Little Italy State of the Neighborhood (Local)\*
- Little Italy Tree Lighting & Christmas Village Long Leads (Local)\*

### BLOGS

#### Recap

- Art + Design Shops to Support in Little Italy
- National Eat Outside Day

#### Upcoming

- Happy Hour Roundup
- Taste of Little Italy

### SECURED COVERAGE

- **8/28 secured online coverage on FOX 5**
  - Article on how Little Italy has adjusted during the COVID with al fresco dining and parklets including commentary with Joey Busalacchi from Barbusa and Dario Gallo from Civico 1845
- **8/28 secured broadcast coverage on FOX 5 News at 5 p.m.**
  - Segment on how Little Italy has adjusted during the COVID with al fresco dining and parklets
- **8/28 secured broadcast coverage on FOX 5 News at 6 p.m.**
  - Segment on how Little Italy has adjusted during the COVID with al fresco dining and parklets including interview with Joey Busalacchi from Barbusa
- **8/28 secured broadcast coverage on FOX 5 News at 7 p.m.**
  - Segment on how Little Italy has adjusted during the COVID with al fresco dining and parklets including interview with Joey Busalacchi from Barbusa
- **8/28 secured broadcast coverage on FOX 5 News at 10 p.m.**

- Segment on how Little Italy has adjusted during the COVID with al fresco dining and parklets including interview with Joey Busalacchi from Barbusa and Dario Gallo from Civico 1845
- **8/28 secured broadcast coverage on FOX 5 News at 11 p.m.**
  - Segment on how Little Italy has adjusted during the COVID with al fresco dining and parklets including interview with Joey Busalacchi from Barbusa and Dario Gallo from Civico 1845
- **8/28 secured broadcast coverage on KUSI News at 4 p.m.**
  - Interview with Marco on how Little Italy's outdoor dining was going along with the recent change in allowing some indoor dining
- **8/16 secured broadcast coverage on KUSI Good Morning San Diego at 6 a.m.**
  - Segment on history of Ferragosto and how restaurants have continued to adapt in Little Italy along with commentary from Francesco of Pappalecco
- **8/15 secured broadcast coverage on KUSI News at 10 p.m.**
  - Segment on history of Ferragosto and how restaurants have continued to adapt in Little Italy along with commentary from Francesco of Pappalecco
- **8/15 secured broadcast coverage on KUSI Good Morning San Diego at 7 a.m.**
  - Segment on history of Ferragosto and how restaurants have continued to adapt in Little Italy along with commentary from Francesco of Pappalecco
- **8/14 secured broadcast coverage on CBS 8 News at 8 a.m.**
  - Segment explained what Ferragosto is and ways to stay cool with live demo from Morning Glory
- **8/11 secured online coverage on Matador Network**
  - Interview Marco on San Diego's Little Italy leading the way for adapting to the pandemic
- **8/7 secured online coverage on San Diego Downtown News**
  - Ghost-written article by Chris around Little Italy's resilience over the years paying homage its history in the tuna industry
- **8/7 secured print coverage in San Diego Downtown News**
  - Ghost-written article by Chris around Little Italy's resilience over the years paying homage its history in the tuna industry
- **8/6 secured online coverage on San Diego Food Finds**
  - Feature on celebrating Ferragosto with Little Italy businesses. To include details on Al Fresco & parklets.
- **8/6 secured online coverage on There San Diego**
  - Feature on celebrating Ferragosto with Little Italy businesses. To include details on Al Fresco & parklets

#### **SECURED OPPORTUNITIES**

- **Secured San Diego Downtown News**
  - Ghost-written article by Chris around Little Italy as a leader during COVID

#### **SECURED INTEREST**

- **Secured LOCALE Magazine**
  - Submitted National Eat Outside Day for editorial consideration
- **Secured Invitation au Voyage**
  - Secured interest featuring LIA neighborhood in upcoming episode
- **Secured The New York Times**
  - Secured interest in featuring LIA's evolution in a neighborhood profile story

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

### **Social Media Statistics: August**

- **Facebook**
  - Fans: 81,638-82,200 (1% increase)
  - Impressions: 1,399,601
  - Engagements: 51,614
- **Twitter**
  - Followers: 8,302-8,396 (1% increase)
  - Impressions: 22,888
  - Engagements: 869
- **Instagram**
  - Followers: 67,743-69,667 (3% increase)
  - Impressions: 381,708
  - Engagements: 14,298

