



# MONTHLY BOARD MEETING

10 July 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) <ul style="list-style-type: none"> <li>• Upcoming Events</li> <li>• Updates from Community/Political Leaders</li> <li>• New Business Introductions</li> <li>• All other public comments</li> </ul>	Information	Murphy
6.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>• July Financials</li> <li>• Audit Update</li> <li>• BID Budgets/Management Contract Update</li> </ul>	Action Information	Murphy Jodi Rudick, Executive Director
7.	<b>Organizational Excellence</b> <p><b>A. Association Membership Approval (if any)</b></p> <p><b>B. Board of Directors Update</b></p> <p>a. Board Vacancy – Frank Bellavia is no longer with Merrill Lynch leaving a vacancy. Merrill Lynch’s new Delegate, Melanie Snook, has submitted a self-nomination to take Frank’s place.</p> <p><b>b. Election Process and Update</b></p> <p>i. All eligible merchants were postal mailed Self Nomination and Election Instructions.</p> <p><b>ii. Self-Nomination Forms due by September 11.</b> <b>There will be 6 open seats</b></p> <p>iii. Michael has reached term limit. Can reapply after a one-year hiatus.</p> <p>iv. Current Board Members who have completed the 2<sup>nd</sup> year of their two-year term and need to reapply: <ol style="list-style-type: none"> <li>1. Gerhard Bendl</li> <li>2. Brett Murphy</li> <li>3. Don Parks</li> <li>4. Lauren Johnston</li> <li>5. (Frank Bellavia replacement)</li> </ol> </p> <p>v. Board members whose will continue as they are completing the 1<sup>st</sup> year of their two-year term (no application required) <ol style="list-style-type: none"> <li>1. Kelli Metcalf</li> <li>2. Julie Wright</li> <li>3. Gaby Guevara</li> <li>4. Robert Mackey</li> <li>5. Benoit Roux</li> <li>6. Max Shenk</li> <li>7. Tammy Tillack</li> <li>8. Jessica Wiley</li> <li>9. Kipp Williams</li> </ol> </p> <p>vi. Candidate Forum Date – September 11, to take place during our regular Board Meeting.</p>	Action  Action  Information	Rudick  Murphy  Rudick

vii. October 9 Annual Meeting and Election			
8.	<p><b>Economic Vitality and Merchant Development Report</b></p> <p>C. <b>Summer Open Office Hours Continue</b> – Merchant are invited to schedule a one-on-one appointment with experts on various topics.</p> <p>D. <b>La Jollalty Card</b> – Locals Incentive Program Update and Demo – Two meetings held; merchants very enthusiastic. Platform is being built; merchant profiles have begun to be input. Grand Launch Art and Wine Festival.</p> <p>E. <b>Hospitality Group Update</b> – First meeting took 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.</p> <p>F. <b>Sponsorship Opportunities</b>- Update</p>	Information	Rudick
9.	<p><b>Promotions</b></p> <p>A. <b>Enjoya La Jolla</b> – Celebrates Summer – Please volunteer if not working a retail location.</p> <p>B. <b>October Street Closure Request</b> - La Jolla Art and Wine Festival requests Letter of Support for Street Closures. Merchants will be encouraged to increase their “footprint” for the weekend taking advantage of the Sidewalk. (See item 9c)</p> <p>C. <b>Board Member Volunteer Request</b> - 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. Merchants will be encouraged to extend onto the PROW/Sidewalk (ie: lounge, sidewalk sale, tasting samples, beverages, refreshment station, doggy day care, carnival-style game (wheel of fortune), children’s activity, hands on craft – something to attract visitors to their store/restaurant.</p> <p>D. <b>Enjoya La Jolla November</b> – Celebrates Service. Working on partnership with USO/military service organizations. Looking into music provided by military veterans, groups. <b>Laurie Durisoe</b>, former board member is assisting with entertainment and collaborations.</p>	Information Action Information	Murphy Murphy Wright
10.	<p><b>Design/Construction</b></p> <p><b>Construction Updates and Requests (if submitted)</b></p> <p><b>MAD Approved by City Council</b> – Update from new Executive Director, John Unbewust</p>	Action Information	Rudick John Unbewust
11.	<p><b>Adjourn Meeting</b> - Next Meeting September 11, 2019   3:00 PM   Riford Library. Candidate Forum</p>	Action	Murphy



## 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;"><b>Generate New Revenue Streams</b></p> <ul style="list-style-type: none"> <li>✓ Develop <b>Associate Member</b> Category</li> <li><input type="checkbox"/> <b>Actively Promote Associate Membership to Neighboring Businesses (Bird Rock and La Jolla Shores)</b></li> <li><input type="checkbox"/> <b>Re-vamp PROW Access program for consistency in billing and design.</b></li> <li>✓ <b>Recruit Student Interns/Volunteers</b></li> <li>✓ <b>Apply for Community Enhancement Grant</b></li> <li>✓ <b>Develop Media Kit/Rate Card</b></li> <li><input type="checkbox"/> <b>Develop Sales strategy to attract sponsors and advertisers.</b></li> <li><input type="checkbox"/> <b>Create Shop Local Discount Program</b></li> <li>✓ <b>Create Key Messaging (Elevator Speech – See Marketing and Publicity) “More than just a pretty place.”</b></li> </ul>	<p style="text-align: center;"><b>Ease of Access Parking Program Merchant Education &amp; Communication</b></p> <ul style="list-style-type: none"> <li>✓ <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>✓ <b>Merchant Development</b> <ul style="list-style-type: none"> <li>○ Education Workshops</li> <li>○ <b>Mentorship via Block Captains</b></li> <li>○ Increase and promote merchant Resources on Website</li> <li>○ <b>One on one Coaching Sessions</b></li> <li><input type="checkbox"/> <b>Help merchants recruit and hire quality staff. (Job Fair, Job listings on website)</b></li> </ul> </li> </ul>	<p style="text-align: center;"><b>Support, Assist &amp; Align with MAD Connect Storeowners to City Resources</b></p> <ul style="list-style-type: none"> <li>✓ <b>Align with Maintenance Assessment District</b> to insure LJVMA needs are being addressed</li> <li>✓ <b>Maintain and upgrade design amenities</b> that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program)</li> <li>✓ <b>Lighting improvements</b> not covered by MAD</li> <li><input type="checkbox"/> <b>Storefront Improvement – Small Business Development Grants</b></li> <li>✓ <b>Experiential events (See Event and Experiences Committee)</b></li> <li><input type="checkbox"/> <b>Design and order new street banners for self-promotion. Offset costs by allowing merchant sponsorship.</b></li> <li><input type="checkbox"/> <b>Communicate and better control consistency for PROW Access (See Organization)</b></li> </ul>	<p style="text-align: center;"><b>Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</b></p> <ul style="list-style-type: none"> <li>✓ <b>Monthly Event (First Friday/La Jolla After Dark)</b></li> <li><input type="checkbox"/> <b>Monetize Enjoya La Jolla and/or Develop Revenue Generating Component</b></li> <li>✓ <b>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)</b></li> <li>✓ <b>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.)</b></li> </ul>	<p style="text-align: center;"><b>Brand La Jolla as Cultural Arts Hub More than Just a Pretty Place</b></p> <ul style="list-style-type: none"> <li>✓ Write <b>marketing/media plan</b></li> <li>✓ <b>Complete high-level marketing research project</b></li> <li>✓ <b>Correct misconceptions (parking, haughtiness)</b></li> <li>✓ <b>Support all other initiatives (events, experiences, local’s engagement, etc.)</b></li> </ul>

New items added

To be developed

Key

Completed/Phase Completed