

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY BOARD MINUTES



10 September 2019 / 3:00 PM

La Jolla Riford Library

7555 Draper Avenue, La Jolla, CA 92037

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| Call to Order - Monthly Board Meeting* Murphy called meeting to order at 3:05 p.m.
 | Action | Brett Murphy, President |
| Roll Call * Wright took roll call
* Present: Melissa Snook, Lauren Johnston, Brett Murphy, Tammy Tillack, Jessica Wiley,Gaby Guevara, Michael Dorvillier, Max Shenk
* Absent: Gerhard Bendl, Kelli Metcalf, Don Parks, Benoit Roux, Kipp Williams, Robert Mackey
 | Action | Julie Wright, Secretary |
| Approval of Minutes | Action Moved Brett Murphy, 2nd Lauren JohnstonAbstains: Julie Wright, Gabby Guevara, Michael Dorvillier | Wright |
| Non-Agenda Public Comments (limited to three minutes)* Upcoming Events
	+ Bike racks are ready for deployment
* Updates from Community/Political Leaders
	+ Sen Toni Atkins rep reported all legislation will pass by midnight, AB5 clarifying independent contractors vs employees was passed, SB1 environmental air quality bill is being advanced by Sen Atkins, Calif now has free tuition at community college for first-time students and is otherwise at $50 / unit
	+ Lily Zhou Candidate for District 1
	+ Morgan King, host of La Jolla Local podcast, invited locals to share stories and experiences with lessons on her podcast
	+ Sherry Savage from La Jolla Rotary shared that the focus is on women’s, children’s and community health and invited people to attend a Luau event at the La Jolla Shores hotel and support the event with donations, contributions or tickets
	+ Nina, intern working on Enjoya La Jolla and Ashley, intern, on the La Jollalty card introduced themselves
 | Information | Murphy |
| Financial Report* August Financials
	+ End of Aug: $74K in bank, $208 negative income was from spending some

Audit Update* + Rudick presented that the Audit Report is on track and should be ready for review and approval next meeting
 | ActionWright moved/ Wiley secondedUnanimousInformation | MurphyJodi Rudick, Executive Director |
| Design/Construction* **Construction Updates and Requests (if submitted)**

No requests* **Presentation** from new Executive Director, John Unbewust

District Manager for La Jolla Maintenance Assessment District on “Creating a Groundswell of Support for Enhance LJ”. Meets next Thursday at 4 p.m. and all are weolcome. Plan to review and approved vendor contracts and be up and running Oct. 1. One contract is for powerwashing sidewalks annually at night, another is for trash pickup to supplement City service on weekends (two add’l per week) plus daily litter control, and third is for landscape maintenance with focus in the high traffic areas like Prospect and Girard. Challenges are getting additional support for the MAD activities. LJVMA was asked to make the “first contact” and outreach to business owners and tenants to notify them of the MAD’s activities and elicit their support. Unbewust will then follow up and share the schedule and activities plus ask for their continued and/or additional support.The MAD also needs to prioritize because of the backlog awaiting them and will focus on the most visible impacts first.The MAD’s contract will not address privately owned planter boxes so the MAD will encourage the owners to address them directly. They’d like to water hanging baskets more frequently but need merchants to help by watering where and when they can and also sweep the sidewalks weekly in front of their location. Rudick added that the LJVMA has a seat on the Enhance La Jolla board and the Enhance La Jolla board manages the MAD.The annual budget is $530,000 based on property tax assessments. | ActionInformation | RudickJohn Unbewust |
| Organizational Excellence 1. **Association Membership Approval (if any)**

GetAround – a new type of carsharing provider ($360 / year)Revive Rejuvenation – located on Draper so outside of the LJVMA district; an aesthetic practice doing skincare and hormone therapyNewport Landing Whale Watching – located in Newport Beach, our mission is bringing business to LJ but we have no whalewatching business here; Rudick will contact the business owner to learn moreREBA – Real Estate Brokers Association, a partner of LJVMA and on Pillage the Village; LJVMA can adjust membership fees based on partnerships; REBA members would therefore get a discounted association membership; brokers are independent contractors; the proposal was to offer half-price associate memberships at $60 (500 members); LJVMA would present to REBA board with a clear understanding of value1. Board of Directors Update
	1. **Election Process and Update**
		1. All eligible merchants were postal mailed Self Nomination and Election Instructions.
		2. Self-Nomination Forms were due today at noon. There will be 6 open seats.

Rudick reported that LJVMA has received more self-nominations than in any election in recent memory.* + 1. Incumbent Board Members who have completed the 2nd year of their two-year term and need to reapply:
			1. Gerhard Bendl – has elected not to re-run.
			2. Brett Murphy – Self nomination form received.
			3. Don Parks -
			4. Lauren Johnston – Self Nomination Form Received
			5. Melissa Snook – Self Nomination Form Received
		2. 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
		3. **Candidate Forum –** Each Candidate will have one minute to speak about qualifications, goals as it pertains to LJVMA.

