



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

FEBRUARY 13, 2019

Meeting called to order at 3:00 PM

La Jolla Riford Library | 7555 Draper Avenue, La Jolla

BOD in attendance: Gerhard Bendl, Gabriela Guevara, Michael Dorvillier, Robert Mackey, Brett Murphy, Don Parks, Max Shenk, Tammy Tillack, Jessica Wiley, Kip Williams, Julie Wright **Absent:** Laurnie Durisoe, Kelli Metcalf, Benoit Roux

MEETING MINUTES

1.	Approval of January Minutes	Action	Moved by Rob Mackey, seconded by Don Parks Approved unanimously
2.	Non-Agenda Public Comments Genevieve Fong of SANDAG provided an update on local construction projects in the La Jolla UTC area. Javier Gomez of Assemblyman Todd Gloria’s office provided an update on the Governor’s State of the State message, legislation Gloria is seeking to advance to require prompt notifications of future communicable disease outbreaks, and legislation to create an air quality control board in San Diego. Mauricio Medina, representative for Councilmember Barbara Bry distributed the Bry Bulletin and gave an update on Bry’s State of the District message including accomplishments for 2018 and priorities for 2019 which are described in the Bry Bulletin. Jodi Rudick, Executive Director of the LJVMA, commented on streetlighting in the Village because she has heard during her business walks along Herschel and Prospect that many streetlights have been out for prolonged periods and asked Bry’s representative to address.	Information	
3.	Financial Report <ul style="list-style-type: none"> • January Financials <p>Brett Murphy, LJVMA board chair, presented the January Financials for board discussion and approval pointing to the LJVMA’s positive bank balance of over \$82,000 at the end of January, its good cash flow and balance sheet.</p> <p>Murphy also noted that the City is expected to approve the budget adjustment passed by the LJVMA board last month. He concluded that the LJVMA is doing very well as an organization and thanked board.</p> <ul style="list-style-type: none"> • Presentation of 2019-20 Draft Budget. <p>Rudick presented to the July 1, 2019 – June 30, 2020 budget which was drafted based on the modified FY19 budget approved by the board last month. The budget calls for BID assessments to be invested in alignment</p>	Action Action	Moved by Rob Mackey, seconded by Michael Dorvilier Approved unanimously Moved by Robert Mackey, seconded by Jessica Wiley Approved unanimously

	<p>with the LJVMA Strategic Plan and to support the LJVMA's mission of bringing business to the Village. If the Maintenance Assessment District (MAD) is not in place for FY20, the budget includes funds for maintenance items including maintaining hanging baskets and looking at the bench program. Fewer funds are needed for salaries and more funds will be invested in events, promotion and marketing with more coop advertising opportunities, engagement activities and sales and marketing assistance for LJVMA merchants. The budget is based on a conservative projection our the BID's revenue from assessments. Rudick added that the LJVMA is bringing in a marketing intern instead of a marketing assistant and concluded that it is important to spend the BID assessment revenue each year as it does not roll over.</p> <p>Murphy emphasized that the BID assessment revenue will be spent thoughtfully and in alignment with the Strategic Plan.</p> <p>Gerhard Bendl inquired whether LJVMA had a rainy-day fund to which Rudick replied a contingency fund is required and that the LJVMA does have a discretionary fund for non-assessment revenue that it can carry forward.</p> <p>Robert Mackey asked what happens next if we approve. Rudick provided the timeline for budget approvals including a deadline of Feb. 20, 2019 to submit the draft budget to the City followed by City Council review.</p> <p>Mackey noted that the \$15,000 set aside for special event funding could be reorganized if needed to fund a different event.</p>		
4.	<p>Organizational Excellence</p> <ul style="list-style-type: none"> • Associate Membership – Research has been completed. Associate Membership guidelines submitted. <p>Murphy presented the Associate Membership explaining that it is a way to join the LJVMA if you're doing business in the BID but don't pay the assessment as a member.</p> <p>Don Parks asked for a description of the approval process and Murphy explained the board will approve any and all Associate Members to ensure that they fit with in the merchant community's needs and wants; applications will be submitted to the board and voted on during monthly meetings.</p> <p>Ruddick explained the application will be online and will include language explaining that Associate Members are protected by the bylaws of the LJVMA and are not eligible to serve on the board per our bylaws. Rudick said Associate Member dues will be adjusted after meeting with REBA who has 500 members is use it as a REBA benefit to offer their members a discounted membership in the LJVMA.</p> <p>Murphy added that the LJVMA wants to invite people to our association.</p> <p>Mackey asked whether Associate Membership pricing will be the same as member pricing and Murphy responded that LJVMA membership assessments are based on zones where some zones cost more than others. Murphy said that the associate membership rate will be higher across the board and Mackey agreed.</p> <p>Rudick said bid assessments in La Jolla are based on location (higher in the heart of the village) and on business category while other BIDs have a flat fee for Associate Members (typically \$100). Rudick added the board can always change the associate membership fees.</p> <p>Mackey suggested they could be doubled.</p>	Action	<p>Moved by Mackey, seconded by Gerhard Bendl</p> <p>Approved unanimously</p>

