



Little Italy Association of San Diego –Organization Committee  
 Friday, June 26, 2020 at 10:00am  
 Zoom Virtual Meeting: <https://us02web.zoom.us/j/81953947129>  
 or call 1-669-900-6833 / Meeting ID: 819 5394 7129

## AGENDA

- 1) **Zoom Meeting Instructions & Introductions – Steve Galasso, President**
  - 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 particular topic.
- 2) **Next Meeting:** \_\_\_\_\_
- 3) **Review of May 29, 2020 Joint Org/Finance Minutes** *Action Item*
- 4) **Relocating Donated House to W. Date & Front** *Action Item*
- 5) **SD Loyal Offer** *Action Item*
- 6) **Columbus Task Force** *Action Item*
- 7) **Convivio Coffee Cart** *Action Item*
- 8) **Little Italy Dog Park Improvements**
- 9) **Piazza Basilone Improvements & Repairs**
- 10) **Piazza della Famiglia Story Plaque**
- 11) **Piazza Natale People's Plaza**
- 12) **Flags on State/Columbia & W. Date**
- 13) **OLR Italian National Church**
- 14) **Adjournment** *Action Item*

### 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**

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: Little Italy San Diego ▪ Twitter / Instagram / Pinterest: @LittleItalySD ▪ #LittleItalySD



**Little Italy Association of San Diego  
Joint Organization & Finance Committee Meeting  
Friday, May 29, 2020 at 10:00am  
LIA Office & Zoom Virtual**

**PRESENT**

Steve Galasso, Lou Palestini, Jeri Keiler, Danny Mocerri, Luke Vinci, Vito Altieri, Frank Stiriti, Jim DeSpensa, Kathi Meyer, Perry Meyer, Tommy Zolezzi, Rich Gustafson, Melanie Dellas, Catt White, Sandy Cottrell, Lucien Conner, Jack Pecoraro, Michelle Van Rooyen, Parisa Bukhova, Curt Booker, Jenn von Stauffenberg,

**STAFF**

Marco Li Mandri, Chris Gomez, Rosie DeLuca

**MINUTES**

<b>ITEM</b>	<b>DISCUSSION</b>	<b>ACTION TAKEN</b>
Minutes from April 17	Luke made a motion to approve minutes, Seconded by Frank	Unanimously Approved
Next Meeting	June 26. 10:00 am	Unanimously Approved
Ciao Bella	Campaign has begun. Tagline is Our Little Italy, Your Famiglia. "She is my neighborhood, They are my businesses. This is my family. Little Italy is home to many, over 150 retailers & restaurants, over 15 hotels & motels, and more than 3,000 residents. No matter the times.. they are, we are, I AM LITTLE ITALY.	Non-Taken
Al Fresco Concept	Special event application has gone in and fast tracked and we are still waiting on approval. Hopefully to come in the next few days. Concept to serve on curb in multiple areas of the neighborhood, with using Parklets as a next step in the dining operations. Each business will have to submit their own application to ABC. We are concentrating on details now regarding delineation and if there are any new county health requirements. Sandy commented on county health during festa and discussed there was an SOP form that was simple. Lastly, we are looking at a street closure process. Staff has received approval to use parking meter revenue to pay for the process and infrastructure costs. Closure permit request is for 6 days running starting on June 13 <sup>th</sup> All businesses that are participating in the Al Fresco zone they will be required to get an indemnification and additional insurance naming LIA and providing required ABC / Business licenses.	Non-Taken
Ciao Bella Pins & Merchandise	LIA has purchased 1000 pins. Shirts have been created and wholesale to be sold at businesses. Issue came up of having merchandised bagged because of Covid issues.	Non-Taken
Olive Creative Strategies Update	Olive is taking the lead and incorporating campaigns strategies such as the "air kiss" challenge to use social media as well as other tactics to increase awareness.	Non-Taken

