

Minutes

of the La Jolla Village Merchants Association
Board Meeting – December 7, 2016
7555 Draper Avenue, La Jolla, CA 92037

Call to Order

The general meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 3:04 p.m. by President James Niebling.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Cevasco. Marengo arrived at 3:08, Fazio at 3:11, Phillips at 4:20.

Brown Act Training Review

Fortune conducted a review of the Brown Act rules and regulations.

Approval of Meeting Minutes

Motion and second by Murphy/Fazio to approve the minutes from the monthly BOD November 9, 2016. Motion passed with a vote of twelve yes and one abstention. No changes made.

Non Agenda Public Comments

Cherie the office manager of the Congregational Church of La Jolla introduced herself and told us about the church.

Treasurer's Report

Fortune gave a review of the financials. Total equities and liabilities 58098.00, net income of 1014.00. 2015-16 taxes were sent out with annual report. All financials are available on line.

President's Report

Niebling spoke about today's strategic planning session. He sees this as our opportunity to shape how we approach business in the village. All ideas are welcome. Niebling's wish is to drive business in the next year. Certain projects are in process, and he would like to keep the momentum going behind these ideas, and continue the great work that has already been done. We have to keep the addition of MAD in mind. MAD will be run locally, and won't go into full effect until 2018 in tax form. Niebling recommended that we land on 3-4 key issues for the coming year. Wants to see all directors involved and follow their passions. The directors were then asked to voice their basic beliefs and ideas. Fortune created a directors board of ideas for review.

Fazio believes there is a need to update online presence, including a new website. He would like to see a visitors section and a merchants section. Suggested hiring someone for social media. Bolton would like to put something out to brand, in the form of a video presence. She has an associate who does this type of work. Marengo stressed the need to think ahead in regard to the MAD and the upcoming relationship/void. He thinks it's going to be detrimental to how our group functions. We need to continue to support merchants through this. Dorvillier talked about the events held in the village. He suggested doing more advertising through these events. Develop something to tie village into event's

advertising, and have the event advertising include village information. Merchants need to see our efforts. Hawrykyszyn Frank would like to address more recycling in the village. Also the need to be more focused on individual campaigns that are age targeted. Use videos on "my La Jolla". Durisoe has been talking to merchants trying to get feedback as to their needs. Speak to merchants to let them know that their voice is heard. Parra suggested a health fair or a "get fit La Jolla" event. Get a reputable promoter to handle. Cerda focused on social media presence. Showcase different merchants. Murphy emphasized an updated website and social media, and look at past efforts. What was successful, events that have done well. Possibly utilize a PR firm, and wants to see one event that the association would benefit from. Dickerson thinks maybe a triathlon or get fit event, revisit a jazz festival. Passport or QR code to merchants. Baroudi focused on the disjointed status of our merchants and would like to see efforts to bring them together. Not only show them what the association does for them, but to make sure they feel their voices are heard. Wants the website redone, but stressed social media and the fact that it can be utilized without any real financial investment. Niebling was happy to hear all of the responses. Spoke about the block captain program, but it needs to be more successful. Maybe we retool it and do it as a group, but it definitely needs to be tweaked. Niebling also spoke about the work that the economic development group has done. Wants to see momentum continued.

Fortune stated that we would try something new this year. Fortune reviewed papers provided in the package handed out, which included the 2016 strategic planning from last year. We need to fill in 11x17 form to complete plan. Fortune outlined different groups to review. Economic Development, Organization, Promotions, Design... with MAD coming in, we will just maintain past actions on design so that funds are not wasted with potential MAD changes. Niebling stated that if someone comes up with a great idea, we will still review. Each table would designate someone to maintain notes from the discussion for presentation purposes. Durisoe asked what the association's greatest achievements have been over the years. Numerous accomplishments were reviewed.

Discussions took place regarding the MAD and the effects on the Village. Niebling sees this as a great opportunity to split away from the actual maintenance of the village and focus on building the merchant's community. The next year will be a gray area because MAD will not have all of its funding. Dorvillier asked if we lost any of our budget with the MAD coming in. Will only lose financial obligations for village maintenance, no loss of funds.

Strategic Planning Session

Murphy, Dickerson and Baroudi presented on economic development. Some suggestions included finishing EDC packet, get dedicated email for merchants to communicate, social media block captain, contact with businesses for purposes of FB and social media. Verify that they are members of BID. The personal connection is key for the merchants. Maybe 5 postings a week on social media per block captain. Use a uniform hashtag for use on all postings. Dorvillier commented that we should do a business of the month in each block captain zone.

Marengo presented on design. Look at banner program to continue to create continuity throughout the village. Create LJVMA add on to banners for more visibility. Wayfinding signs that require no posts into ground. Using existing posts and poles. Bring in design districts and mark with color coordinated signs. Map was issued last year for proposed areas. Sandwich boards can be revenue stream, create design format. Create design criteria for the BID district that we can give to the MAD, so that all is uniform. Like little Italy does. Murals of La Jolla, not actually legitimate in their approach. There are walls that are in public right of way. Opportunity to take blank areas for artwork. Trash enclosures in the alleys needed. Cans overflow and go into street. Cans are in public right of ways.

Dorvillier spoke on promotions. We need to address getting people here, and then what to do with them. Talked about Hot La Jolla Nights, and different events. Suggested taking some existing core events and piggy back with an event for LJVMA. Go back to nights and include galleries. Galleries are done first Fridays; Fortune added that everything has basically fizzled due to lack of money and manpower. Marengo suggested a different approach. Educate the merchants and meet with them. Ask them what they want to do. It has been very difficult to date to get merchants involved as a group. Fortune mentioned doing a scavenger hunt to get people to walk the village. Doing a monthly corn hole competition. Fazio and Dickerson spoke about a mixer/trade show. Likes Hawrykyszyn Frank's idea about "My La Jolla". Promote staycations. Use hashtags. Durisoe suggested the idea of a punch card that hotels give to guests. If they punch the whole card they get something complimentary. Merchants should give other merchants discounts.

Fortune stressed that the website must be redone. Fazio and Hawrykyszyn Frank will work on website committee.

Strategic Planning Goals and Plan Objectives

Fortune will create a document containing pinpointed ideas and proposed projects from the planning session for review and vote in January's meeting.

Next Meeting

Niebling announced the next board meeting, January 11, 2017.

Niebling adjourned meeting at 4:14pm

Dated:

Krista Baroudi, Secretary