



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

JULY 13 MEETING MINUTES

10 July 2019

Meeting called to order at 3:00 PM at the La Jolla Riford Library | 7555 Draper Avenue, La Jolla, CA 92037

Board Members in attendance: Gabriela Guevara, Frank Bellavia, Michael Dorvillier, Lauren Johnston, Robert Mackey, Kelli Metcalf, Brett Murphy, Don Parks, Benoit Roux, Max Shenk, Tammy Tillack, Kipp Williams, and Julie Wright

Absent: Gerhard Bendl, Jessica Wiley

Call to Order - Monthly Board Meeting Murphy called the meeting to order at 3 p.m.	Action	Brett Murphy, President
Roll Call Wright confirmed directors' present	Action	Julie Wright, Secretary
Approval of Minutes Wright asked for approval of the June board meeting minutes	Action	Wright Murphy moved/Don Parks seconded
Non-Agenda Public Comments Julie Alexandria – She is producing a new show on local CBS affiliate, “This is SD.” It’s a show about local, independent San Diego businesses. They interview founders, staff and/or managers and each show will air in the fall on CBS. The first season is airing now. Merchants who participate retain the footage and can use it for other purposes. Contact Julie.Alexandria@gmail.com for more. Jason Weisz with Toni Atkins office - Distributed The Toni Times bulletin. State budget passed. Education, climate change, wild fire prevention, homelessness were priority areas for funding. Reach her office at 619-645-3133. Weisz honored La Jolla Sports Club and owners Brett Murphy and Cura Murphy on behalf of Sen. Atkins. Emily Wier from Sup. Nathan Fletcher’s office. This was her first meeting and she looks forward to attending future board meetings and being a resource to La Jolla’s merchants. Child welfare, mental health, substance abuse and homelessness are priorities for the office. The new manager of the Enhance La Jolla Maintenance Assessment District introduced himself. The M.A.D. will begin contracting vendors next week and implementing vendor contracts effective Oct 1. It’s a part time position. Will use the process as a catalyst to get people engaged. For more information, see the M.A.D. website: www.enhancelajolla.com Jodi Rudick reminded merchants that the City’s Get It Done app is still the best way to notify the City of any issues requiring correction.	Information	Murphy
Financial Report • June Financials	Action	Murphy

<p>June Financials were reviewed and approved by a vote of the board. Total income was \$235,763 with \$17,991 in net income for the year. Murphy reported that the financials looked great.</p> <ul style="list-style-type: none"> BID Budgets/Management Contract Update <p>The contract has been signed and the City has notified LJVMA that all documents have been received and July income has been allocated from the City's BID budget.</p> <p>The LJVMA interns are helping businesses in the district understand compliance and the resources that are available to them. Thus far, 40 businesses have been discovered who are not on the BID list for varying reasons.</p> <ul style="list-style-type: none"> Michael Dorvillier updated the board on the Concours partnership for 2019 including a \$5,000 contribution to the LJVMA. 	<p>Information</p>	<p>Robert Mackey moved/Wright seconded</p> <p>Jodi Rudick, Executive Director</p>
<p>Organizational Excellence</p> <p>A. Strategic Plan Modification Approval</p> <p>The modified plan is posted on the LJVMA website</p> <p>B. Association Membership Approval (if any)</p> <p>The board reviewed two applications:</p> <p>Riffs Yoga Studios, Bird Rock owned by Steve Hart</p> <p>The Shoal La Jolla Beach, a Windandsea business (refurbished hotel)</p> <p>C. Board of Directors Update</p> <p>a. Swearing-In of Lauren Johnston</p> <p>Secretary Julie Wright swore in new Director Lauren Johnston.</p> <p>b. Election Process and Adoption of Timeline (attached)</p> <p>i. Recap of Nominations and Eligibility</p> <p>ii. Adoption of Timeline as required in by-laws</p> <p>D. Coastal Access and Parking Management – Request program management to return to LJVMA. Budget to be separate from LJVMA budget and funded from LJCAP funds. No direct financial impact to LJVMA.</p> <p>Robert Mackey provided an update on recent developments and options. Rudick described testing a short term shuttle program focused on better mobility solutions for in and around the Village.</p> <p>Murphy recommended that the board take back the program's fiscal management for various reasons. Rudick encouraged any merchant with questions to reach out to her directly and that the LJVMA is writing an RFP for a Village shuttle.</p>	<p>Action</p> <p>Murphy</p> <p>Murphy moved / Wright seconded</p> <p>Action</p> <p>Rudick</p> <p>Moved by Mackey / Seconded by Murphy</p> <p>Moved by Wright / seconded by Mackey</p> <p>Action</p> <p>Wright</p> <p>Action</p> <p>Rudick Murphy/Rudick</p> <p>Moved by Max Schenk / seconded by Murphy</p> <p>Action</p> <p>Murphy/Rudick</p> <p>Moved by Murphy / seconded by Michael Dorvillier</p>	<p>Murphy</p> <p>Murphy moved / Wright seconded</p> <p>Rudick</p> <p>Moved by Mackey / Seconded by Murphy</p> <p>Moved by Wright / seconded by Mackey</p> <p>Wright</p> <p>Rudick Murphy/Rudick</p> <p>Moved by Max Schenk / seconded by Murphy</p> <p>Murphy/Rudick</p> <p>Moved by Murphy / seconded by Michael Dorvillier</p>
<p>Economic Vitality and Merchant Development Report</p> <p>E. Summer Open Office Hours Continue – Merchant are invited to schedule a one-on-one appointment with experts on various topics.</p>	<p>Information</p>	<p>Rudick</p>