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City Insurance	Marco is meeting with the city and working to get the insurance finalized by September and drop our costs by 50k in the proposed budget for next year.	Non-Taken
Effects of COVID-19	Chris went over the details of economic impact to the Association FY20 budget due to COVID-19. He also updated the Committee on the two SBA loans that staff had applied for including SBA PPP (Awarded \$252K) and SBA EIDL (Pending).	Non-Taken
Convivio Differed Rent	Marco informed the Committee that the Org Committee had approved differed rent for Convivio due to COVID-19 for April and May in the amount of \$1,000 and the differed rent must be paid back before end of 2020. Marco asked the Finance Committee to ratify the vote. Luke made the motion to differ the rent for April and May and that it must be paid back before the end of 2020, Seconded by Frank.	Unanimously Approved
Events	Chris briefly updated the Committee on the postponed and cancelled events. Also, he provided information on a new concept to replace the loss of revenue for the Taste of Little Italy that would take place in the late-Summer or Fall.	Non-Taken
5% MAD Increase	Marco went over the need to increase the MAD assessments due to increased costs and demands on the right-of-way. He informed the Committee that he and Rich, Chair of SOBO, to discuss and there was a recommendation from SOBO for Finance to consider increase to offset growing expense. Jeri and Louis expressed their concern with the increase. Rich made a motion to increase the MAD assessments by 5% for FY21, Seconded by Tommy	Approved by Majority  Opposed: Jeri, Luke, Vito & Louis
FY21 Budgets	Tabled: Due to questions of NCA contract and compensation.	Non-Taken
FY21 Grants	Marco went over a few grants that were in the process or had been already received for FY21. Including \$25K grant from County and \$12K Batta   Fulkerson Dog Bag Sponsorship.	Non-Taken
Little Italy Venues	Chris advised the Committee that Little Italy Venues would start selling our spaces starting July 1 <sup>st</sup> . He also gave an update on the Amazon PupFest.	Non-Taken
New City America, Inc. Contract	Tabled: Marco advised that Zarconi was still reviewing one of the components of the contract.	Non-Taken
Meeting Adjourned	11:41 am	

Minutes taken by Luke Vinci, Secretary

**Christopher M. Gomez**

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**From:** Luke Vinci <luke.vinci@gsmiweb.com>  
**Sent:** Tuesday, June 23, 2020 3:37 PM  
**To:** Steven J. Galasso; Christopher M. Gomez; Marco Li Mandri  
**Subject:** FW: Deck for Projector Screens  
**Attachments:** San Diego Loyal Soccer Club - San Diego Watch Event - Little Italy 6.23.pdf

All,

This is for the Org meeting coming up. Should include in the packet.

I have asked about social distancing and the fact that we do not want to discourage people from going to restaurants and being patrons of those restaurants.

In his slide deck it addresses those points:

- + Our official medical partner, Rady Children's, will provide us with health and safety protocol, as well as health and safety messaging to disseminate
- + SD Loyal staff will ensure all proper social distancing protocols are followed and that **patrons are discouraged from remaining in screen area**.

Their goal is to help build the club brand in SD. I was assured they didn't want to take anything away from the business community fighting to stay afloat.

We can talk about it at Org if I am able to make it... but my view point is to find a place to put it up each Saturday that rotates for the season and then we get to keep all of the equipment when the season is over.

Best,

Luke Vinci  
GSMI  
O 888.409.4418  
F 619.923.3542  
[Luke.Vinci@gsmiweb.com](mailto:Luke.Vinci@gsmiweb.com)

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**From:** Nick Maranda [mailto:[Nickm@sdloyal.com](mailto:Nickm@sdloyal.com)]  
**Sent:** Tuesday, June 23, 2020 12:29 PM  
**To:** Luke Vinci; Pete Thuresson  
**Cc:** Roxanne Noland  
**Subject:** RE: Deck for Projector Screens

Hi Luke,

Revised deck is attached, please let us know if you still need any additions, changes or edits.

Thank you very much!

# SAN DIEGO LOYAL SOCCER CLUB





Meet the Front Office that has history delivering at the highest level, looking to create the finest entertainment experience that America's Finest City deserves.



**WARREN SMITH**  
CO-FOUNDER & PRESIDENT

Warren Smith is the USLSD Co-Founder and President, and currently serves as a Senior Advisor for the OKC Energy FC, leading the turnaround of the latter organization and helping the club plan, finance, and build a new stadium in downtown Oklahoma City. Warren previously served as the Co-Founder, President, and Controlling Owner of the Sacramento Republic FC (SRFC).



