

## 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.  | Meeting Format and Guidelines  | Jodi Rudick, |                   |
|-----|--|--------------|-------------------|
|     | a. Video/Audio Enabled by Host   | Executive    |                   |
|     |  | Director     |                   |
| 2.  | Call meeting to Order  | Brett        |                   |
|     |  | Murphy,      |                   |
|     |  | President    |                   |
| 3.  | Roll Call  | Jessica      |                   |
|     | sent: Amber Anderson, Morgan Barnes, Cody Decker, Gabriella Guevara,                           | Wiley        |                   |
|     | ren Johnston, Katey Longo, Robert Mackey, Brett Murphy, Nevin Ramona,                          |              |                   |
|     | x Shenk, Melissa Snook, Jessica Wiley, Julie Wright  |              |                   |
| Abs | ent: Kelli Metcalf   |              |                   |
|     |  |              |                   |
| 4.  | Approval of June Minutes   |              | Action            |
|     |  |              | Motion:<br>Robert |
|     |  |              | Mackey            |
|     |  |              | Second: Cody      |
|     |  |              | Decker            |
|     |  |              | Unanimous         |
|     |  |              |                   |
| 5.  | Update from Elected Officials  |              | Information       |
|     | <ul> <li>Jason Weisz – Atkins office: State budget has passed. Advised that</li> </ul>         |              |                   |
|     | deadline for public comment for local legislation is Aug 31st.                                 |              |                   |
|     | • Joe LaCava for City Council District 1 – Contact info: E:                                    |              |                   |
|     | www.JoeLaCava.com P:619-972-4705, feel free to call me on local                                |              |                   |
|     | issues.  |              |                   |
| 6.  | Public Comment   |              | Information       |
|     | • Sara Davis – state assembly candidate for La Jolla: Introduction.                            |              |                   |
|     | Midwife and business owner. Speaking points: supports universal                                |              |                   |
|     | healthcare in California, affordable housing, climate change initiatives                       |              |                   |
|     | <ul> <li>Mary Montgomery – Introduction: MAD new district manager:<br/>introduction</li> </ul> |              |                   |
|     | <ul> <li>Jamie Dickerson – introduction: volunteer photographer for the LJVMA,</li> </ul>      |              |                   |
|     | opened new studio on Draper, REVS studios  |              |                   |
|     | Jo Cullen – Introduction: Lifetime Fitness, general manager                                    |              |                   |
|     |  |              |                   |

| 7. Organi | ization Undato  |                             |  |
|-----------|---|-----------------------------|--|
| _         | ization Update<br>Swearing in – Dr. Nevin Ramona  | Wright                      | Action   |
| b.        | <ul> <li>Mid year Vacancy – Review Application(s), Appoint Director.</li> <li>Joellen Cullen, Lifetime La Jolla</li> <li>Lifetime is not only a fitness center but also includes Life Café and Life Spa. Currently lives in village and looks forward to being more involved in the community</li> </ul>  | Wright                      | Action Motion: Robert Mackey Second: Amber Anderson Unanimous                  |
| C.        | Audit Proposal – Approval Requested to fund Audit \$4500 • Includes \$700 discount compared to last year  | Wright                      | Action Motion: Morgan Barnes Second: Brett Murphy Unanimous                    |
| d.        | <ul> <li>i. Wednesday, July 8 – Presentation of Timeline</li> <li>ii. Friday, July 31 – Date of Record to Nominate – must have business in village and paid business tax</li> <li>iii. Wed, September 9 – Self Nomination Form must be received at LJVMA office – photo and candidate statements requested</li> <li>iv. Wednesday, Sept 30 – Date of Record to Vote – must be member in good standing</li> <li>v. Wednesday, October 7, Secret Ballots will be cast in person at the LJVMA Office. Consider making emergency adaptations due to COVID-19. Consider option for mail in or pick up ballot with validation process. Ballots will continue to be anonymous.</li> <li>vi. Wednesday, October 14 – Ballots Publicly Opened and Counted. Consider adaptions due to COVID.</li> <li>vii. Wednesday, November 11 – Swearing in and Election of Officers</li> </ul> | Rudick                      | Action<br>Motion: Julie<br>Wright<br>Second: Brett<br>Murphy<br>Unanimous      |
| e.        | Diversity Task Force – Adoption of Diversity Statement and Initiatives  • Diversity is a Core Value of the LJVMA  Please see presentation for statement and initiatives to promote diversity in the La Jolla Village community https://www.slideshare.net/lajollavillagemerchants/diversity-initiatives-2020-la-jolla-village-merchants-association   | Rehema<br>Ally-Lifa         | Action<br>Motion:<br>Robert<br>Mackey<br>Second:<br>Jessica Wiley<br>Unanimous |
| f.        | Approval of Strategic Plan – Consider modifying with Diversity Initiatives  | Julie Wright,<br>Vice Pres. | Action Motion: Brett Murphy Second: Lauren Johnston Unanimous                  |