	<p>Rudick recommended avoiding any fee that would be higher than the most expensive chambers in the county and to keep in mind that Associate Members may be paying a BID assessment in another district.</p> <p>Murphy stated the objective of the Associate Membership category is not to be a big revenue source but to help build the Village brand and bring more business to the Village.</p> <p>Rudick will reassess the Associate Membership in six months.</p> <ul style="list-style-type: none"> PROW Permits – Recommendation to Table. After some further research including interviews with Merchants, other BIDs and City staff, recommendation is made to table the PROW permit process. City does not enforce the PROW signage rules so the Association would come off negatively. Ask for motion to table until the City and BID Alliance looks at the program. <p>Rudick shared that she went to the BID Alliance and saw that La Jolla didn't have a PROW program; City ordinance restricts putting signage in PROW; other BIDs have asked to manage this process in their district; BIDs can require a PROW access fee from their merchants, have them fill out an application and pay \$50 / year on average with outdoor tables as high as \$350/year. Rudick's assessment was that instituting PROW Permits in the Village could be negative from a PR perspective if one business complies and another doesn't and the LJVMA has no enforcement mechanism. Rudick asked how the PROW Permit fit with or helped the LJVMA's mission and recommended taking no immediate action on a permit program.</p> <p>Murphy agreed that LJVMA does not want to be in that position.</p> <p>Rudick also added that there's ambiguity as to where the PROW begins and ends which would be extremely time consuming to assess and manage PROW Permits while not serving the organization's mission.</p> <p>Don Parks agreed that PROW Permits didn't make sense currently.</p>	Action	<p>Moved by Dorvilier, seconded by Parks</p> <p>Approved unanimously</p>
5.	<p>Economic Vitality and Merchant Development Report</p> <p>A. Business Update – Cormorant/Oceanic Enterprises Update</p> <p>Rudick invited all attendees of the LJVMA board meeting who were attending for the first time to introduce themselves. Kevin Healy, prospective business owner; Norma Kay, Norma Kay Gifts and Designs; La Tanya Powell, Fresh Produce; Mike White, San Diego Magazine; Colleen Lyons, O' Gara Coach La Jolla; and Manoj Chawla of The Cormorant Boutique Hotel</p> <p>Tracy Ly, Marketing Manager for The Cormorant Boutique Hotel provided a history of the property which started as the Prospect Market in the 1940s, became the La Jolla Inn in the 1960s and started a full renovation and modernization in 2018. The brand is based on the cormorant which are the original La Jolla locals that return to nest in the Cove year after year. The property will offer convenience and style with 26 coastal chic guest rooms with west-facing ocean views as well as a reimagined market and convenience store, intimate gathering / lobby space with self-service kiosk for guests to check in via a tablet, rooftop lounge,</p> <p>Ly said that the Prospect Market is being preserved due to its history and merchants can expect it to sell grab and go gourmet products and snacks, wine, and beach wear.</p> <p>Its rooftop lounge on third floor will have panoramic ocean views, cozy lounge seating, firepit and be great for social gatherings (bring your wine upstairs). The operators plan to open in mid-2019.</p>	Information	Manoj Chawla/Tracy Ly