**LANDON DONOVAN**  
EVP, SOCCER OPERATIONS

Landon Donovan is the all-time leader in goals and assists for the US Men's National Team and is the all-time leader in assists and 2nd in goals in Major League Soccer history. In 2015, MLS renamed its MVP trophy the Landon Donovan MVP trophy.



# TARGET AUDIENCES

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## NEXT GEN

- 64% of USL fans are 18-44 years old
- 91% of USL fans are college educated
- 68% of San Diegans are Next Gen
- USL San Diego will create a festival atmosphere with 17 unique events



## SOCCER FAMILIES

- San Diego owns the strongest index of soccer participants in the country
- 40% of U.S. Soccer fans are female
- USL San Diego will focus on providing family-friendly, accessible entertainment



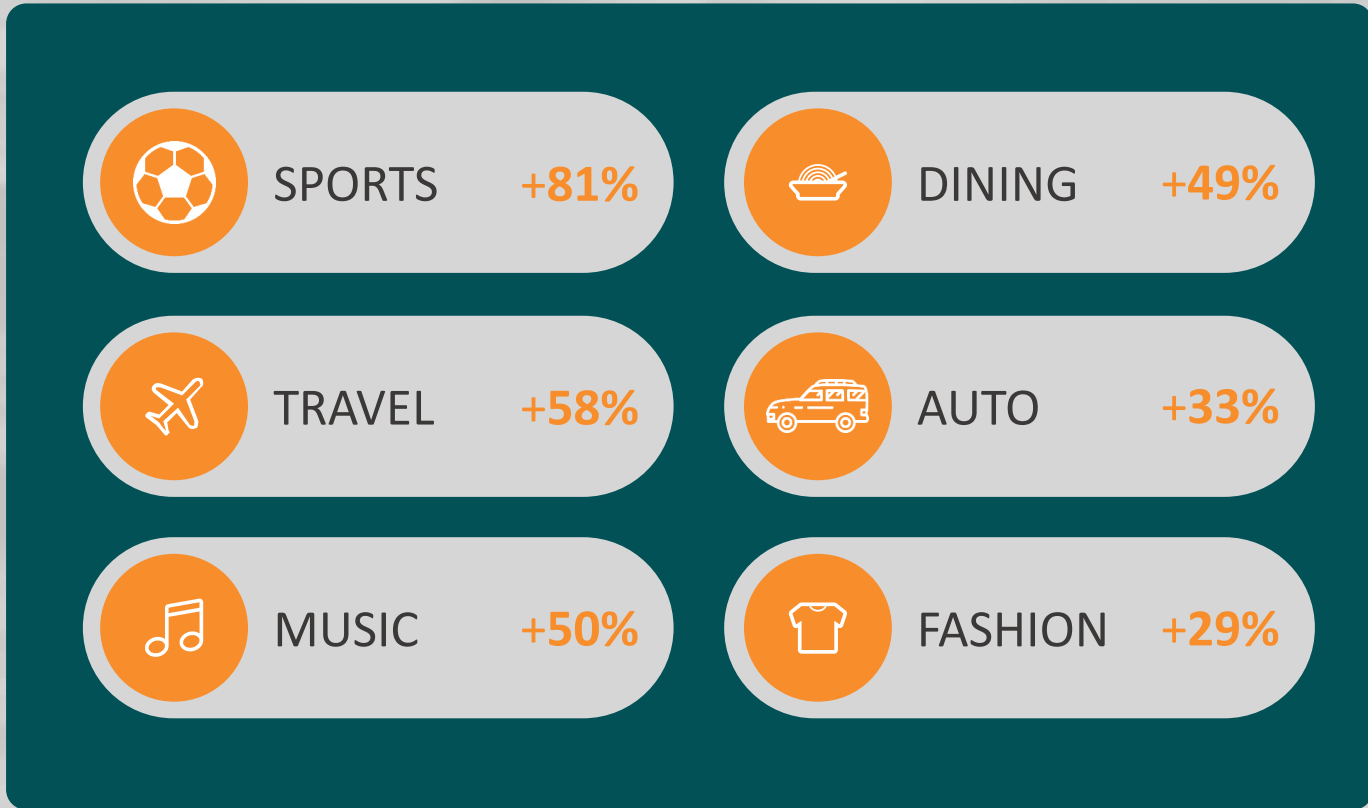
## MULTI-CULTURAL

- 84% Hispanics follow soccer, and watch it 3x more than other audiences
- Hispanics account for half of the nation's population growth
- USL San Diego will be bilingual and have a strong presence across the border

