



La Jolla Village Merchant’s Association –

Monthly Meeting Minutes

December 12, 2018 - Strategic Planning Session

La Jolla Riford Library | 7555 Draper Ave | 3:00 PM

Our Mission: We bring business to La Jolla Village

Meeting called to order	3:00 PM
Roll Call	Absent: Amelia Hollow, Julie Wright, Secretary Present: Gerhard Bendl, Lurnie Durisoe, Gabriela Guevara, Michael Dorvillier, Robert Mackey, Kelli Metcalf, Treasurer, Brett Murphy, President, Don Parks, Vice President; Benoit Roux, Max Shenk, Tammy Tillack, Jessica Wiley, Kipp Williams
November Minutes	Approved Unanimously. Murphy/Parks
Non-agenda public comments	Brief report was given by Javier Gomez, representing Assembly Member Todd Gloria.
Treasurer’s Report	Brett Murphy presented November financial documents and 2017-18 Audit Findings which were unanimously accepted. Parks/Durisoe
Executive Director’s Report	Rudick shared information about successful Business Walk, despite extreme rain. Over 40 volunteers including students from Bishop’s School, City of San Diego Small Business Economic Development Department, Councilmember Barbara Bry and staff, and La Jolla Village Merchants collectively visited over 100 merchants and collected surveys to better understand merchant needs. Merchants can still complete surveys online: Shop Small Saturday initiative was well received by merchants, some who displayed welcome mats, point of purchase promotional items and posted information about the event which takes place the Saturday of Thanksgiving weekend to support small and independent business. Next year, with an earlier start the goal is to better capitalize on this national campaign.
Old Business	Parks and Rudick spoke about the pending proposal presented by Robert Alexander to create a La Jolla Walk of Stars like the <i>Hollywood Walk of Fame</i> . The Board unanimously voted to offer a letter of support allowing Alexander, who has done similar projects in Las Vegas and Palm Springs. to move the project forward. Bendl/Mackey
Strategic Planning Session*	Rudick outlined the strategic planning process and format including the Four Tenets of Main Street America which helped structure the groups/committees. Details follow.
Meeting Adjourned	Murphy adjourned the meeting at 5:15 PM

Mainstreet America’s Program Areas Applied to La Jolla Village

1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district <ul style="list-style-type: none"> • By laws • Fiscal Management • Ways & Means (New Ideas to Generate Revenue for the Organization) <ul style="list-style-type: none"> ○ GRANTS ○ Sponsorship/Ad Revenue 	Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. <ul style="list-style-type: none"> • Attracting new businesses to La Jolla • Merchant Events (Networking, Social, Education) 	4. Supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart. <ul style="list-style-type: none"> • Décor (Holiday) • Ambience • MAD (Maintenance Assessment District) Relationship 	Positions La Jolla Village as the center of the community and hub of economic activity, Events <ul style="list-style-type: none"> • Partnership Events • New Events 	Creating a positive image that showcases La Jolla Village’s unique characteristics. Marketing and Publicity <ul style="list-style-type: none"> • Social Media • Print • Digital
Facilitator: Brett Murphy,	Don Parks	Natalie Aguirre	Robert Mackey,	Grant Wright

Strategic Planning Process

Step One	Group: Based on interests each person chose one group to begin the process. Groups were facilitated as indicated above. Facilitator stayed with their topic for consistency and clarity.
Step Two	Brainstorm: Group created a list of ideas that fell into their specific category.
Step Three	Prioritize: Groups rotated to another topic and prioritized the previous groups ideas by numbering them (#1 indicates the highest priority, #2 indicates the second highest priority, etc.).
Step Four	Feasibility Score – Again, group rotated to a third topic looking at the previous groups prioritized listing giving each a Feasibility Grade (use school grading system) F is a Fail, impossible; A is extremely feasible, etc. Groups considered: budget, politics, hurdles, time requirements, resources, etc.
Step Five	Finalize and Share – Groups went back to their original topic taking priorities and feasibility into consideration. Each group shared their key initiatives with the entire group.
Finalize	Suggestions summarized below and will be presented for approval at the January meeting.

La Jolla Village Merchant Association - 2019 Strategic Plan Initiatives (Draft)

(Based on Strategic Planning Meeting December 12, 2018)

1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
<p>Big Ideas Generate New Revenue Streams</p>	<p>Big Ideas Ease of Access Parking Program Merchant Education & Communication</p>	<p>Big ideas Support, Assist & Align with MAD Connect Storeowners to City Resources</p>	<p>Big ideas Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</p>	<p>Big Ideas Brand La Jolla as Cultural Arts Hub of San Diego County (<i>Think Laguna Beach</i>)</p>
<ol style="list-style-type: none"> 1. Develop Associate Member Category 2. Recruit Student Interns/Volunteers 3. Apply for Community Enhancement Grant 4. Develop Media Kit/Rate Card 5. Create Shop Local Discount Program 6. Create Key Messaging (Elevator Speech – See Marketing and Publicity) 	<ol style="list-style-type: none"> 1. Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village 2. Merchant Development <ul style="list-style-type: none"> • Education Workshops • Mentorship via Block Captains • Increase and promote merchant Resources on Website 	<ol style="list-style-type: none"> 1. Align with Maintenance Assessment District to insure LJVMA needs are being addressed 2. Maintain and upgrade design amenities (benches, flowers, trash cans, tree program) 3. Lighting improvements 4. Storefront Improvement – Small Business Development Grants 5. Experiential events (See Event and Experiences Committee) 	<ol style="list-style-type: none"> 1. Monthly Event (First Friday/La Jolla After Dark, 2. Strategic Tie-in with Third Party Events (partnerships insure our brand is visible, assist, clear communication between event managers and merchants, opportunity for merchants to sponsor/set up pop-ups/concessions, etc.) 3. Collaborate with LJVMA arts, culture and event organizations (Athenaeum, Warwicks, La Jolla Music Society, Comedy Store, Nightclubs, Restaurants with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.) 	<ol style="list-style-type: none"> 1. Write marketing plan 2. Correct misconceptions (parking, haughtiness) 3. Support all other initiatives (events, experiences, local’s engagement, etc.)