There are 6 open positions and 12 candidates have submitted:Lauren Johnston – Interim board member, a program manager for a health and wellness firm in the village with experience in nonprofit boards, budgets and facilitating community projects through events and policy; interested in sustaining businesses and has enjoyed being on the LJVMA marketing task force.Brett Murphy – Current board President with 4 years of board services, great relationship with Jodi Rudick and excited about the strategic plan, owns La Jolla Sports Club and SanDiego.com, has enjoyed being in the role and looks forward to continuing the process.Don Parks –*Rudick presented:* With UT Community Press and is passionate about supporting small business, has 30 years experience with media sales, he’d like to continue to be part of exciting changes in the Village, he’s vice-President of the Executive Board this year. Melissa Snook – Merrill Lynch, La Jolla native and UCSD alum, lives in the Village, attending her first board meeting and looks forward to the strategic planning ahead, she has worked in La Jolla since she was 15 and is excited to see the Village bustling.Natalie Aguirre – Store Manager J McLaughlin Store, 30 year luxury retailer in San Diego and NY, brings knowledge in tourism and retail and thinks that background will be helpful, she’s on the Traffic and Transportation Board, tracks her clients and runs a 50-50 split between locals and tourists.Sima Alefi – A wealth management advisor for LPL Financial, with 22 years of industry experience, two boys in college and relocated five years ago from NorCal where she had been very active in the community, Chamber, Rotary, etc. She described the LJVMA and Jodi as a breath of fresh airAmber Anderson – Sotheby’s realtor for 10 years with a passion for La Jolla where she works and lives, she also sells La Jolla and wants to see businesses succeed, 2018 Realtor of the Year, chaired their Young Professionals group, great advocate for awareness, particiapted with Pillage in the Village and Councours d’Elegance, does a video series called Keeping It LocalMorgan Barnes – Representing Cove House, a new restaurant on Girard, with 15 years of expereince in the hospitality indsutry and has worked for many stores and restaurants locally as well as planned multiple events in the village including Enjoya La Jolla, ribboncuttings and supported marketing task force and hospitality group, she’s excited to keep people coming to La JollaCody Decker – *Rudick presented*: Owner of Deckers Dog and Cat and live nearby on Fay Avenue, young entrepreneur, experience launching other retail businesses.John Hansen – moved to the village 5 yeas ago and has been in San Diego since 1999, has a consumer law practice specialzing in lemon law, located on Fay Avenue, has been a board or committee member for National Association for Consumer Advocates and bar association, has five kids and knows the communityMike Murrell – *Rudick presented:* GM of the Pantai Inn for the past 4 years and represents La Jolla’s hotel industry, passionate about supporting local businesses and improving and promoting the village as a destinationDiana Pickett – *Rudick presented*: LJ resident since 1960, was a member of the town council, lived and worked all over the world, has an MA and PhD in psychology, her practice is located on Fay, she’s raised a family here who have attended all LJ schools* + 1. **October 2** – Secret Ballots will be cast at LJVMA Office from 8:00 AM to 6:00 PM. Interns will be on hand. All ongoing Board members requested to take a shift to help with voting. Please contact Jodi to sign up for a shift.

**Only members of good standing as of Aug. 31 are eligible to vote in this election. LJVMA will provide designated election officials and Robert Mackey will provide golf cart transportation to / from.*** + 1. October 9 - Annual Meeting and Election – Non-partial election official will be on site to open ballots. Swearing in ceremony will be Nov. 13.
 | ActionMoved by Wright, 2nd by Dorvilier, unanimousMoved by Wiley, 2nd by Murphy, unanimousDeferred until next meetingMoved by Murphy, 2nd Dorvilier, unanimousInformation | RudickRudick/Wright |
| Economic Vitality and Merchant Development Report1. **Business4Breakfast** is September 17 starts at 8 a.m. at Sushi on the Rock with program at 8:30 a.m. Thanks to Celeste Johnson for generously hosting and providing continental breakfast. All are encouraged to attend. Topic: Art, Wine and Other Fall Events with featured Speaker, Sherry Ahern, La Jolla’s “Queen of Arts.” Please RSVP if you have not already done so. All Board Members and Candidates are encouraged to attend. Need a few people to arrive early to meet and greet. Check out the LJVMA blog for more.
2. **La Jollalty Card –** Locals Incentive Program Update First Phase Completed; almost 50 Merchants have signed agreement; Website has been updated with La Jollalty Card icons and pages. La Jolla High School Foundation will be test partner for non-profit fundraising distribution. Grand Launch Art and Wine Festival.
3. **Sponsorship Opportunities-** Update has been completed on website. Goal is to sell banner ads on website and/or ad self-promotion banner ads. Will have 24 ad spaces and allow annual contracts.
 | Information | Rudick |
| Promotions1. **Street Banner Update -** New Banners have been installed in the Village. Life Time La Jolla sponsored production, installation and display fees. The wide banners are up for Sept and Oct. But the skinny ones will be up for a two year. There are some poles available and sponsors can be identified on 5% of the banner space.
2. ***Enjoya La Jolla –*** *Celebrates Summer – This Saturday. Changes have been made based on input from both merchants and participants. Rudick will share data next meeting. Intern Nina said they are pushing event attendees to merchants doing incentives and activities and she is reaching out to merchants to get their full participation.*
3. **Enjoya La Jolla November –** Salute to 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.
4. **Enjoya La Jolla December –** Merchants will be challenged to decorate and celebrate the holidays.
5. **Holiday Happenings** – Event and Marketing Committee to develop marketing campaign/calendar will be developed to promote FREE holiday events in La Jolla Village. Girard Holiday Open House (on November 24 will kick off the calendar, other merchant clusters encouraged to collaborate: Ideas include: Ho, Ho, Ho on Ivanhoe | Fa, la, la on Fay | Get Jolly on Girard | Gingerbread on Girard |

**The next board meeting is the last Tuesday, Sept 24 at 4 p.m.** | Information  | Rudick/Wright |
| Adjourn Meeting - Next Meeting September 11, 2019 | 3:00 PM | Riford Library.  | ActionAdjourned at 4:30 | 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