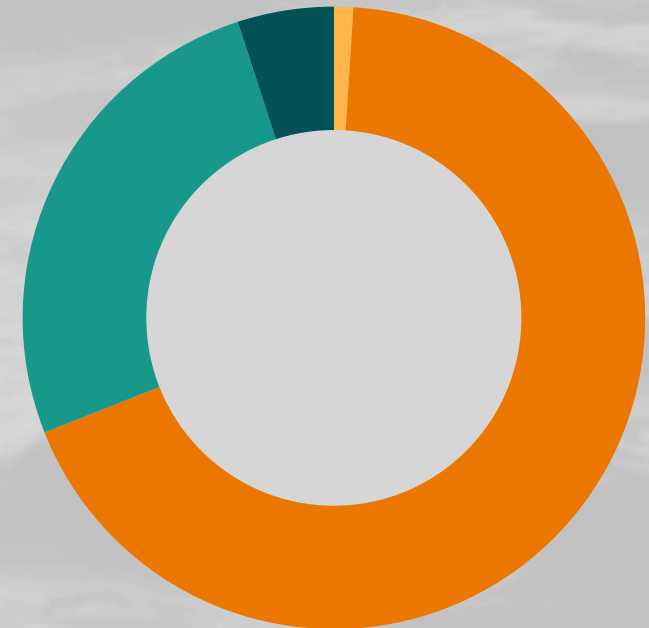
# THE SAN DIEGO DIFFERENCE



San Diego is filled with avid soccer fans who not only enjoy watching soccer on television but are far more likely to participate in the sport than the general US population.



## AGE MEDIAN



Source: <sup>1</sup>Nielsen Scarborough Multi-Market Release 2 Total (Dec 2017 – Nov 2018), based on Persons 18+; <sup>2</sup>Wasserman UNLOCK August 2019





# 24%

MORE LIKELY to have watched a television broadcast of pro soccer in the past 12 months, highlighting the demand for the product on television



# 40%

San Diegans are 40% MORE LIKELY to be very or somewhat interested in soccer, providing opportunity to engage a knowledgeable audience



# 67%

MORE LIKELY to have participated in soccer in the past 12 months, showcasing the active nature of residents in the region and potential for connection to local clubs



# NATIONAL FOOTPRINT



## AND IT IS ONLY GETTING BIGGER...

3,000,000+ Attendees for the 2019 season.

Newly negotiated ESPN Media Rights Partnership beginning in 2020

- Newly negotiated ESPN Media Rights Partnership beginning in 2020
- 19 Matches Televised on ESPN2, ESPNEWS, ESPNU & ESPN Deportes
- 751 Matches on ESPN+
- 7 million+ subscribers on ESPN+
- 3x increase in number of televised matches YOY



# TORERO STADIUM

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# STREET EVENT CONCEPT



# EVENT OBJECTIVES & DETAILS



- To initiate and support street events in select locations in San Diego with the intention of stimulating businesses in those areas
- By providing video screens that can live year-round to Little Italy, San Diego Loyal will allow those areas to create their own additional events (movies, sporting events, etc.) and thus continue to stimulate local businesses.
- Screens would be set up near outdoor dining locations to add to the ambiance of the area, and we would rely on Little Italy's recommendations for best placement to ensure optimal safety.
- San Diego Loyal will provide the staffing to provide the set-up, management, clean-up and tear-down of the units.