<p>Norma Kay explained that her business was impacted from the construction and there was no notice of how long the construction would last.</p> <p>Rudick said that Norma Kay is correct that the LJVMA should be brought construction projects that will impact its merchants and that the LJVMA will focus on how to reduce impacts on businesses during construction including scaffolding to ensure it is safe, attractive and doesn't make customers feel cut off. Rudick said the LJVMA wants people to be excited and positive because it's a great project for the Village.</p> <p>B. Trolley Connector Resolution Request – Multiple groups are adding their signatures to this resolution</p> <p>Dan Allen of the La Jolla Traffic and Transportation board presented the resolution. Allen said he had met with MTS, regarding the new \$2 billion trolley project coming from downtown to La Jolla / UTC and there are currently no plans or budget to provide a connecting shuttle service from the trolley station to the Village. His organization and other community and planning groups in La Jolla have supported the resolution and he asked for the LJVMA board to support it as well.</p> <p>Kipp Williams asked where the closest trolley stop to La Jolla Village is and Allen said it is at Balboa Avenue and Morena Boulevard or Nobel Plaza behind CPK.</p> <p>C. Branded Bike Racks – Request for LJVMA funding to assist with costs to brand Village Bike Racks.</p> <p>Janet Stratford Collins with La Jolla Parks and Beaches introduced a plan for branded bike racks that she called both an art installation and a bike rack. The plan has the support of La Jolla Traffic and Transportation and the City has said that it can install these bike racks for free on public property but cannot install on private property. The program is looking at areas by the Recreation Center, for instance.</p> <p>Stratford Collins asked the LJVMA to support the proposal. She said that the City is setting up an account and allowing people to make tax deductible contributions to fund a bike rack; the City has put 3 City bike racks on Prospect but they're not being used; and these would have been a great site for a La Jolla-branded bike rack.</p> <p>Rudick clarified that Stratford Collins is asking the board to pay the difference to fund a branded vs standard city bike rack.</p> <p>Stratford Collins explained the cost would be \$525 plus shipping and handling for branded racks and \$356.25 + shipping handling and tax for plain racks. Branded racks would be placed on the end of any series of plain racks. In total, the ask is for for \$2,500 of the LJVMA to fund.</p> <p>Rudick said installing more bike racks in the Village is a push and would help beautify. The funds would come from the LJVMA's nondiscretionary BID assessment revenues.</p> <p>Dorvilier clarified that the board was being asked to authorize up to \$2,500 to fund up to 10 branded bike racks which Stratford Collins confirmed.</p> <p>D. Mobility Solutions RFI – Two proposals received from Ace Mobility Solutions and Dixon Parking Consulting Solutions. Proposals are posted on website for review. Need volunteers to review proposals.</p> <p>Rudick asked for volunteers from the board to review these solutions with her. She said merchant Natalie Aguirre is interested and board member Max Shenk expressed interest.</p>	<p>Action</p> <p>Action</p> <p>Information</p>	<p>Murphy moved Dorvilier seconded</p> <p>Approved unanimously</p> <p>Moved by Dorvilier, seconded by Shenk</p> <p>Approved unanimously</p>
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	<p>E. Merchant Business Breakfast planned for February 20 at CAVU Restaurant and Brewery. Registration and networking from 8: 00 to 8:30 AM, Monarch Cottage is providing the continental breakfast. Program from 8:30 to 9:30. Board members are requested to arrive a little before 8:00 to greet merchants. Planning Quarter Breakfast4Business Workshops.</p> <p>Rudick explained that the breakfast event is the merchant’s opportunity to learn what’s happening with the Conrad, and the Concours d’ Elegance.</p>	Information	
6.	<p>Promotions</p> <p>A. Marketing and Promotions Committee held its first meeting with 18 people in attendance. Julie Wright presented the draft marketing plan.</p> <p>a. SDSU MBA Consulting Project</p> <p>This project will last through May and gather data on visitors to La Jolla in order to develop research-backed efforts to drive more visitors, more repeat visitors and more spending per visitor. The MBA students will be meeting with Rudick on Friday night at 6:30 p.m. to present their ideas</p> <p>Ruddick announced the LJVMA had a marketing intern who is an MBA student who is part of the consulting team; she’ll be working with the Concours project and special events.</p> <p>b. Events and Experiences Committee met on February 6 – 10 Participants. The Committee is recommending monthly nighttime to begin in May and recurring on an ongoing basis. Music, special activities, etc. Jeanie Croll who was responsible for La Jolla Nights has agreed to Chair the ad hoc events committee and share her previous promotional materials and “playbook” with LJVMA.</p> <p>B. Concours d’ Elegance (April 12-14) – MOU was created between the Concours and LJVMA. Many opportunities for merchants to benefit and get involved.</p> <p>Dorvilier, a board member who is also the organizer of the annual Concours d’Elegance, presented on the event and merchant opportunities. The Concours d’Elegance will present the opportunities to merchants during the Feb, 20 breakfast event with a goal to helping them maximize the benefit of all the visitors and foot traffic in the village.</p> <p>a. Volunteer at event – 250 volunteers needed to fill hundreds of slots. All board members and merchants will be encouraged to get involved.</p> <p>b. Village Vibes - Take part in Saturday, April 13 Village Vibes event. Merchants can take part by adding a special activity in their store (food, beverages, trunk show, special guest speaker/expert/artist, exclusive discount for Concours visitors, gifts or free samples). Participating merchants can pick up balloons from pre-determined location to place at their storefront. Musical acts will be strategically “staged” throughout the Village to create ambience and encourage foot traffic.</p>	Information	

