

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

ANNUAL MEETING MONTHLY BOARD MEETING

9 October 2019 / 3:00 PM

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

ANNUAL MEETING AGENDA¹

1.	Set-up Venue / Sign-in		
	Please silence cell phones		
	 Visitor sign-in sheet - please make sure to sign-in 		
2.	Call to Order – Annual Board Meeting		Brett Murphy, President
3.	Roll Call – Establish Quorum – 50 Members Required. Action: Accept	Action	Julie Wright, Secretary
	Quorum or lack thereof		
4.	Approval of 2018 Annual Meeting Minutes – No minutes as quorum	Information	Wright
	was not established. Action:		
5.	Ballots Opened and Counted (Quorum Required) – Action: Confirm	Action	Impartial Election
	sealed ballots and identification of Election Official.		Officials
6.	Adjourn to Monthly Meeting	Action	Brett Murphy

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting	Action	Brett Murphy, President
2.	Roll Call	Action	Julie Wright, Secretary
3.	Approval of September Minutes	Action	Wright
4.	Non-Agenda Public Comments (limited to three minutes) Upcoming Events Updates from Community/Political Leaders New Business Introductions All other public comments	Information	Murphy
5.	Financial Report	Action Action	Murphy Jodi Rudick, Executive Director
6.	Design/Construction	Action Information	Rudick John Unbewust
7.	A. La Jollalty Card – Website has been updated, cards and window decals will be distributed to all merchants. La Jolla High School Foundation will be test partner for non-profit fundraising distribution. Grand Launch Art and Wine Festival. B. Sponsorship Opportunities- Update has been completed on website. Goal is to sell banner ads on website and/or ad self-promotion banner ads.	Information	Rudick

8.	Promotions					
	A. Request from Fitness on Fay Club Crawl to allow PROW access during upcoming event			Murphy		
	В.	Upcoming events	Information	Rudick/Wright		
		 a. Art and Wine Festival – This weekend, October 12 -13 b. Taste of La Jolla – October 21 				
		c. Pillage the Village with Dog-O-Ween (New this year) at Decker's Dog + Cat – October 31				
	C.	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.				
	D.	Enjoya La Jolla December – Merchants will be challenged to decorate and celebrate the holidays.				
	E.	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, Ia, Ia on Fay Get Jolly on Girard Gingerbread on Girard				
9.	_	zational Excellence	Α	5 " 1		
		Associate Membership Approval (if any) Annual Report –Suggested Action: Accept Annual Report as	Action Action	Rudick Rudick		
		submitted. Accessible on Website and La Jolla By the Sea SlideShare				
	C.	Channel Board of Directors Update	Information	Rudick/Wright		
		a. Election Process and Update				
		 i. Election Day was October 2, 2019; 51 total votes cast compared to 2018 in which 15 total votes cast. Candidates 				
		really got out the vote by making direct contact with many				
		merchants increasing awareness and engagement. Thanks to all candidates for their participation.				
		ii. Accommodations (golf cart rides or on-site secret ballot)				
		made for approximately 30 merchants.) iii. Ballots have been verified for eligibility and remained				
		sealed until today as required by our Bylaws.				
		iv. Board members continuing:				
		Kelli Metcalf Julie Wright				
		Gaby Guevara				
		Robert Mackey Benoit Roux				
		6. Max Shenk				
		7. Tammy Tillack 8. Jessica Wiley				
		9. Kipp Williams				
		v. Election Results Announced 1. –				
		2. –				
		3. – 4. –	Action	Election Officials		
		5. –				
		6. – vi. Election Process Approval by BOD. Sample Motion: Certify				
		the Election Results as long as no challenges have been				
		filed to the Inspector of Elections by 5:00 pm on	Action	Wright		
	Wednesday, October 16 (per our bylaws Article VI, Section 12)).		Information	Wright		
		b. Swearing in ceremony next month (November 13)c. Brown Act Training Next Month Following Meeting				
10.	Adiour	n Meeting – 3:00 PM Riford Library	Action	Murphy		
10.	Aujoun	Next Meeting November 13, 2019	, 1011011	Warpiny		
		Strategic Planning Workshop – December 11, 2019 – ALL MEMBERS ENCOURAGED TO ATTEND				
	<u> </u>	LINOCOLLAGED TO ATTEMD				