# EVENT OBJECTIVES & DETAILS



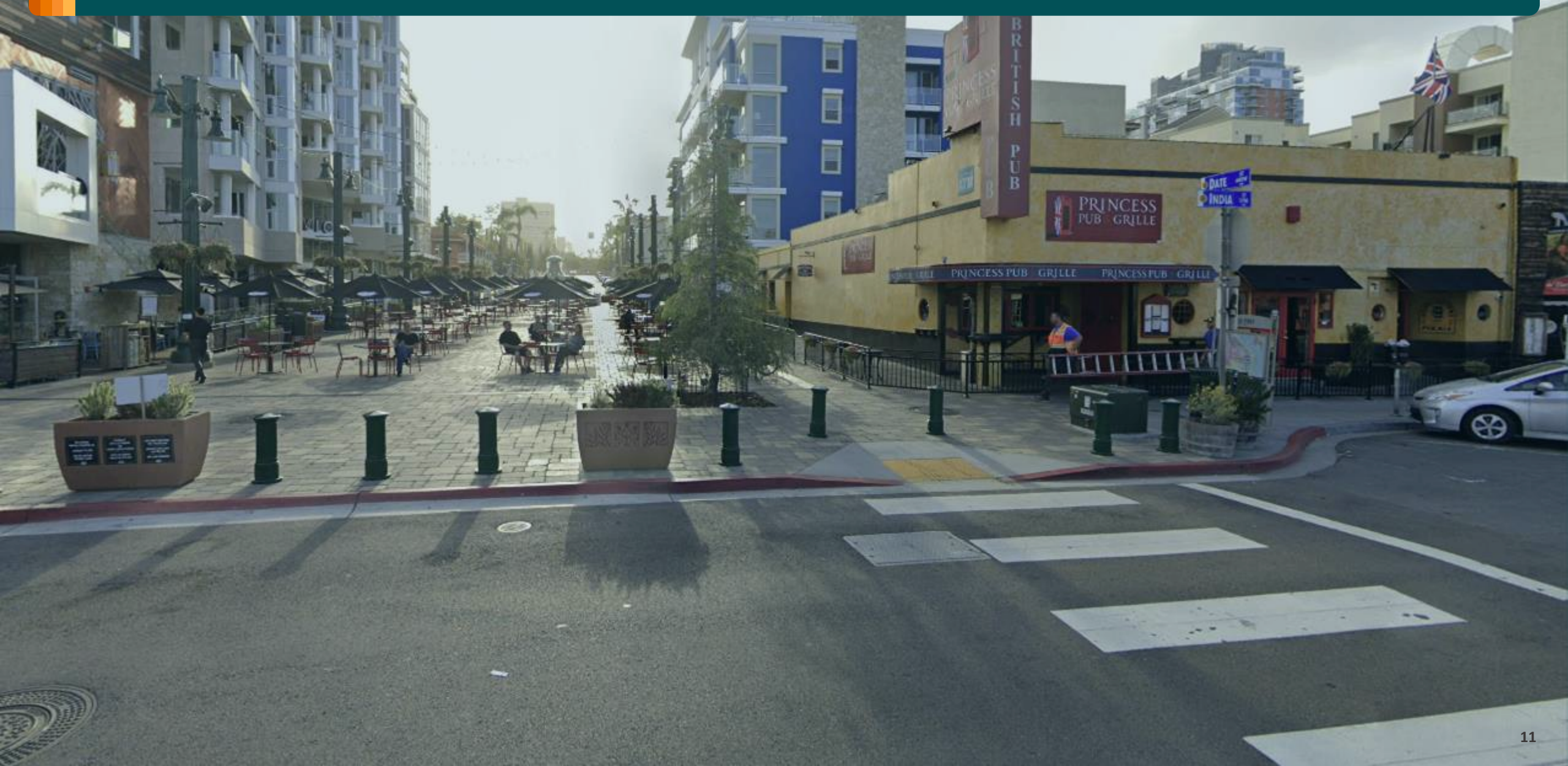
- Our official medical partner, Rady Children's, will provide us with health and safety protocol, as well as health and safety messaging to disseminate
- SD Loyal staff will ensure all proper social distancing protocols are followed and that patrons are discouraged from remaining in screen area.
- If interested, SD Loyal can provide Little Italy with giveaway masks that ensure patrons our wearing masks
- Screens can be moved week-to-week (India/Kettner, India/Date, India/Cedar) so that the benefits are spread around to different establishments and areas throughout Little Italy.
- To create a sense of community through outdoor events, and to aid in our cities' recovery process.





