



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

12 June 2019 / 3:00 PM

Meeting called to order at 3:00 PM

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

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

Commented [JW1]: Do we add her? I left Laurine off since she's retired

Also, I cannot figure out how to remove these invisible tables / columns. Maybe you or an intern can?

AGENDA¹

4.	Approval of Minutes	Action	Murphy - moved Kipp Williams – seconded Don Parks, Kelli Metcalf and Michael Dorvillier - abstained
5.	<p>Non-Agenda Public Comments</p> <p>Lily Zhou, District 1 candidate, offered to assist with sourcing interns for local businesses or LJVMA</p> <p>Susannah Stewart, a resident of the Cove, expressed concern about sidewalk vendors creating issues blocking sidewalks. Stewart wants to protect the view and access.</p> <p>Mauricio from Barbara Bry's office referred to state law that legalized vending in parks and public across the state. The City of SD is putting together an ordinance to rein that activity in. Parks & Rec can't enforce the old ordinance which is superseded by the state law.</p> <p>Murphy mentioned that the LJVMA has no jurisdiction but that La Jolla Parks and Beaches is working to address the issue in whatever way possible.</p> <p>Mauricio suggested attending Parks and Beach meetings on the Fourth Wed at the Rec Center for people interested.</p> <p>Mauricio reported on recent District 2 news and directed people's attention to the Bry Bulletin page 3 with an update on Torrey Pines Road and the final schedule for night roadwork, primarily restriping lanes and medians. Additionally, he reported an update on the scooter issue. In April, council voted on the mayor's proposal for managing scooters. Corrals, or on-street locations, are being evaluated for scooter parking. City staff has provided a list of sites for the corrals which will be rolled out in two months, approximately. They will be in red curb areas and will not impact any parking spaces. Goal is getting the scooters off sidewalks and into corrals.</p> <p>Jason with State Senator Toni Atkins office reported that the senators will be voting on the state budget. It must be passed and sent to the Governor by June 15. Education gets the largest amount with money for housing and homelessness also increased. Healthcare for middle class families will now be eligible for a subsidy of up to \$150/month on the Covered California Exchange.</p>	Information	Murphy

	<p>A small business reception is scheduled for Sat June 22 from 3 – 5 pm to show Sen Atkins' appreciation for small business.</p> <p>Small business with \$5-25M may be seeing a reduction in state taxes owed.</p> <p>Rudick invited Jason to look at the state ordinance regarding vending in parks and public places which he said was intended to allow lawful selling but also gave local government the ability to regulate that process. So the City of San Diego will be able to mitigate any detrimental outcomes.</p>		
6.	<p>Financial Report</p> <ul style="list-style-type: none"> • May Financials <p>Murphy reported that the May financials are balanced with a net positive income balance. He and Rudick met with the City to review the financials recently. And he reported he was very pleased with the manner the financials have been managed. Rudick added that the LJVMA spent conservatively and will spend its remaining income for FY19 on marketing activities supporting its strategic plan.</p> <ul style="list-style-type: none"> • End of FY 2019 Update (Actual BID Income vs. Budgeted Income) <p>Rudick reported that \$162K was received from the assessments this year and \$200K had been budgeted. Fortunately, LJVMA has been frugal in FY19 so there is no issue given the shortfall.</p> <p>Rudick said interns will be visiting all businesses to ensure that they're in compliance and also getting all of the resources that are available to them through LJVMA.</p> <ul style="list-style-type: none"> • City of San Diego Approved BID Budgets Update <p>Rudick reported that the City approved the budget with letter and contract from the City coming next month.</p>	<p>Action</p> <p>Information</p>	<p>Murphy</p> <p>Jodi Rudick, Executive Director</p>
7.	<p>Organizational Excellence</p> <p>A. Association Membership Approval</p> <p>No applications</p> <p>B. Board of Directors Vacancy – Three applications to review to fill vacancy due to Lurnie Durisoe no longer being a LJVMA BID member. We wish Lurnie much success in her next adventures.</p> <ol style="list-style-type: none"> Lauren Johnston – Patronus Wellness Norma Kay – Norma Kay Gifts <p>Rudick reported that Durisoe retired creating a board vacancy.</p> <p>Lauren Johnston addressed the board reporting that she moved to La Jolla eight months ago and is experienced working on boards of directors and voting on budgets, doing outreach and working with the community to generate more local business and advocate for local business.</p> <p>Rudick instructed the board to write their preferred candidate's name on a ballot which were turned into the board secretary for a count.</p> <p>Wright reviewed the ballots and reported that Lauren Johnston was elected by a majority of confidential board ballots</p>	<p>Action</p> <p>Action</p>	<p>None</p> <p>The board voted with 8 of 11 ballots cast for Lauren Johnston-</p>