	<p>Last year, the Concours d'Elegance had 1200-1300 people at its opening night and the idea is to push people up to the village. During the day, the Village will have merchant open houses with red carpets in front of the participating stores with a nice car in front (Bentley, Ferrari, Porsche, Bugatti, etc.). Goal is to get people up the street and with music all the way up the street.</p> <p>c. Saturday Night After Party – Concours and LJVMA will support but venue(s) will host and produce independently.</p> <p>After the party. We'll distribute business card sized invites. Party ends at 8 p.m. People leave with invites to an after party. Last year, Covo hosted an after party. The event is looking for more. Stay open late. Trying to create that vibe in the village. Showing value back to the event through LJVMA and supporting merchants.</p> <p>Murphy said it worked well last year.</p> <p>Ruddick said Fresh Produce may stay open a little later. Not just a sleepy village. There's one big event per month in La Jolla so there are lots of ways to tie in our merchants.</p>		
7.	<p>Design/Construction</p> <p>A. Enhance La Jolla – City is working to move the program forward, but no specific information is available. LJVMA will continue the following:</p> <p>a. Rotary Village Beautification Project – Hanging Baskets</p> <p>The Rotary approached the LJVMA so Rudick asked them to help with the hanging baskets; they're going to refill them and add more color, partner with LJ Garden Club; end of April there will be more to come.</p> <p>b. Light-line update and ongoing maintenance. After an audit of the current light line, Décor Plan has submitted a proposal to continue maintenance for \$200/month. Additionally, they are proposing an upgrade to equipment and to meet safety standards. Cost for all repairs and equipment - \$3700</p> <p>Rudick explained that since the MAD isn't moving at the pace expected, the board needs to take some action to maintain the light-line. The price to maintain at \$200 is a bargain. The \$3,700 is needed to bring the lights up to date. We have the money but want to get board approval. Sometimes the rain effects the light-lines. They service them nearly every month. The MAD will take them over if it comes to be.</p> <p>B. Banner Program – Working with Décor Plan to update banner hardware to maximize revenue on existing poles. With adjustments to existing banner poles inventory can increase to 150 banners from existing 100. Budget and graphics will be presented at March Meeting.</p> <p>Goal has been to find more places where LJVMA can install more banners but there's limited opportunity to do that so the plan is to instead turn existing single banners into double banners. This will also create more branding opportunities for the LJVMA. This project will be funded out of the BID non-discretionary budget.</p> <p>C. PROW Construction Requests – No requests requiring BOD approval</p>	<p>Information</p> <p>Action</p> <p>Information</p>	<p>Mackey moved, Shenk seconded</p> <p>Approved unanimously</p>

8.	Meeting Adjourned Next Meeting Takes Place on March 13, 2019 at 3:00 PM at the Riford Library.	Action	Meeting adjourned
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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)
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BIG IDEAS

Generate New Revenue Streams	Ease of Access Parking Program Merchant Education & Communication	Support, Assist & Align with MAD Connect Storeowners to City Resources	Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination	Brand La Jolla as Cultural Arts Hub of San Diego County
<ul style="list-style-type: none"> <input type="checkbox"/> Develop Associate Member Category <input type="checkbox"/> Re-vamp PROW Access program for consistency in billing and design. <input type="checkbox"/> Recruit Student Interns/Volunteers <input type="checkbox"/> Apply for Community Enhancement Grant <input type="checkbox"/> Develop Media Kit/Rate Card <input type="checkbox"/> Create Shop Local Discount Program <input type="checkbox"/> Create Key Messaging (Elevator Speech – See Marketing and Publicity) 	<ul style="list-style-type: none"> <input type="checkbox"/> Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village <input type="checkbox"/> Merchant Development <ul style="list-style-type: none"> o Education Workshops o Mentorship via Block Captains o Increase and promote merchant Resources on Website 	<ul style="list-style-type: none"> <input type="checkbox"/> Align with Maintenance Assessment District to insure LJVMA needs are being addressed <input type="checkbox"/> Maintain and upgrade design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program) <input type="checkbox"/> Lighting improvements not covered by MAD <input type="checkbox"/> Storefront Improvement – Small Business Development Grants 	<ul style="list-style-type: none"> <input type="checkbox"/> Monthly Event (First Friday/La Jolla After Dark, <input type="checkbox"/> 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.) <input type="checkbox"/> Collaborate with LJVMA arts, culture and event organizations (Athenaeum, Warwick’s, La Jolla Music Society, Comedy Store, Nightclubs, Restaurants 	<ul style="list-style-type: none"> <input type="checkbox"/> Write marketing/media plan <input type="checkbox"/> Correct misconceptions (parking, haughtiness) <input type="checkbox"/> Support all other initiatives (events, experiences, local’s engagement, etc.)

		<ul style="list-style-type: none"><input type="checkbox"/> Experiential events (See Event and Experiences Committee)<input type="checkbox"/> Communicate and better control consistency for PROW Access (See Organization)	with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.)	
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