# LITTLE ITALY

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# LITTLE ITALY





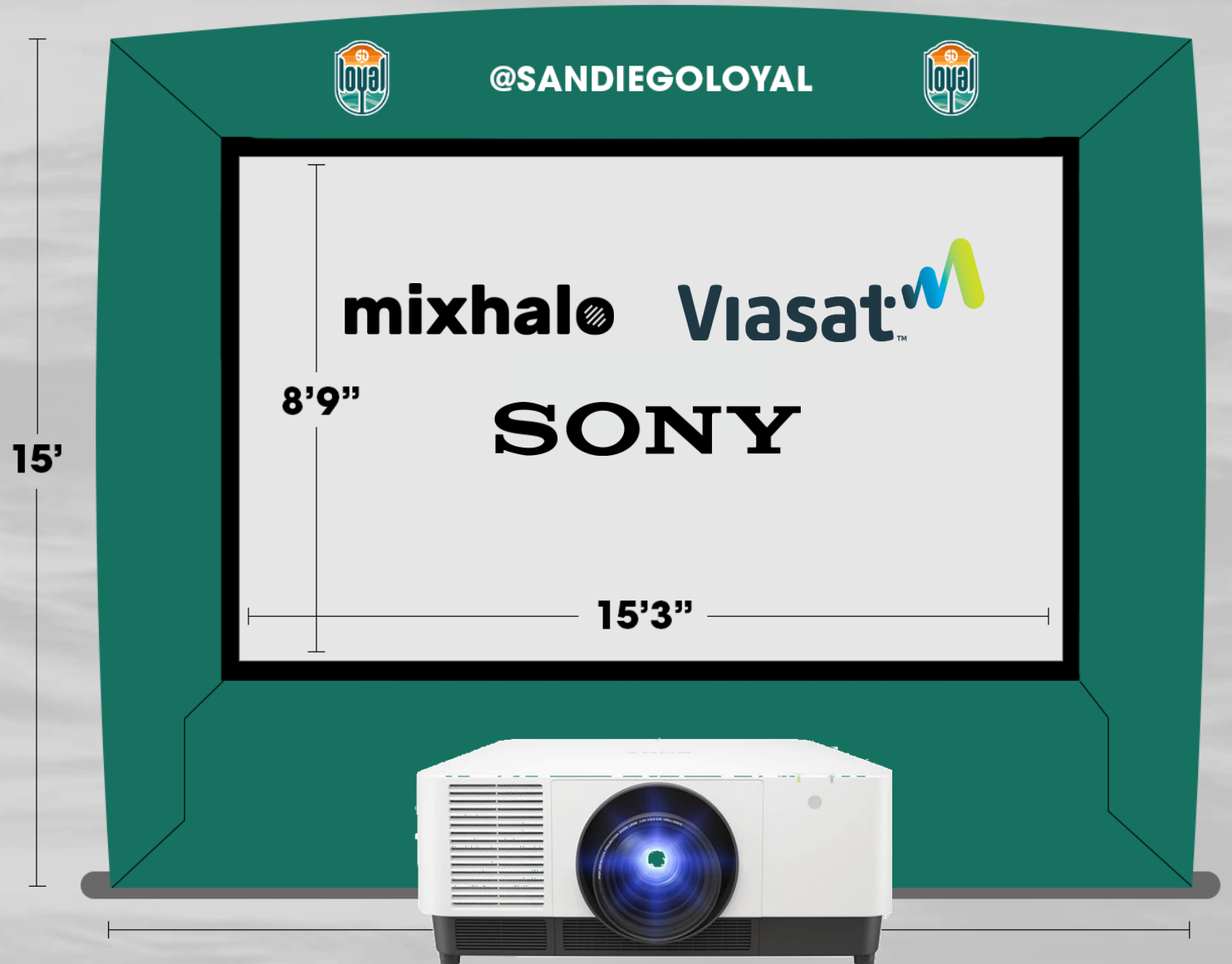
# LITTLE ITALY





## PARTNERSHIP SUPPORT

- ViaSat to provide networking support for streaming signal
- Sony to provide high-end, high lumen projector with daytime/sun projection capabilities
- SD Loyal discussing partnership with audio streaming company to allow for audio capabilities through personal devices



# THANK YOU

