

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

08 July 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 - July 2020 Time: July 08, 2020 4:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allowing for technical issues.

Join Zoom Meeting (Password Protected)

1.	Meetir	g Format and Guidelines	Jodi Rudick,	
	a.	Video/Audio Enabled by Host	Executive	
			Director	
2.	Call me	eting to Order	Brett	
			Murphy,	
			President	
3.	Roll Ca		Jessica	Action
4.	Approv	ral of June Minutes	Wiley	
5.	Update	from Elected Officials		Information
6.	Public	Comment		Information
7.	Organi	zation Update		
	a.	Swearing in – Dr. Nevin Ramona	Murphy	Action
	b.	Mid year Vacancy – Review Application(s), Appoint Director.	Murphy	Action
		Joellen Cullen, Lifetime La Jolla		
	C.	Audit Proposal – Approval Requested to fund Audit \$4500	Murphy	Action
	d.	Election Timeline – Approval Requested	Rudick	
		i. Wednesday, July 8 – Presentation of Timeline		Action
		ii. Friday, July 31 – Date of Record to Nominate		
		iii. Wed, September 9 – Self Nomination Form must be		
		received at LJVMA office		
		iv. Wednesday, Sept 30 – Date of Record to Vote		
		v. Wednesday, October 7, Secret Ballots will be cast in person		
		at the LIVMA Office. Consider making emergency		
		adaptations due to COVID-19. Consider option of emailing		
		or mailing form with validation process.		
		vi. Wednesday, October 14 – Ballots Publicly Opened and		
		Counted. Consider adaptions due to COVID. vii. Wednesday, November 11 – Swearing in and Election of		
		Officers		
	e.	Diversity Task Force – Adoption of Diversity Statement and	Rehema	Action
		Initiatives	Ally-Lifa	
	f.	Approval of Strategic Plan – Consider modifying with Diversity	Julie Wright,	Action
		Initiatives	Vice Pres.	
	g.	Membership – Request to Offer Associate Membership Discount	Murphy	Action
		(Short term Summer Promotion due COVID Restrictions) to Coastal		
		La Jolla merchants (Jolla Shores and Bird Rock)		

3. Finances	14 11	
a. Financialsb. 501(c)3 Formation – Mission Statement Drafted, Working on bylaws	Kelly Metcalf, Treasurer Julie Wright, Vice President	Action Information
9. Design/Beautification		
 a. Add short term parking (green curbs) to allow for easier curbside pickup (i.e. Convert 2 hour parking on La Jolla Blvd to Short Term 15 Minute Parking (Green Curb) – Request for Support b. Temporary Outdoor Business Permits c. Wall Street Closure – Request for Support. LJVMA to submit permit for Special Event Street Closure Permit to enable businesses to expand space. Businesses which directly benefit to pay/share fees and associated costs. Requesting Thursday-Friday-Saturday-Sunday 11 AM to 10 PM. July 17 – End of Calendar Year. Adaptations will 	Murphy Rudick Rudick	Action Information Action
be made based on input from City. Suggest Executive Committee to sign off on final arrangements.		
d. Wayfinding – Presentations have been made to Traffic and Transportation, Parks and Beaches, Enhance La Jolla, et al. Meeting scheduled with Integrative Signs for mid-July	Rudick	Information
10. Marketing/Promotions/Crisis Communications	Julie Wright, Chair	Information
 a. Re-opening Promotional Campaign Continues i. Signage ii. Social Distancing Floor Decals iii. Face Masks for Merchants 		
b. Externali. Parking Campaign (Park. Stay. Play All Day.)		
 ii. La Jolla Village News Campaign Continues iii. Video Campaign – Ben Roberts to create a series of videos: Safe Reopening, A Perfect Day in La Jolla for Dogs, for Kids, for Romance 		
 iv. Social Media Team posting 4 – 5 times each week v. Web Site Updated to Meet ACA Compliance vi. Blog – Timely articles are driving people to our website as people are looking for the most up to date information 		
about openings/reopenings/closures. New Blog Feature – La Jolla Behind the Scenes written by Robbie Robinson, La Jolla Writer and Publicist		
 c. Internal (Merchants) Linking merchants to continuing opportunities from	Murphy	Information
11. Meetings	Murphy	Information
 a. Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until meeting restrictions lifted. 		
 b. Meeting log-in information/agenda is on website (posted 72 hours prior to meetings). 		
12. Adjourn to Next meeting – August 12, 2020	Murphy	Information