2019 Strategic Plan Initiatives (June 2019 Update)

2019 Suravegio I van Intradives Vane 2019 Vipadve)						
1.ORGANIZATIONAL	2.ECONOMIC	3.DESIGN AND	4a. PROMOTION	4b. PROMOTION		
EXCELLENCE	VITALITY &	AMBIENCE	(Events and Experiences)	(Marketing &		
	MERCHANT			Publicity)		
	DEVELOPMENT			"		
		PIN INF	10			
BIG IDEAS						
	Ease of Access					
	Parking Program	Support, Assist & Align	Create Cultural Arts	Brand La Jolla as		
	Merchant	with MAD	Experiences to attract	Cultural Arts Hub		
Generate New	Education &	Connect Storeowners to	locals and tourists to La	More than Just a		
Revenue Streams	Communication	City Resources	Jolla as a destination	Pretty Place		
✓ Develop Associate	✓ Park La Jolla –	✓ Align with	✓ Monthly Event (First	✓ Write		
Member Category	Develop	Maintenance	Friday/La Jolla After Dark	marketing/media		
Actively Promote	parking plan	Assessment District to	Monetize Enjoya La Jolla	plan		
<u>Associate</u>	and creative	insure LJVMA needs	<mark>and/or Develop Revenue</mark>	✓ Complete high-		
<mark>Membership to</mark>	solutions to	are being addressed	Generating Component	level marketing		
Neighboring	alleviate	✓ Maintain and upgrade	✓ Strategic Tie-in with	research project		
Businesses (Bird	parking as a	design amenities that	Third Party Events	✓ Correct		
Rock and La Jolla	deterrent to	fall under LJVMA	(partnerships insure our	misconceptions		
Shores)	doing business	areas of responsibility	brand is visible, assist,	(parking,		
☐ Re-vamp PROW	in La Jolla	as determined by	clear communication	haughtiness)		
Access program	Village	MAD (benches,	between event	✓ Support all other		
for consistency in	✓ Merchant	flowers, trash cans,	managers and	initiatives		
billing and design.	Development	tree program	merchants, opportunity	(events,		
✓ Recruit Student	○ Education	✓ Lighting	for merchants to	experiences,		
Interns/Volunteers	Workshops	improvements not	sponsor/set up pop-	local's		
✓ Apply for	Mentorship	covered by MAD	ups/concessions, etc.	engagement,		
Community	via Block	☐ Storefront	Concours, Art and Wine	etc.)		
Enhancement	Captains	Improvement – Small	Festival, Taste of La Jolla,			
Grant	o Increase and	Business	Open Aire Market)			
✓ Develop Media	promote	Development Grants	✓ Collaborate with LJVMA			
Kit/Rate Card	merchant	✓ Experiential events	arts, culture and event			
Develop Sales	Resources on	(See Event and	organizations			
strategy to attract	Website	Experiences	(Athenaeum, Warwick's,			
sponsors and	One on one	Committee)	La Jolla Music Society,			
advertisers.	Coaching .	Design and order new	Comedy Store,			
☐ Create Shop Local	Sessions	street banners for	Nightclubs, Restaurants			
Discount Program	Help Help	self-promotion. Offset	with Live Entertainment,			
✓ Create Key	merchants .	costs by allowing	Contemporary Museum			
Messaging	recruit and	merchant	of Art, Hotels, Tour			
(Elevator Speech –	hire quality	sponsorship.	Companies, etc.)			
See Marketing and	staff. (Job Fair,	☐—Communicate and				
Publicity) "More	Job listings on	better control				
than just a pretty	<mark>website</mark>	consistency for PROW				
place."		Access (See				

Organization)

Completed/Phase Completed