8.	<p>Economic Vitality and Merchant Development Report</p> <p>C. Park La Jolla - Mobility Solutions Update</p> <p>Murphy reported on recent Park La Jolla activities</p> <p>D. June Open Office Hours – Merchants are invited to schedule a one-on-one appointment with experts on various topics. June 18/July 16/August 20 OR by special arrangement. June's topic – Using events to promote your business.</p> <p>Rudick updated on these efforts which will continue through the summer and are modeled on the San Diego Tourism Authority's program</p> <p>E. Merchant Grand Openings/Events</p> <p>Rudick reported that three businesses had ribbon cuttings last Saturday and more continue to add their profiles to the LJVMA website.</p> <p>Rudick invited any new business attending the meeting to speak: Parachute Studios offering kids art classes and workshops; they will participate at the next Enjaya La Jolla event</p> <p>F. La Jollalty Card – Locals Incentive Program</p> <p>Rudick reported that this program was conceived as part of the Strategic Plan. The LJVMA interns are working to develop the La Jollalty Card and are working with a digital savings program with Synergy World to geofence offers from local merchants. The LJVMA is recruiting a Marketing Task Force for this and is seeking merchants with strong marketing skills to kick it off. The goal is 30 merchants.</p>	<p>Information</p> <p>Information</p> <p>Information</p>	<p>Rudick</p>
9.	<p>Promotions</p> <p>A. Concours d' Elegance Debrief – Merchant and Participant Feedback</p> <p>Dorvillier reported the event was awesome. This year, Concours partnered with LJVMA to host a Saturday event in the Village and placed cars in front of participating stores, plus music in the village. A kickoff was held in the Lot Friday night. Compliments were received on the energy and excitement in the Village. 1200 people attended the party on Saturday night.</p> <p>Gaby Guevara reported that the Concours Saturday was her best of the year so far.</p> <p>Rudick reported that LJVMA is working on similar partnerships including the Fashion Film Festival followed by La Jolla High School Foundation's Taste of La Jolla. The plan is to use the playbook developed through the Concours partnership to leverage more events and bring more people to the Village.</p> <p>B. Enjaya La Jolla – Global Wellness Day Debrief</p> <p>Rudick reported LJVMA hosted two Enjaya La Jollas. Merchant participation has been high. Need them to create 'micro' activities. Participants are saying that it's nice to have music but some retailers were not providing any kind of special experience beyond a 10% discount.</p> <p>Retailers continue to increase their participation. And attendees are registering in advance and responding to surveys which shows great engagement.</p>	<p>Information</p> <p>Information</p>	<p>Dorvillier</p> <p>Rudick</p>

	<p>C. Enjoya La Jolla – Celebrates Summer - July and August Promotional Theme, August will focus on the Upper Village</p> <p>a. Board member assistance requested – especially those not working a retail location. Sign up going around...</p> <p>Rudick reported that Frank Bellavia showed up and helped set up and has been an excellent board contributor. Enjoya La Jolla is a lot of work and the LJVMA does not have the resources to support it at this level each month without more volunteers.</p> <p>D. Marketing and Promotions Committee</p> <p>a. SDSU MBA Consulting Project Debrief with Barbary Bry Three projects, requiring city support, will be explored:</p> <ul style="list-style-type: none"> • Scenic Walking Route between La Jolla Village and La Jolla Shores. Looking for Eagle Scout to assist with this project. • Village Signage at The Cove to educate and encourage visitors to spend some time in our historic village. • Property Owners/Managers Networking Event <p>Rudick reported that she, Murphy and Wright met with Bry and staff and brought their attention to the three issues above. Rudick couldn't be prouder of her City representative</p>	Information	Rudick
	<p>b. Media Plan adjusted based on actual 2019 income vs. budget projection. Total Monthly buy reduced to \$2000/month. Marketing Committee will review. BizX media purchases will be explored.</p> <ul style="list-style-type: none"> • Union Tribune Community Newspapers, \$1745/month • KPBS -\$1400/month (removing from budget due to lack of actual income. Possible co-op advertising opportunity. • SanDiego.org - \$250/month • SanDiego.com \$50/month • Social Media Boosts \$50/monthly <p>Wright reported that the LJVMA has reduced the media buy but believes it will be effective.</p> <p>Rudick reported that there may be an opportunity to add some more funding to other media.</p> <p>c. Test Marketing Co-Op Media Program</p> <p>Rudick reported that the LJVMA had experimented with coop advertising in the La Jolla and Del Mar visitor guides. They are distributed through concierges at hotels and published annually by the San Diego Union Tribune.</p> <p>The ad is on the inside cover and is intended to drive traffic to merchants and get a ROI for our merchants who contributed to help underwrite the page.</p> <p>The plan is to also coop advertise with merchants on the LJVMA banner program.</p> <p>d. Events and Experiences –</p> <ul style="list-style-type: none"> • Postponing July 11 Enjoya La Jolla After Party to better plan and promote. Table to Strategic Plan Modification. • Signature Event – Tabled to Strategic Plan Modification 	Information	Wright
		Information	Rudick

