



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY BOARD MEETING

10 April 2019 / 3:00 PM

La Jolla Riford Library
7555 Draper Avenue, La Jolla, CA 92037

AGENDA¹

1.	Set-up Venue / Sign-in <ul style="list-style-type: none"> Please silence cell phones Visitor sign-in sheet - please make sure to sign-in 		
2.	Call to Order - Monthly Board Meeting	Action	Brett Murphy, President
3.	Roll Call	Action	Julie Wright, Secretary
4.	Approval of Minutes	Action	Wright
5.	Non-Agenda Public Comments (limited to three minutes)	Information	Murphy
6.	Financial Report <ul style="list-style-type: none"> March Financials City Site Visit completed March 25. LJVMA met all requirements. Budget hearing: Thursday, April 11 at 2:00 PM. 	Action Information	Murphy Rudick
7.	Organizational Excellence <ul style="list-style-type: none"> A. Association Membership Approval (if submitted) B. BID Alliance – LJVMA is now part of the Executive Board; Jodi elected Secretary. 	Action Information	Rudick
8.	Economic Vitality and Merchant Development Report <ul style="list-style-type: none"> C. Park La Jolla - Mobility Solutions Update D. La Jolla Coastal Access Board Update E. Traffic and Transportation Board Member Appointment – LJVMA has two seats on this Board. Aaron Goulding whose business is no longer located in the BID has stepped down. F. March Merchant Business Breakfast planned for April 16 at The LOT who is generously providing breakfast and the venue at no cost. Topic: Are you stretched too thin? How to know when to ask for help. Presented by Julie Ethan, CEO, Ethan Advisors. Program from 8:30 to 9:30. Board members are requested to arrive a little before 8:00 to greet merchants. 	Information Information Action Information	Rudick Murphy Murphy Rudick
9.	Promotions <ul style="list-style-type: none"> A. Concours d' Elegance (April 12-14) <ul style="list-style-type: none"> All is on track for a full weekend of events. "Brake in the Village" – Saturday Sip, Shop & Stroll in the Village from 12:00 PM to 5:00 PM <ul style="list-style-type: none"> 80 Merchants signed up to participate Almost 400 People have preregistered. Event Map sent to all who pre-registered. Full list of merchants, entertainment, donations on website. At least seven live musical acts plus Bang and Olufsen curated music will provide ambience and encourage foot traffic. Balloons will be delivered to merchants to designate their storefronts as Brake Stops. 	Information	Rudick

	<ul style="list-style-type: none"> • It's not too late to get involved. Stay open late on Saturday night; after parties will attract visitors late into the night, Decorate storefronts. <p>B. Marketing and Promotions Committee</p> <p>a. SDSU MBA Consulting Project Update – Sign up to be part of the digital survey distribution. Survey being conducted at The Cove and in other areas of the County. May 2 is final presentation.</p> <p>b. Media Plan being finalized to determine best use of marketing dollars.</p> <p>c. 2019 West Coast Urban District Conference recap</p> <p>d. Enjoya La Jolla Update</p> <ul style="list-style-type: none"> • Second Saturday Sunset Sip, Shop & Stroll. • Inaugural event is Saturday, May 11 from 3:00 PM to 7:00 PM. • Like La Jolla Nights (2015-16) Enjoya La Jolla visitors will receive a “Passport” to encourage visits to various merchants featuring special offer, activity, refreshments, contest, etc. • Completed Passports will be returned and entered to win the Perfect La Jolla Weekend Package. • Volunteer is needed to help secure donations for prize packages. • Street performers will entertain. • Graphic Design developed. • Thanks to ACE Parking for donating FREE Parking at 888 Prospect for this first Enjoya La Jolla. <p>B. Website Enhancements – New navigation completed thanks to suggestions by Marketing Committee</p>		Wright Rudick
10.	<p>Design/Construction</p> <p>A. Rotary Village Beautification Project Update – April 27</p> <p>B. Enhance La Jolla – MAD will be funded in 2019-2010 City budget.</p> <p>C. PROW Construction Requests (if submitted)</p>	Information Action	Rudick
11.	Board Member Reports	Information	
12.	Adjourn Meeting - Next Meeting May 8, 2019 3:00 PM Riford Library.	Action	Murphy



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 checked="" type="checkbox"/> Re-vamp PROW Access program for consistency in billing and design. ✓ Recruit Student Interns/Volunteers ✓ Apply for Community Enhancement Grant ✓ Develop Media Kit/Rate Card <input type="checkbox"/> Create Shop Local Discount Program ✓ 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"> ○ Education Workshops ○ Mentorship via Block Captains ○ Increase and promote merchant Resources on Website 	<ul style="list-style-type: none"> ✓ 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 ✓ Experiential events (See Event and Experiences Committee) <input checked="" type="checkbox"/> Communicate and better control consistency for PROW Access (See Organization) 	<ul style="list-style-type: none"> ✓ Monthly Event (First Friday/La Jolla After Dark) ✓ 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.) ✓ 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.) 	<ul style="list-style-type: none"> ✓ Write marketing/media plan <input type="checkbox"/> Correct misconceptions (parking, haughtiness) <input type="checkbox"/> Support all other initiatives (events, experiences, local’s engagement, etc.)