



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

10 April 2019

Meeting called to order at 3:00 PM

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

BOD in attendance: Lurnie Durisoe, Gabriela Guevara, Frank Bellavia, Robert Mackey, Kelli Metcalf, Brett Murphy, Don Parks, Marx Shenk, Tammy Tillack, Kipp Williams, and Julie Wright **Absent:** Gerhard Bendl, Michael Dorvillier, Benoit Roux, Jessica Wiley

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| <p>Approval of Minutes</p> | <p>Action</p> | <p>Moved by Max Shenk, seconded by Robert Mackey, Julie Wright abstained</p> <p>Approved</p> |
| <p>Non-Agenda Public Comments (limited to three minutes)</p> <p>Janet updated on the village bike rack program. Installations are pending once all of the payments are received. LJVMA payment has been received. Fundraising for bike racks continues; have approval and/or interest from Bank of America, Talbots, Library, La Jolla Sports Club and others.</p> <p>Mauricio Medina of Council Member Barbara Bry's office shared an update including an invitation to attend the May 4 from 10:30-noon at La Jolla Village Community Center, 867 Via La Jolla Drive</p> | <p>Information</p> | |
| <p>Financial Report</p> <ul style="list-style-type: none"> March Financials | <p>Action</p> | <p>Moved by Max Shenk, seconded by Robert Mackey</p> <p>Approved unanimously</p> |
| <p>Organizational Excellence</p> <p>A. Association Membership Approval (if submitted)</p> <p>No applications to approve this month; Rudick noted that at least one is expected for May's meeting</p> <p>B. BID Alliance – LJVMA is now part of the Executive Board; Jodi elected Secretary.</p> | <p>Action</p> <p>Information</p> | <p>No submittals</p> |
| <p>Economic Vitality and Merchant Development Report</p> <p>C. Park La Jolla - Mobility Solutions Update</p> <p>Jodi Rudick updated on this topic in conjunction with the below. Ace Mobility Solutions has provided a report. Rudick said the report explores all of the possible ideas and will provide a priority and feasibility score to each of the ideas to help bring focus based on what makes sense and can be afforded. The report will be presented to the La Jolla Coastal Access Board.</p> <p>D. La Jolla Coastal Access Board Update</p> <p>Rudick shared that the purpose of the Coastal Access group is to mitigate parking and bring people to the village via a remote parking reservoir. The group is being reconvened to look for a new remote</p> | <p>Information</p> <p>Information</p> | |

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| <p>parking reservoir to continue this program. If it can identify a site, the village can activate a shuttle.</p> <p>Brett Murphy added that the goal is to do it collaboratively with all of the stakeholder organizations in La Jolla Village. There's a meeting at 9:30 a.m. tomorrow of the La Jolla Coastal Access and Parking.</p> <p>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.</p> <p>Murphy reported that LJVMA needs to make an appointment and is accepting volunteers. Robert Mackey volunteered.</p> <p>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.</p> | <p>Action</p> <p>Information</p> | <p>Murphy</p> <p>Max Shenk moved and Parks seconded</p> <p>Unanimously approved</p> |
| <p>Promotions</p> <p>A. Concours d' Elegance (April 12-14)</p> <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 700 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. | <p>Information</p> | |

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| | <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. • \$5 parking at the corner of Fay and Prospect courtesy of Ace Parking; an Enjoya La Jolla invite will be handed out to all cars as they depart the garage at the end of the event <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> <p>Rudick demonstrated the website navigation and calendar additions and reported an increase in web traffic. Ultimately, the LJVMA will develop a rate card to be able to generate revenue from the website.</p> | | |
| 10. | <p>Design/Construction</p> <p>A. Rotary Village Beautification Project Update – April 27</p> <p>Laurie Durisoe spoke to the Rotary At Work Day and the local club chose the hanging baskets near La Valencia; the fire department is taking the old baskets down and putting the new ones up. Rotary will fill the baskets and pay for the flowers. Rudick said there are 140 hanging baskets in the village and Rotary will 20 of the baskets in poorest condition.</p> <p>B. Enhance La Jolla – MAD will be funded in 2019-2010 City budget.</p> <p>C. PROW Construction Requests (if submitted)</p> <p>No requests.</p> | <p>Information</p> <p>Action</p> | <p>No submittals</p> |
| 12. | <p>Adjourn Meeting - Next Meeting May 8, 2019 3:00 PM Riford Library.</p> | <p>Action</p> | <p>Meeting adjourned</p> |



2019 Strategic Plan Initiatives

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| 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 |
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| <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"> o Education Workshops o Mentorship via Block Captains o 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.) |