10.	<p>Design/Construction</p> <p>Construction Updates and Requests</p> <p>A. Level 10 / LJM CAS Level 10 representatives presented on the LJ Museum of Contemporary Art. Construction has started and 3500 sf expansion and 35-40K sf renovation. Underground parking will be provided for employees and an open patio will face the west side. It will be a landmark project that everyone will be proud of.</p> <p>Murphy moved that Rudick be given authority to work with the developers to advance.</p> <p>B. CROWN CASTLE FIBER</p> <p>Crown Castle Fiber's representatives spoke about pending projects. They are the largest provider of fiber in the country. They just finished adding fiber along Prospect St. The goal is to get out in front of. They provide high capacity secure fiber optic networks. They notify residents of night work at least four days in advance</p> <p>They do aerial and underground fiber. They build the fiber.</p> <p>Murphy explained that Construction Requests come in and Rudick directs them to talk to the merchants in the area. That's always the first step and vetted. The City will direct applicants to the LJVMA before they grant them a permit.</p> <p>Rudick offered to post documents and construction updates on our website.</p> <p>Williams moved to approve that Rudick be given authority to work with contractor to keep projects moving efficiently when time is not allowed for full board approval.</p> <p>C. Banner Purchase Approval –</p> <ol style="list-style-type: none"> Add Single Banners on Girard - \$2382 if budget allows with marketing committee input regarding design. BOD will see design options at next month's meeting. MAD Committee Chair has been informed of the banner updates. Need to update banners to reflect new logo and new feel. Cost is approximately \$7000. Kelly Murry is working on Co-op program to sell banner space (5% as allowed) to sponsors/merchants/etc. Move to Strategic Planning. 	Action Action	Murphy – moved Schenk – seconded Unanimous Williams - moved Max – seconded Bellavia - opposed
11.	<p>Strategic Plan Modification Meeting (6 Month Check-in)</p> <p>a. Events/Experiences</p> <ol style="list-style-type: none"> Signature Event? – Reach out to promoter Revenue Generating Event? – Enjoya La Jolla After Party, Spirit Stroll in October <p>b. Promotion/Marketing – Develop Strategic Co-op program for merchants, Tourism, Regional/Local; Partnership with Open Aire</p> <p>c. Design/Beautification – MAD Update, Co-op Banner Program allow merchants to sponsor banner(s)</p> <p>d. Economic and Merchant Development – Merchant one-on-one coaching, Help merchants attract high-quality staff: Job Fair, "Work in the Village" page website</p> <p>Murphy highlighted some of the proposed modifications (see attachment): Economic Development: actively connect with adjacent neighboring communities: Bird Rock and La Jolla Shores.</p> <p>Another goal is to develop sales strategy to attract sponsors and advertisers and Rudick's team will work on that.</p>	Workshop	Rudick

	<p>Under Merchant Development, one on one coaching sessions will be added and helping merchants recruit quality staff with job postings on the website</p> <p>Design and Ambiance: design and order new street banners Promotion: monetize Enjoya La Jolla with a revenue generating element</p> <p>Murphy and Rudick announced that the plan is to review the modifications and the board will vote on the additions next month.</p>		
12.	<p>Adjourn Meeting - Next Meeting July 10, 2019 3:00 PM Riford Library. Strategic Plan Modification</p>	Action	Murphy adjourned the meeting at 4:15



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)
<i>BIG IDEAS</i>				
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 Most Beautiful Place in San Diego County
<ul style="list-style-type: none"> ✓ Develop Associate Member Category ☐ Actively Promote Associate Membership to Neighboring Businesses (Bird Rock and La Jolla Shores) ☐ 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 ☐ Develop Sales strategy to attract sponsors and advertisers. ☐ Create Shop Local Discount Program ✓ Create Key Messaging (Elevator Speech – See Marketing and Publicity) “More than just a pretty place.” 	<ul style="list-style-type: none"> ✓ Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village ✓ 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"> ○ One on one Coaching Sessions ☐ Help merchants recruit and hire quality staff. (Job Fair, Job listings on website) 	<ul style="list-style-type: none"> ✓ Align with Maintenance Assessment District to insure LJVMA needs are being addressed ✓ Maintain and upgrade design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program) ✓ Lighting improvements not covered by MAD ☐ Storefront Improvement – Small Business Development Grants ✓ Experiential events (See Event and Experiences Committee) ☐ Design and order new street banners for self-promotion. Offset costs by allowing merchant sponsorship. ☐ Communicate and better control consistency for PROW Access (See Organization) 	<ul style="list-style-type: none"> ✓ Monthly Event (First Friday/La Jolla After Dark) ✓ Monetize Enjoya La Jolla and/or Develop Revenue Generating Component ☐ 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. Concours, Art and Wine Festival, Taste of La Jolla, Open Aire Market) ✓ 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 ✓ Complete high-level marketing research project ✓ Correct misconceptions (parking, haughtiness) ✓ Support all other initiatives (events, experiences, local’s engagement, etc.)

