



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

# MONTHLY BOARD MEETING

08 May 2019 / 3:00 PM

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

## 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	Wright
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>April Financials</li> <li>City of San Diego Approved BID Budgets on April 23</li> </ul>	Action Information	Murphy Jodi Rudick, Executive Director
7.	<b>Organizational Excellence</b> <p><b>A. Association Membership Approval</b></p> <p><b>B. Salary Adjustment for Executive Director</b> to top of original advertised salary range plus performance increase (Approximately 6%). Approved by Executive Board on May 2. No action required by full BOD.</p> <p><b>C. Strategic Plan Modification Meeting</b> (6 Month Check-in) June 2019 during regular board meeting.</p> <p><b>D. Subleasing Office Space</b> – BizX is interested in sharing space. Major income opportunity (\$12,000 in BizX dollars can be used for printing, special event signage and advertising). Auditor contacted and approves BizX transactions.</p>	Action Information  Information  Action	Rudick Wright/Murphy  Murphy  Rudick
8.	<b>Economic Vitality and Merchant Development Report</b> <p><b>E. Park La Jolla - Mobility Solutions Update</b> – Recommendations and solutions from Mobility Consultant</p> <p><b>F. La Jolla Coastal Access Program Update - LJVMA</b></p> <p><b>G. May Merchant Business Breakfast</b> planned for May 14 at Empress Hotel who is generously providing breakfast and the venue at no cost. Topic: Eight Ways to Get More Out of YOUR Association Program from 8:30 to 9:30. Board members are requested to arrive a little before 8:00 to greet merchants.</p> <p><b>H. Merchant Grand Opening</b> – Bang &amp; Olufsen Tonight (May 8, 5:30 to 8:30 PM).</p>	Information  Information  Information	Brad Elsass, ACE Mobility Solutions Rudick
9.	<b>Promotions</b> <p><b>A. Concours d' Elegance Debrief</b> – Merchant and Participant Feedback</p> <p><b>B. Enjoya La Jolla</b></p> <p>a) Second Saturday Sip, Shop &amp; Stroll in the Village from 3:00 PM to 7:00 PM</p> <ul style="list-style-type: none"> <li>80 Merchants signed up to participate</li> <li>All participating merchant are being asked to eblast info to customer base, post on social media, etc.</li> <li>Preregistrations via EventBrite</li> </ul>	Information	Rudick

	<ul style="list-style-type: none"> <li>• Parking pass and event map will be sent to all who pre-registered.</li> <li>• Full list of merchants, entertainment, donations on website.</li> <li>• At least six live musical acts plus Bang and Olufsen curated music will provide ambience and encourage foot traffic.</li> <li>• Thanks to ACE Parking for donating FREE Parking at 888 Prospect for this first <i>Enjoya La Jolla</i>.</li> <li>• Balloons will be delivered to merchants to designate their storefronts as Map Stops. <ul style="list-style-type: none"> <li>• It's not too late to get involved. Stay open late on Saturday night. Decorate storefronts.</li> <li>• Volunteers needed day of event for set up (1 – 3 and breakdown (6:30 – 8:30). Sign up Genius link created.</li> <li>• <b>Board member assistance requested</b> – especially those not working a retail location. Sign up going around...</li> </ul> </li> </ul> <p><b>C. Marketing and Promotions Committee</b></p> <p>a. <b>SDSU MBA Consulting Project Completed</b> – Report will be posted on Website</p> <p>b. <b>Media Plan</b> finalized and initial media purchases will include. Total Monthly Buy - \$4000/month. Action – Approve advertising of \$4000/month based on available FY 19 budget surplus. <ul style="list-style-type: none"> <li>• Union Tribune Community Newspapers - \$1745/month</li> <li>• KPBS -\$1400/month</li> <li>• SanDiego.org - \$250/month</li> <li>• SanDiego.com \$50/month</li> <li>• Social Media Boosts \$100/monthly</li> </ul> </p> <p>c. <b>Test Marketing Co-op Media Program</b></p> <p>d. <b>Events and Experiences</b> – <ul style="list-style-type: none"> <li>• New Chairperson, Morgan Barnes</li> <li>• New events being explored –</li> <li>• <i>Enjoya La Jolla</i> After Party on July 11 in conjunction with Liz Edwards, Founder of San Diego Spirit Festival.</li> <li>• Signature Event</li> </ul> </p>	Information	Wright
		Action	Wright
		Information	Rudick
10.	<p><b>Design/Construction</b></p> <p>A. <b>Rotary Village Beautification Project Completed</b> – Merchants will be contacted to assist with watering during warm weather.</p> <p>B. <b>PROW Construction Requests (if submitted)</b></p> <p>C. <b>Banner Purchase Approval</b> –</p> <p>a. <b>Update Hardware to create Banner Size Consistency - \$2160</b></p> <p>b. <b>Add Single Banners on Girard - \$2382</b></p> <p>c.</p>	Information	Rudick
		Action	
11.	<b>Board Member Reports</b>	Information	
12.	<b>Adjourn Meeting</b> - Next Meeting June12, 2019   3:00 PM   Riford Library. Strategic Plan Modification	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"> <li><input type="checkbox"/> Develop <b>Associate Member</b> Category</li> <li><input checked="" type="checkbox"/> <del>Re-vamp PROW Access program for consistency in billing and design.</del></li> <li>✓ <b>Recruit</b> Student Interns/Volunteers</li> <li>✓ Apply for Community Enhancement Grant</li> <li>✓ Develop <b>Media Kit/Rate Card</b></li> <li><input type="checkbox"/> Create <b>Shop Local</b> Discount Program</li> <li>✓ Create <b>Key Messaging</b> (Elevator Speech – See Marketing and Publicity)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Park La Jolla</b> – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village</li> <li><input type="checkbox"/> <b>Merchant Development</b> <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> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Align</b> with Maintenance Assessment District to insure LJVMA needs are being addressed</li> <li><input type="checkbox"/> <b>Maintain</b> and <b>upgrade</b> design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program)</li> <li><input type="checkbox"/> <b>Lighting improvements</b> not covered by MAD</li> <li><input type="checkbox"/> <b>Storefront Improvement</b> – Small Business Development Grants</li> <li>✓ <b>Experiential</b> events (See Event and Experiences Committee)</li> <li><input checked="" type="checkbox"/> <del>Communicate and <b>better control</b> consistency for PROW Access (See Organization)</del></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Monthly Event</b> (First Friday/La Jolla After Dark)</li> <li>✓ <b>Strategic Tie-in</b> 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>✓ <b>Collaborate</b> 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> </ul>	<ul style="list-style-type: none"> <li>✓ Write <b>marketing/media plan</b></li> <li><input type="checkbox"/> <b>Correct</b> misconceptions (parking, haughtiness)</li> <li><input type="checkbox"/> <b>Support</b> all other initiatives (events, experiences, local’s engagement, etc.)</li> </ul>