### **Highlights**

- Broke 69k followers on Instagram & 82k on Facebook
- Garnered more than 1.8M impressions across all platforms, up 16%
- Gained more than 2.4K new followers across all platforms, up 17%
- Earned more than 60.5K total engagements across all platforms, up 10%
- Shared June-July dates of Al Fresco as a Facebook “event page” – 66.8k people reached, 1.9k event responses
- FB Page likes ad garnered 356 page likes
- FB and IG ads reached 29.4k people with 55.4k impressions
- Promoted Al Fresco via multiple engagement posts


### **Upcoming**

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

**FACEBOOK: Top Performing Posts:**

**LITTLE ITALY** Little Italy  
Fri 8/7/2020 12:33 pm PDT


Dining Al Fresco in Little Italy is what dreams are made of! 🍷 Join us every Friday and Saturday to enjoy a delectable meal under the stars. Make a



<b>Total Engagements</b>	<b>1,339</b>
Reactions	504
Comments	47
Shares	30
Post Link Clicks	5
Other Post Clicks	753

**LITTLE ITALY** Little Italy  
Tue 8/18/2020 6:11 pm PDT

It's **#TuesdayTrivia**, so let's learn a fun, interesting secret about our neighborhood! 🍷 M Winehouse by Melero is a hidden gem in Little Italy. It was b



<b>Total Engagements</b>	<b>815</b>
Reactions	361
Comments	33
Shares	14
Post Link Clicks	15
Other Post Clicks	392

**LITTLE ITALY** Little Italy  
Wed 8/5/2020 2:04 pm PDT

Have you visited the Piazza Basilone in our neighborhood? This monument stands as a permanent mark in time, celebrating and honorin




<b>Total Engagements</b>	<b>681</b>
Reactions	376
Comments	30
Shares	20
Post Link Clicks	-
Other Post Clicks	255

**TWITTER: Top Performing Tweets:**

**LITTLE ITALY** LittleItalySD  
Wed 8/26/2020 7:23 pm UTC


Cheese lovers, have you ever tried this delicious bread? It takes brunch to a whole new level. 🍷🍷  
#LittleItalySD 🍷: @blondeandbutter



<b>Total Engagements</b>	<b>68</b>
Likes	9
@Replies	1
Retweets	0
Post Link Clicks	-
Other Post Clicks	58
Other Engagements	0

**LITTLE ITALY** LittleItalySD  
Tue 8/11/2020 3:31 pm UTC


Buongiorno! When the sun is shining and the birds are chirping, there's only one place to eat - outside.  
🍷🎵 #LittleItalySD 🍷: @sweetlittlenook



<b>Total Engagements</b>	<b>42</b>
Likes	12
@Replies	0
Retweets	3
Post Link Clicks	-
Other Post Clicks	27
Other Engagements	0



**LITTLE ITALY** LittleItalySD  
Sat 8/29/2020 10:02 pm UTC

Stay cool, Little Italy! Visit the piazza and treat yourself to something sweet. 🍷 #LittleItalySD 🍷: @crosscampus




<b>Total Engagements</b>	<b>41</b>
Likes	6
@Replies	0
Retweets	1
Post Link Clicks	-
Other Post Clicks	34
Other Engagements	0



INSTAGRAM: Top Performing Posts:

  littleitalysd  
Tue 8/25/2020 4:48 pm PDT


In honor of #TuesdayTrivia, let's learn something new about our incredible neighborhood. @waterfront\_bar is San Diego's oldest tavern and





<b>Total Engagements</b>	<b>1,756</b>
Likes	1,690
Comments	34
Saves	32

  littleitalysd  
Fri 8/7/2020 4:21 pm PDT


Dining Al Fresco in Little Italy is what dreams are made of! 🍷 Join us every Friday and Saturday to enjoy a delectable meal under the stars. Make a



<b>Total Engagements</b>	<b>1,003</b>
Likes	968
Comments	24
Saves	11

  littleitalysd  
Sun 8/9/2020 12:51 pm PDT

There's no such thing as Sunday Scaries in our neighborhood when your day consists of enjoying the good weather and spending time with your f



<b>Total Engagements</b>	<b>917</b>
Likes	902
Comments	5
Saves	10