



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

JANUARY 9, 2019

Meeting called to order at 3:10 PM

La Jolla Riford Library | 7555 Draper Avenue, La Jolla

BOD in attendance: Lurnie Durisoe, Gabriela Guevara, Michael Dorvillier, Robert Mackey, Kelli Metcalf, Brett Murphy, Don Parks, Jessica Wiley, Julie Wright

BOD absent: Gerhard Bendl, Amelia Hollow, Benoit Roux, Max Shenk, Tammy Tillack, Kipp Williams; Executive Director – Jodi Rudick

MEETING MINUTES

Approval of December Minutes	Action	Mackey moved / Parks seconded / Approved unanimously
Non-Agenda Public Comments <ul style="list-style-type: none"> Javier Gomez, Field Representative for Assemblyman Todd Gloria reported that he is the new majority whip, that Governor Gavin Newsom was sworn in; and that a state audit found that the County and City failed to accelerate their response and implement vaccinations early in the Hepatitis A outbreak and all public agencies can learn from this to avoid a repeat Mauricio Medina, Council Representative for Barbara Bry reported that the new council has been seated and is majority female with Bry continuing to serve as Council President Pro Tem, Chair of the Budget and Government Efficiency Committee, and Vice Chair of the Public Safety and Livable Neighborhoods in addition to serving as Vice Chair of the Rules Committee, and a member of both the Committee on Economic Development and Intergovernmental Relations and the Committee on the Environment. Medina invited merchants to attend the Jan. 30 State of the District speech at 6 p.m. at the University City High School Library 	Information	Information only
Financial Report <ul style="list-style-type: none"> December Monthly Financial Report – Presented by Brett Murphy – Murphy noted that revenues are exceeding 	Action	Mackey moved / Dorvillier seconded / Approved unanimously

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<p>expenses leaving the LJVMA with a net profit for December</p> <ul style="list-style-type: none"> • Presentation of 2018-19 Budget Modification - <ul style="list-style-type: none"> ○ Reduce Personnel/Office/Administration budget approximately 10% (\$14,300) ○ Reduce Design and Beautification budget 20% (\$7,000) ○ Increase Outreach and Promotion Budget - \$11,000 ○ Increase Special Event Budget – \$10,000 	Action	Wright moved / Durisoe seconded / Approved unanimously
<p>Enhance La Jolla Update</p> <p>Enhance La Jolla board representative Nancy Warwick reported that the City has prevailed against the lawsuit challenging the Maintenance Assessment District. By the February LJVMA board meeting, Enhance La Jolla expects to share a more detailed presentation including timeline on how implementation of the MAD will progress.</p>	Information	Information only
<p>Organizational Excellence</p> <ul style="list-style-type: none"> • The 2019-2020 Strategic Plan was presented by Brett Murphy. Committees are being formed to develop benchmarks and timeline for initiatives. All board members are asked to take part in at least one committee. They include: <p>Organizational Excellence which will focus on generating new revenue streams, Economic Vitality and Merchant Development which will focus on a program to ease parking access and merchant education and communication, Design and Ambiance which will support, assist and align with the MAD and connect storeowners to City resources, Events and Experiences which will create cultural arts experiences to attract locals and tourists to La Jolla as a destination and Marketing and Publicity which will brand La Jolla as a cultural arts hub in San Diego County.</p> • Annual Report completed for FY 2017-18 – presented by Brett Murphy • Associate Membership – Presented by Brett Murphy - Research is being completed to determine how other BIDs handle non-bid membership. Associate Membership proposal will be submitted in February. This category is being considered for companies that don't pay the BID fee on their tax bill but who operate in the BID like the Bird scooter company or t-shirt vendor at the Cove. • PROW (Public Right of Way) Permits – Presented by Brett Murphy - Recommendation to explore charging for PROW access (La Jolla is the only BID in San Diego that does not.) Sandwich boards and other temporary structures are blocking the public right of way so the LJVMA is looking at a permitting process and fee to achieve more uniformity. 	<p>Action</p> <p>Action</p> <p>Information</p> <p>Information</p>	<p>Wiley moved / Durisoe seconded / Approved unanimously</p> <p>Mackey moved / Parks seconded / Approved unanimously</p> <p>Information only</p> <p>Information only</p>

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<ul style="list-style-type: none"> • Budget Draft is due to the city by mid-February. Budget timeline has been received and we are on track to meet the deadlines. The board will vote on the budget next month 		Information only
<p>Economic Vitality and Merchant Development Report</p> <p>A. Merchant Education - Presented by Don Parks - Information Sessions are being planned. The first one will be in early February and will focus on ways that Merchants can connect and profit from Village events and happenings. February Focus: The Conrad, The Concourse d' Elegance and others.</p> <p>B. Merchant Support – Presented by Don Parks - LJVMA wants to help celebrate and promote new businesses in The Village. Ribbon Cutting for Brow Boss Brow & Beauty (7863 Girard) is planned for March 23 early evening. New Mom Jamie Dickerson is confirmed to photograph the event. Reminder that Ribbon Cutting Requests are on the lajollabythesea.com website</p>	Information	Information only
<p>Promotions</p> <p>A. Marketing and Promotions Committee – Presented by Julie Wright – It will meet later this month and present a basic marketing plan at the February Meeting. People interested in participating can contact Wright or Jodi Rudick. The meeting will be scheduled for the week of Jan. 21.</p> <p>B. Partnership/Cross Marketing Opportunities</p> <p>a. Carol Cho, program coordinator for OH! San Diego presented on the LJVMA Partnership with OH! (Open House) San Diego. This is the first year La Jolla is included on the tour and LJVMA is listed as a partner organization. OH! San Diego promotes neighborhoods historic and architectural highlights. This event is a partnership with La Jolla Historical Society. March 23 – 24.</p> <p>There are 100 sites on the tour that attract 10,000 visits. All are open to the public and free. They include behind the scene tours given by the site hosts. The program is part of Open House Worldwide which has 45 cities participating globally including four in the U.S. The tour will include 10 La Jolla Village sites as well as the Salk Institute and J Craig Venter Lab on the Torrey Mesa and several other sites outside of the village.</p> <p>OH! San Diego is a program of the San Diego Architectural Foundation which also runs the Orchid and Onion awards, Linger Longer or some kind of discount to visitors to the OH! San Diego tour in La Jolla to</p> <p>Brett Murphy noted that OH! San Diego fits what the LJVMA is trying to do with the La Jolla brand. Storeowners are asked to please contact Executive Director Jodi Rudick with questions about or ideas to</p>	Information	Information only
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	Action	Michael Dorvillier Motion – details to e worked out, make this partner

