

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY BOARD MEETING

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8 August 2019 / 3:00 PM

La Jolla Riford Library

7555 Draper Avenue, La Jolla, CA 92037

# AGENDA1

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|  | Set-up Venue / Sign-inPlease silence cell phones |  * Visitor sign-in sheet - please make sure to sign-in |  |  |
|  | Call to Order - Monthly Board Meeting | Action | Brett Murphy, President |
|  | Roll Call – Present: Frank Bellavia, Lauren Johnston, Kelli Metcalf, Brett Murphy, Don Parks, Benoit Roux, Tammy Tillack, Jessica Wiley (acting Secretary), Kipp Williams. Absent: Gaby Guevara, Michael Dorvillier, Robert Mackey, Max Shenk, Julie Wright. | Action | Jessica Wiley |
|  | Approval of Minutes | Action  Don - Motion  Tammy – second  Unanimous  Jessica – abstained | Wiley |
|  | Non-Agenda Public Comments (limited to three minutes)  * Upcoming Events * Updates from Community/Political Leaders * New Business Introductions * All other public comments   La Jolla Cove Swim   * Judy Halter * Sept 8th 2019 * Looking for sponsorship for banner and shirts   Kelly Vanerveen and Khaled (Revive Rejuvenation Center and Wellness Pharmacy   * New business in La Jolla Wellness pharmacy with medical spa * Looking for information on how to be get involved in the community * Jodi advised to go to lajollabythesea.com   Brian Gaeta – Lifetime Fitness   * 143 resort athletic clubs around the nation * New to La Jolla * Looking to be a part of the community and provide support   Mauricio Medina– Barbara Bry’s Office   * On recess for August * Sidewalk vending ordinance – 2018 Governor Brown, 946 street vendors allowed. Give cities right to limit or restrict. Presentation available via Mauricio. LJVMA recommendations for Girard and Prospect off limits. Jodi will continue communication with office. Place on agenda for Sept. * Scripps park construction – completion expected in 441 days * Torrey Pines Road – surprise shut down by public works. Wrapped up by end of day tomorrow. * Mauricio will be absent next week. Jodi requested for Vicki to be at meeting   John Unbewust - Manager with the Maintenance Improvement District   * RFPs are posted on the Enhance La Jolla Website. October 1st vendors will be on streets to address 3 areas of improvement * Jodi asked for standing meeting date – Library Sept 19th Thursday 4pm. Once per quarter | Information | Murphy |
|  | Financial Report July Financials   * See report  Audit Update  * Looking to help keep businesses legal * Increase revenue by business tax certificate – looking to help get these businesses involved and supported   BID Budgets/Management Contract Update   * Business improvement limited – Complete and comprehensive audit completed by Katharine Dockman, Intern. City Treasurer thanked Katharine on behalf of LJVMA for researching over 200 out of compliance businesses. Focus is on supplementing BID income with alternative revenue streams as outlined in our strategic plan. Focus on selling street and web banners. | Action  Don – motion  Kipp – second  Unanimous  Information | Murphy  Jodi Rudick, Executive Director |
|  | Organizational Excellence  1. **Association Membership Approval (if any)**   Jonathan Schwartz – Partner in Aging – Senior Services   1. Board of Directors Update    1. Board Vacancy – Frank Bellavia is no longer with Merrill Lynch leaving a vacancy. Merrill Lynch’s new Delegate, Melissa Snook, has submitted a self-nomination to take Frank’s place. Frank was thanked for his time and commitment to the association.    2. **Election Process and Update**       1. All eligible merchants were postal mailed Self Nomination and Election Instructions.  * Received 2 nominations already   + 1. Self-Nomination Forms due by September 11. There will be 6 open seats     2. Michael has reached term limit. Can reapply after a one-year hiatus.     3. Current Board Members who have completed the 2nd year of their two-year term and need to reapply:        1. Gerhard Bendl        2. Brett Murphy        3. Don Parks        4. Lauren Johnston        5. (Frank Bellavia replacement)     4. Board members whose will continue as they are completing the 1st year of their two-year term (no application required)        1. Kelli Metcalf        2. Julie Wright        3. Gaby Guevara        4. Robert Mackey        5. Benoit Roux        6. Max Shenk        7. Tammy Tillack        8. Jessica Wiley        9. Kipp Williams     5. Candidate Forum Date – September 11, to take place during our regular Board Meeting.     6. October 9 Annual Meeting and Election | Action  Kipp – motion  Brett – second  Unanimous  Action  Frank – motion  Brett – second  Unanimous  Information | Rudick  Murphy  Rudick |
