



# La Jolla Village Merchant’s Association – Monthly Meeting Agenda

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*

## Agenda

The Board may only take action on items which are designated “Action” If a sign language interpreter, aid for the visually impaired, or Assisted Listening Devices (ALDs) are required, please contact the LJVMA office at 858.230.2725 at least five (5) business days prior to the meeting date to insure availability.

Call to Order/Roll Call			Murphy/Rudick	Notes
<b>November Minutes</b>	Board to approve or amend previous month’s meeting minutes	Action	Rudick	
<b>Non agenda public comments</b>	Please limit comments to three minutes. No action can be taken on non-agenda items.	Information	Rudick	
<b>Treasurer’s Report – Action</b>	Accept Financial Statement Accept 2017-18 Audit Findings (tabled from last meeting)	Action Action	Murphy/Metcalf	
<b>Executive Director’s Report</b>	Information Recap Previous Month’s Events/Review Upcoming Events	Information	Rudick	
<b>Old Business</b>	La Jolla Walk of Stars Requesting Letter of Support from LJVMA Has done similar projects in Las Vegas and Palm Springs.	Action	Murphy	
<b>Strategic Planning Session*</b>	Interactive workshop with all members Finalize and approve strategic plan	Discussion Action	Rudick	
<b>Adjourn</b>			Murphy	

### \*Strategic Planning Process – Instructions for Timed Rotations

<b>Step One</b>	<b>Group:</b> Based on your interests choose one group to begin the process. Each group will have a facilitator and flip chart that will stay with the Topic during all rotations. Assign a secretary to take legible notes.	5 Minutes	
<b>Step Two</b>	<b>Brainstorm:</b> Create a List of Ideas that Fall Into this Category	15 minutes	
<b>Step Three</b>	<b>Prioritize:</b> Move Your Entire Group Clockwise to the next topic. Facilitator does not rotate. Prioritize the previous groups ideas by numbering them (#1 indicates the highest priority, #2 indicates the second highest priority, etc).	10 minutes	
<b>Step Four</b>	<b>Feasibility Score</b> – Again, move clockwise to the next topic. Look at the previous groups list of top FIVE Priorities Using a different colored marker give them a Feasibility Grade (use school grading system) F is a Fail, impossible; A is extremely feasible, etc. Consider: budget, politics, hurdles, time requirements, resources, etc.	5 minutes	
<b>Step Five</b>	<b>Finalize and Share</b> – Groups go back to original topic Looking at the list and Feasibility Scores Choose THREE Initiatives to bring to the large group. Choose presenter or presenters to share the ideas with the Board Members and large group.	30 minutes (5 minutes to re-rank) 25 minutes to share with large group	
<b>Board Q and A</b>	Board members to ask questions and get clarification from groups regarding selected strategies. Board to choose Key Initiatives for the 2019 Calendar Year.	15 minutes	
<b>Finalize</b>	<b>Vote on Strategic Plan</b>		



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	Main Street America’s Four Planning Tenets				
	1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
<b>Description</b>	<p>Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district</p> <ul style="list-style-type: none"> <li>• By laws</li> <li>• Fiscal Management</li> <li>• Ways &amp; Means (New Ideas to Generate Revenue for the Organization)               <ul style="list-style-type: none"> <li>○ GRANTS</li> <li>○ Sponsorship/Ad Revenue</li> </ul> </li> </ul>	<p>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.</p> <ul style="list-style-type: none"> <li>• Attracting new businesses to La Jolla</li> <li>• Merchant Events (Networking, Social, Education)</li> <li>•</li> </ul>	<p>Supports a community’s transformation by enhancing the physical and visual assets that set the commercial district apart.</p> <ul style="list-style-type: none"> <li>• Décor (Holiday)</li> <li>• Ambience</li> <li>• MAD (Maintenance Assessment District) Relationship</li> </ul>	<p>Positions La Jolla Village as the center of the community and hub of economic activity, Events</p> <ul style="list-style-type: none"> <li>• Partnership Events</li> <li>• New Events</li> <li>•</li> </ul>	<p>Creating a positive image that showcases La Jolla Village’s unique characteristics. Marketing and Publicity</p> <ul style="list-style-type: none"> <li>• Social Media</li> <li>• Print</li> <li>• Digital</li> </ul>
<b>Sample Ideas to Explore:</b>	<ul style="list-style-type: none"> <li>• Create Ways and Means Committee responsible for developing new funding opportunities Find and apply for more grants</li> <li>• Maximize income through better BID assessment efficiency</li> <li>• Great participation from merchants on BOD, Elections, Committees</li> <li>• Find student volunteer (intern)</li> <li>• Assign Liaisons to Other La Jolla Community Groups</li> <li>• Develop Associate Membership Category/Friends of LJVMA Category</li> </ul>	<ul style="list-style-type: none"> <li>• Merchant Mixers</li> <li>• Merchant Education Sessions (Taking Care of Business to Help Merchants Access Resources)</li> <li>• Block Captains to regularly meet with merchants</li> <li>• Attracting New Business to La Jolla Village</li> <li>• Business Support</li> <li>• Create mentorship program matching new businesses with long-time merchants</li> <li>• Creative parking and transportation solutions (LJVMA has 2 seats on the Traffic and Transportation Board)</li> </ul>	<ul style="list-style-type: none"> <li>• Holiday Décor – Taking it to the next level</li> <li>• Music through the village</li> <li>• Lighting improvements to meet pedestrian needs at night</li> <li>• Signage initiative</li> </ul>	<ul style="list-style-type: none"> <li>• Develop plan for merchants to capitalize/partner on “Third Party Events” – Parade, Concours, Open Aire Market, Wine and Art Festival, Fashion Film Festival, Taste of LaJolla, Conrad Opening, Museum of Contemporary Art Events, Farmer’s Open, etc.)</li> <li>• La Jolla After Dark (Create ongoing effort to promote nighttime activities and events)</li> <li>• Develop major signature event (Illuminate La Jolla, Music Festival,</li> </ul>	<ul style="list-style-type: none"> <li>• Write and submit a professional marketing plan</li> <li>• Create Social Media Team</li> <li>• Regular Editorial Feature: La Jolla Light, Village News, La Jolla Podcast, Periodicals)</li> <li>• Negotiate advertising space for LJV Merchants</li> <li>• Host Marketing Seminars to help merchants better promote themselves</li> </ul>
<b>Facilitator</b>					

	<b>1. ORGANIZATION</b>	<b>2. ECONOMIC VITALITY</b>	<b>3. DESIGN</b>	<b>4a. PROMOTION (Events)</b>	<b>4b. PROMOTION (Marketing &amp; Publicity)</b>
<b>Other Ideas</b>					