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<p>capitalize on the increased visits to La Jolla from OH! San Diego.</p> <p>b. Concours d' Elegance – Michael Dorvillier presented on a request to partner between the <i>Concours d'Elegance</i> and LJVMA for mutual benefit. The proposal creates the potential for income to LJVMA in exchange for its assistance with merchant outreach, volunteer coordination, street banner fee waiver, etc. while also giving the LJVMA more visibility as an event partner and encouraging more merchant involvement in the event.</p> <p>Historically, the <i>Concours d'Elegance</i> was called the La Jolla Motorcar Classic and was founded by the LJVMA predecessor. It is now a program benefiting the La Jolla Historical Society primarily but this year and in future years it could more directly benefit the LJVMA through this collaboration and become a template for how the LJVMA can work with other major events to draw more visitors to the Village.</p> <p>The <i>Concours</i> takes place April 12-14 and merchants are encouraged to embrace the event and show shoppers and diners that they are Concours-friendly with car themed décor or promotions. Of the first 20 cars to enter the show this year, 8 were from outside of California, and of 80 judges, 6 are traveling from overseas. The VIP reception in the park last year had 1,300 attendees alone. At 10 p.m. the party concludes, and guests are steered to after-hours parties at the restaurants and galleries in the village.</p> <p>The <i>Concours</i> held in Pebble Beach receives a lot more merchant participation in the Carmel by the Sea shopping district. Carmel has turned the event into a week-long affair. Other opportunities include putting musicians on the sidewalks and drawing people to your store, restaurant or gallery.</p> <p>The cars are one of a kind and, automotive aficionados think of them as art, so the event is on brand.</p>		<p>Mackey moved / Durisoe seconded / Dorvillier and Murphy abstained / Approved unanimously (7)</p>
<p>Design/Construction</p> <p>A. Holiday Decor – Brett Murphy shared that plans are in place to meet with Décor Plan to evaluate holiday décor and light line for a refresh. The LJVMA is collecting information currently.</p> <p>B. PROW Construction Requests – No requests requiring BOD approval; however, Murphy shared that this item will be a permanent recurring agenda item as LJVMA will continue to get PROW construction requests that require our approval.</p>	<p>Information</p> <p>Information</p>	<p>Information only</p> <p>Information only</p>

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<p>Board Member Reports</p> <p>Don Parks reported that the LJVMA board is heading in the right direction, that the new Executive Director Jodi Rudick is doing a great job and merchants will benefit long term.</p> <p>Michael Dorvillier reported that Rudick was instrumental in helping formulate the Concours partnership and that it could become the approach the LJVMA applies to other partnerships under Rudick's leadership.</p> <p>Laurie Durisoe queried whether a similar partnership is being contemplated with the Conrad.</p> <p>Brett Murphy reported that today's customers want experiences and pointed to Lululemon where people are playing Connect 4 and chess and not just trying on athleisure wear. "We need to create this beautiful experience for people that are coming to town."</p> <p>Dorvillier added that small businesses have a lot on their plates, so as an association, how can we help them and provide the greatest value?</p>	<p>Information</p>	
<p>Adjourn Meeting</p> <p>Next Meeting Takes Place on February 13, 2019 at 3:00 PM at the Riford Library.</p>	<p>Action</p>	<p>Meeting adjourned unanimously at 4:06</p>

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2019 Strategic Plan Initiatives *(Approved Unanimously)*

1 ORGANIZATIONAL EXCELLENCE	2 ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3 DESIGN AND AMBIENCE	4a PROMOTION (Events and Experiences)	4b PROMOTION (Marketing & Publicity)
Big Ideas Generate New Revenue Streams	Big Ideas Ease of Access Parking Program Merchant Education & Communication	Big ideas Support, Assist & Align with MAD Connect Storeowners to City Resources	Big ideas Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination	Big Ideas Brand La Jolla as Cultural Arts Hub of San Diego County <i>(Think Laguna Beach)</i>
<ol style="list-style-type: none"> 1. Develop Associate Member Category 2. Re-vamp PROW Access program for consistency in billing and design. 3. Recruit Student Interns/Volunteers 4. Apply for Community Enhancement Grant 5. Develop Media Kit/Rate Card 6. Create Shop Local Discount Program 7. 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 that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program) 3. Lighting improvements not covered by MAD 4. Storefront Improvement – Small Business Development Grants 5. Experiential events (See Event and Experiences Committee) 6. Communicate and better control consistency for PROW Access (See Organization) 	<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, Warwick’s, 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/media plan 2. Correct misconceptions (parking, haughtiness) 3. Support all other initiatives (events, experiences, local’s engagement, etc.)

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