|  | Economic Vitality and Merchant Development Report  1. **Summer Open Office Hours Continue –** Merchant are invited to schedule a one-on-one appointment with experts on various topics. 2. **La Jollalty Card –** 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.  * Partnering with La Jolla High School. Students will sell as a fundraiser. * Merchants will provide special offer for card. * Physical show and save card - No fee to be part of the first phase of the card. Online/mobile app in future. * Merchants will receive decals for door. * Program to start in 8 weeks  1. **Hospitality Group Update –** 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.  * **Morgan:** social media export – empress meeting with hotels in the village put together staycation bundles to be promoted to guests. Outdoorsy, romantic, other themes – ask merchants involved to provide discounts. – promote La Jolla as a staycation destination, market as sunset happy hour and friendliest place to shop. Tourism authority assisting  1. **Sponsorship Opportunities-** Update  * **Application in from Life Time Fitness –** LJVMA looking to upgrade banner program. Lifetime Fitness as offered to support funding for p banner printing, display, and instillation for 3 years and 2 months. New banners to go up in September. |  | Rudick |
|  | Promotions  1. ***Enjoya La Jolla –*** *Celebrates Summer – Please volunteer if not* working a retail location.  * Looking for volunteers. Sept 14th last Celebrate Summer Series  1. **October Street Closure Request -** 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)  * **Laurel McFarlane–** McFarlane Promotions – All merchants along the festival route have been notified. Approved by traffic and transportation. Special event permit requesting letter of support. Murphy – asked for information on demographics. People from all over San Diego, 20,000 people per day during the weekend.  1. **Board Member Volunteer Request -** 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.  * **Asking for volunteers –** allowed to wear company info.   **Offered booth at farmers marketing every weekend –** option but need volunteers   1. **Enjoya La Jolla November –** Celebrates Service. Working on partnership with USO/military service organizations. Looking into music provided by military veterans, groups.  * **Laurnie Durisoe,** former board member is assisting with entertainment and collaborations. Veterans Day weekend – reaching out to the military. Still looking for volunteers | Information  Action  Brett – motion  Lauren – second  Unanimous  Information | Murphy  Murphy  Rudick |
|  | Design/Construction **Construction Updates and Requests (if submitted)**  **MAD Approved by City Council –** Update from new Executive Director, John Unbewust  (see open comments section) | Action  NO ACTION  Information | Rudick  John Unbewust |
|  | Adjourn Meeting - Next Meeting September 11, 2019 | 3:00 PM | Riford Library. Candidate Forum | Action | Murphy |

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**2019 Strategic Plan Initiatives (June 2019 Update)**

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| 1. **ORGANIZATIONAL EXCELLENCE** | 1. **ECONOMIC VITALITY & MERCHANT DEVELOPMENT** | 1. **DESIGN AND AMBIENCE** | **4a. PROMOTION**  **(Events and Experiences)** | **4b. PROMOTION**  **(Marketing & Publicity)** |
| **B I G I D E A S** | | | | | |
| **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~~ More than Just a Pretty Place** |
| * 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.” | * **Park La Jolla** – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village * **Merchant Development** * Education Workshops * Mentorship via Block Captains * Increase and promote merchant Resources on Website * One on one Coaching Sessions * Help merchants recruit and hire quality staff. (Job Fair, Job listings on website | * **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)~~ | * **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.) | * Write **marketing**/media **plan** * Complete high-level marketing research project * **Correct** misconceptions (parking, haughtiness) * **Support** all other initiatives (events, experiences, local’s engagement, etc.) |

**Key**

New items added To be developed Completed/Phase Completed