<p>F. La Jollalty Card – Locals Incentive Program – Informational meetings scheduled for July 16 at 8:30 AM and July 24 at 6:00 PM. Any and all merchants interested or curious are encouraged to attend, particularly any merchant who primarily does business with locals in the Village like health clubs, dentists, etc.</p> <p>G. Hospitality Group Forming – First meeting to take place on July 30 at 8:30 AM at Empress Hotel. All Hotels, restaurants and tour companies invited to attend and develop strategic plan. Focus will be on collaborations, publicity and co-op marketing. San Diego Tourism Authority is helping as well.</p> <p>H. Sponsorship Opportunities- Rate card overview.</p>		
<p>Promotions</p> <p>A. Enjoya La Jolla – Celebrates Summer – Please volunteer if not working a retail location. CAVU and Vons will be providing sliders to give away, yoga at La Jolla Sports Club, Sips of Summer Ale Tasting at CAVU as well. The activities are centered in the south village, a.k.a. “SoVill.” Murphy reminded the board that the event really needs volunteer.</p> <p>Have 400 preregistered for the July Enjoya La Jolla.</p> <p>B. October – Enjoya La Jolla Celebrates La Jolla Art and Wine Festival October 12 – 13. No stand-alone Enjoya La Jolla but rather, will partner with LJAWF. Workshop will be held to educate merchants about opportunities offered by the Festival. LJVMA will be given a booth at the event. All available board members will be asked to work a few hours at the booth on one or both days. 9 AM to 6 PM.</p> <p>LJVMA will be outreaching to the merchants to develop a sidewalk sale along Girard making use of and activate the PROW.</p> <p>C. Promotions Committee Report Committee Chair Julie Wright highlighted upcoming events in the Village / Cove and recapped other items not already discussed.</p> <ul style="list-style-type: none"> ▪ September 8 – La Jolla Open Water Swim ▪ October 28 – Taste of La Jolla ▪ October 31 – Pillage the Village <ul style="list-style-type: none"> • Budget Modification 2018-19 - • Sponsorship Program – Web banner, Street banners, Event sponsorship (rate card) • Co-op Advertising 	<p>Information</p> <p>Information</p> <p>Information</p>	<p>Murphy</p> <p>Murphy</p> <p>Wright</p>
<p>Design/Construction Construction Updates and Requests (if submitted)</p>	<p>Action</p>	<p>Rudick</p>
<p>Adjourn Meeting – Adjourned at 4:03 p.m.</p> <p>Next Meeting August 8, 2019 3:00 PM Riford Library. Strategic Plan Modification</p>	<p>Action</p>	<p>Murphy</p>



