

LA JOLLA VILLAGE MERCHANTS ASSOCIATION Monthly Board Meeting – Online Format via Zoom

13 May 2020 / 4:00 PM

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its regular monthly meetings via the Zoom Online Meeting platform during the Coronavirus Crisis.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting - April 2020 Time: May 13, 2020 4:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allow for technical issues.

Join Zoom Meeting (Password Protected)

1.	Meetin	g Format and Guidelines	Jodi Rudick, Executive Director	
	a.	Video/Audio Enabled by Host		
2.	Call meeting to Order		Brett Murphy, President	
3.	Roll Ca	II	Jessica Wiley	
4.	Approv	al of April Minutes		Action
5.	Update	e from Elected Officials		Information
6.	Public	Comment		Information
7.	Organi	Organization Update a. Strategic Plan Modification Brett Murphy		
	a.	Strategic Plan Modification	Brett Murphy	Information
	b.	Board of Director Openings – Review Applications	Brett Murphy	Action
		(Richard Walker, Dr. Nevin Ramona, others if		
		submitted		
	c.	Associate Member Applications:	Murphy	Action
		 Never Boring Entertainment 		
	d.	Appointments to CPA Community Groups – Diane	Brett Murphy	Action
		Kane, New CPA President, has asked for our list of		
		appointments. Recommendations:		
		 BOD Should Appoint/Re-appoint annually 		
		(Ideally at April Meeting as CPA confirms		
		appointments in May)		
		ii. Criteria – LJVMA		
		Participation/Involvement		
		iii. For 2020-21 - Finalize Appointments at		
		next month's meeting		
		iv. Fill vacancies as they needed.		
8.	Finances			
	a.	Financials	Kelli Metcalf, Treasurer	Action
	b.	City Grant \$5000 offered to all BIDs to assist with	Kelli Metcalf	Information
		finances during Crisis.		
	c.	501(c)3 Formation – Developing Mission	Julie Wright, Vice President	Information
		statement and completing paperwork. Will be	_	
		presented to the Board at June meeting for		
		approval.		

a. Soft Streets – City request for suggestions to temporarily close high pedestrian streets to allow safe passage, ques, access, 6 foot spacing. Suggest: Wall Street Closure, Girard Closure b. Wayfinding/Parking Communication Plan Proposal. Approval Requested to move forward by presenting to other community groups. 10. Marketing/Promotions/Crisis Communications a. External i. New Activities 1. Video – Fuel the Jewel 2. Distribution/Broadcast ii. Ongoing 1. La Jolla Village News EBlasts, Daily Links to Restaurants, Daily Ads iii. Partnership Campaign – "It's Your Turn, La Jolla" Digital Media can be customized. 1. New Blog Feature – 2. Events – Will continue to abide by all orders from CDC, State, County, City. iv. Social Media - Contest/ /Word Find b. Internal (Merchants) i. Linking merchants to continuing opportunities from County, State, etc. ii. Reminder - Facebook Group - La Jolla Village. Merchants and Blog; www.lajollavillagemerchants.com Murphy Information Action Information Morgan Barnes, Co-Chair Wright Information Information Rudick Information Action Information Action Information Information Rudick Information	9. Design/Beautification		
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ti. ividedings Information	11. Meetings	Murphy	Information
a. Virtual Meeting Plan – Following state/city			
guidelines. All meetings via Zoom Platform until			
Shelter-in-Place Orders lifted.			
b. Meeting log-in information/agenda is on website	b. Meeting log-in information/agenda is on website		
(posted 72 hours prior to meetings).			
12. Adjourn to Next meeting – June 10, 2020 Murphy Information		Murphy	Information