



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

# MONTHLY BOARD MEETING

Monthly Meeting - JANUARY 9, 2019 | 3:00 PM | La Jolla Riford Library | 7555 Draper Avenue, La Jolla

## AGENDA<sup>1</sup>

1.	<b>Set-up Venue / Sign-in</b> <ul style="list-style-type: none"> <li>Please silence cell phones</li> <li>Visitor sign-in sheet - please make sure to sign-in</li> </ul>		
2.	<b>Call to Order - Monthly Board Meeting</b>	Action	Brett Murphy, President
3.	<b>Roll Call</b>	Action	Julie Wright, Secretary
4.	<b>Approval of Minutes</b>	Action	Murphy
5.	<b>Non-Agenda Public Comments</b> (limited to three minutes)	Information	Murphy
6.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>December Financial</li> <li>Presentation of 2018-19 Budget Modification</li> </ul>	Action Action	Murphy Murphy
7.	<b>Enhance LaJolla Update</b>	Information	Nancy Warwick
8.	<b>Organizational Excellence</b> <ul style="list-style-type: none"> <li><b>Presentation of Strategic Plan</b> (attached). Committee are being formed to develop benchmarks and timeline for initiatives. All board members are asked to take part in at least one committee.</li> <li><b>Annual Report completed for FY 2017-18</b>, Needs to be approved by BOD.</li> <li><b>Associate Membership</b> – Research is being completed to determine how other BIDs handle non-bid membership. Associate Membership proposal will be submitted in February</li> <li><b>PROW (Public Right of Way) Permits</b> – Recommendation to explore charging for PROW access (La Jolla is the only BID that does not.)</li> <li><b>Budget Draft</b> is due to the city by mid-February. Budget timeline has been received and we are on track to meet the deadlines.</li> </ul>	Action Action  Information  Information	Murphy Murphy  Murphy  Information
9.	<b>Economic Vitality and Merchant Development Report</b> <p>A. <b>Merchant Education</b> and 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. <b>Merchant Support</b> - LJVMA wants to help celebrate and promote new businesses in The Village. Ribbon Cutting for <b>Brow Boss Brow &amp; Beauty (7863 Girard)</b> 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 <a href="http://lajollabythesea.com">lajollabythesea.com</a> website</p>	Information  Information	Don Parks, Vice President

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10.	<p><b>Promotions</b></p> <p>A. <b>Marketing and Promotions Committee</b> will meet later this month and present a basic marketing plan at the February Meeting.</p> <p>B. <b>Partnership/Cross Marketing Opportunities</b></p> <p>a. Partnership with OH! (Open House) San Diego First year La Jolla is included 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>b. <b>Concours d' Elegance</b> – LJVMA has been invited to partner with the event in a more substantial way. May allow for income to LJVMA in exchange for assistance with merchant outreach, volunteer coordination, street banner fee waiver, etc.</p>	<p>Information</p> <p>Information</p> <p>Action</p>	<p>Julie Wright, Secretary</p> <p>Carol Cho, OH! San Diego Program Coordinator</p> <p>Michael Dorvillier</p>
11.	<p><b>Design/Construction</b></p> <p>A. <b>Holiday Decor</b> – Plans are in place to meet with Décor Plan to evaluate holiday décor and light line.</p> <p>B. <b>PROW Construction Requests</b> – No requests requiring BOD approval</p>	<p>Information</p> <p>Information</p>	<p>Murphy</p>
12.	<p><b>Board Member Reports</b></p>	<p>Information</p>	
13.	<p><b>Adjourn Meeting</b> Next Meeting Takes Place on February13, 2019 at 3:00 PM at the Riford Library.</p>	<p>Action</p>	<p>Murphy</p>

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# 2019 Strategic Plan Initiatives

1.ORGANIZATIONAL EXCELLENCE	2.ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3.DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
<p><b>Big Ideas</b> Generate New Revenue Streams</p>	<p><b>Big Ideas</b> Ease of Access Parking Program Merchant Education &amp; Communication</p>	<p><b>Big ideas</b> Support, Assist &amp; Align with MAD Connect Storeowners to City Resources</p>	<p><b>Big ideas</b> Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</p>	<p><b>Big Ideas</b> Brand La Jolla as Cultural Arts Hub of San Diego County <i>(Think Laguna Beach)</i></p>
<ol style="list-style-type: none"> <li>1. Develop Associate Member Category</li> <li>2. Re-vamp PROW Access program for consistency in billing and design.</li> <li>3. Recruit Student Interns/Volunteers</li> <li>4. Apply for Community Enhancement Grant</li> <li>5. Develop Media Kit/Rate Card</li> <li>6. Create Shop Local Discount Program</li> <li>7. Create Key Messaging (Elevator Speech – See Marketing and Publicity)</li> </ol>	<ol style="list-style-type: none"> <li>1. Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village</li> <li>2. Merchant Development               <ul style="list-style-type: none"> <li>• Education Workshops</li> <li>• Mentorship via Block Captains</li> <li>• Increase and promote merchant Resources on Website</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Align with Maintenance Assessment District to insure LJVMA needs are being addressed</li> <li>2. Maintain and upgrade design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program)</li> <li>3. Lighting improvements not covered by MAD</li> <li>4. Storefront Improvement – Small Business Development Grants</li> <li>5. Experiential events (See Event and Experiences Committee)</li> <li>6. Communicate and better control consistency for PROW Access (See Organization)</li> </ol>	<ol style="list-style-type: none"> <li>1. Monthly Event (First Friday/La Jolla After Dark,</li> <li>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.)</li> <li>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.)</li> </ol>	<ol style="list-style-type: none"> <li>1. Write marketing/media plan</li> <li>2. Correct misconceptions (parking, haughtiness)</li> <li>3. Support all other initiatives (events, experiences, local’s engagement, etc.)</li> </ol>

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