2019 Strategic Plan Initiatives (June 2019 Update)

1. ORGANIZATIONAL EXCELLENCE	2. ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3. DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
BIG IDEAS				
<p style="text-align: center;">Generate New Revenue Streams</p> <ul style="list-style-type: none"> ✓ Develop Associate Member Category <input type="checkbox"/> Actively Promote Associate Membership to Neighboring Businesses (Bird Rock and La Jolla Shores) <input 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"/> Develop Sales strategy to attract sponsors and advertisers. <input type="checkbox"/> Create Shop Local Discount Program ✓ Create Key Messaging (Elevator Speech – See Marketing and Publicity) “More than just a pretty place.” 	<p style="text-align: center;">Ease of Access Parking Program Merchant Education & Communication</p> <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 ○ One on one Coaching Sessions <input type="checkbox"/> Help merchants recruit and hire quality staff. (Job Fair, Job listings on website) 	<p style="text-align: center;">Support, Assist & Align with MAD Connect Storeowners to City Resources</p> <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 <input type="checkbox"/> Storefront Improvement – Small Business Development Grants ✓ Experiential events (See Event and Experiences Committee) <input type="checkbox"/> Design and order new street banners for self-promotion. Offset costs by allowing merchant sponsorship. <input type="checkbox"/> Communicate and better control consistency for PROW Access (See Organization) 	<p style="text-align: center;">Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</p> <ul style="list-style-type: none"> ✓ Monthly Event (First Friday/La Jolla After Dark) <input type="checkbox"/> 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.) 	<p style="text-align: center;">Brand La Jolla as Cultural Arts Hub More than Just a Pretty Place</p> <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.)

New items added

To be developed

Key

Completed/Phase Completed



Nomination of Board of Directors

July 2019

To: Members of the La Jolla Village Merchants Association
From: La Jolla Village Merchants Association (LJVMA)
Re: Nominations for Board of Directors

The La Jolla Village Merchants Association is a thriving organization and, each year its members are encouraged to run for election as members of the Board of Directors. Nominations are being solicited to fill open seats on the Board for a two-year term. Currently there are several open seats. Directors are elected by those paying the La Jolla BID assessment. If you are interested in improving your business community by serving on the LJVMA Board of Directors, please complete the enclosed Self Nomination form. All business owners or their representatives are eligible to run, provided the business has paid the annual assessment to the La Jolla BID.

Election Timeline and Deadlines

Friday July 26, 2019 - Date of Record to Self-Nominate. *(In order to be considered for a board position candidate must have an active City of San Diego Business Tax Certificate within the La Jolla BID and assessments must be current by this date.)*

Friday, September 13 - Self Nomination Form must be received by 3:00 p.m. via:

1. US Postal Service, 7590 Fay Avenue, Suite 404, La Jolla, CA 92037 or
2. Hand Deliver to LJVMA office at 7590 Fay Avenue, Suite 404.

Deadline strictly enforced. **Self-nomination forms will not be accepted after the 3:00 p.m. deadline.**

Monday, September 23 **Date of Record to Vote**, La Jolla BID Assessment must be paid by this date to be eligible to vote in this year's election.

Wednesday, October 2 - Secret Ballots will be cast **in person** at the office of **La Jolla Village Merchants Association, 7590 Fay Avenue, Suite 404, La Jolla, between the hours of 8:00 a.m. and 6:00 p.m.** Proof of registration will be needed to receive ballot; you must have a **copy of your active City of San Diego Business Tax License and number**. One vote per business/business management representative. No proxy, mailed, faxed or emailed ballots are accepted. Deadline strictly enforced. **No ballots will be accepted after the 6:00 p.m. deadline.**

Wednesday, October 9 - Ballots Publicly Opened and Counted at 3:00 p.m. at the LJVMA Annual Meeting/Board Meeting at the La Jolla Riford Library, 7555 Draper Avenue, La Jolla.

The Inspector of Elections will review the nomination forms to ensure that the nominee's business has paid the La Jolla BID assessment, and that the nominee is either (a) the owner/owner's agent of the business, or (b) the owner's/owner's agent's authorized candidate.

In addition to this mailer, Self-Nomination Forms are available on the La Jolla Village Merchants Association website at www.LaJollabytheSea.com. Feel free to contact any Board Member, or, contact Jodi Rudick, Executive Director at 858-230-2725 or jodi@lajollabythesea.com. We look forward to your involvement.

Sincerely,

Jodi L. Rudick

Jodi L. Rudick, Executive Director
La Jolla Village Merchants Association

Enclosure