|    | g.            | <ul> <li>Membership – Request to Offer Associate Membership Discount (Short term Summer Promotion due COVID Restrictions) to Coastal La Jolla merchants (Jolla Shores and Bird Rock)</li> <li>50% discount to increase membership with neighboring businesses</li> <li>Expires end of September 2020</li> </ul>   | Wright                             | Action Motion: Morgan Barnes Second: Brett Murphy Unanimous  |
|----|---------------|---|------------------------------------|--|
| 8. | Finance<br>a. | Financials  See attached financials  \$121,698.79 equity  Profit/loss balanced  city is allowing carry over of balance in fiscal year  Expenses \$13,000 a month — budgeting on marketing and limited spending on events secondary to covid  Bid revenue down by 50% compared to last year partly due to deferments were offered for business taxes certificate   | Jodi Rudick                        | Action<br>Motion: Julie<br>Wright<br>Second:<br>Robert<br>Mackey<br>Unanimous  |
|    | b.            | 501(c)3 Formation – Mission Statement Drafted, Working on bylaws  | Julie Wright,<br>Vice<br>President | Information  |
| 9. | Design,       | <ul> <li>/Beautification</li> <li>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</li> <li>Mike Eastwood – owner of Small Goods: reports that 2 hour parking has made curb side pick difficult. Presented petition with signatures of neighboring business as well as local customers.</li> <li>Cody Decker – similar situation on Ivanhoe near post office. Vote is subject to Mr. Decker getting support from neighboring businesses</li> <li>INFORMATION: Steve Hadley: The Council Office asked for temporary surb pick up zones, but that request was depicd.</li> </ul> | Rudick                             | Action Motion: Brett Murphy Second: Cody Decker Unanimous  Action Motion: Julie Wright Second: Brett Murphy Unanimous Abstain: Cody Decker |
|    |               | temporary curb pick up zones, but that request was denied. We will continue to push for temporary pick up parking during Covid, concurrent with the Association's action.   |                                    |  |
|    | b.            | <ul> <li>Temporary Outdoor Business Permits</li> <li>Mayor signed executive order to allow outdoor dining on sidewalk and parking lots.</li> <li>"Streeteries/parklets" – will allow businesses to expand onto the street and parking spaces outside store front to allow for extra space and accommodate customers.</li> <li>Waiting for city to approve or deny this week or next</li> </ul>  | Rudick                             | Information  |

|     | C.       | <ul> <li>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 be made based on input from City. Suggest Executive Committee to sign off on final arrangements.</li> <li>Cost \$3000 a week for operations</li> <li>LJVMA would be responsible for liability - insurance \$3000</li> <li>Other options available in "streeteries/Parklets" – more affordable option as well as village wide option. Most restaurants have applied for this.</li> <li>Ed Witt – promotes Wall Street Closure</li> </ul> | Rudick        | Action – table decision Motion: Brett Murphy Secondary: Robert Mackey Unanimous |
|-----|----------|--|---------------|---|
|     | 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. | Market   | cing/Promotions/Crisis Communications  | Julie Wright, | Information   |
|     | 2        | Re-opening Promotional Campaign Continues  | Citati        |   |
|     | a.       | i. Signage   |               |   |
|     |          |  |               |   |
|     |          | ii. Social Distancing Floor Decals   |               |   |
|     |          | iii. Face Masks for Merchants  |               |   |
|     | b.       | External   |               |   |
|     |          | i. 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. 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   |               |   |
|     | _        |  | Lulia Muialat | Information   |
|     | C.       | Internal (Merchants)   | Julie Wright  | Information   |
|     |          | i. Linking merchants to continuing opportunities from  |               |   |
|     |          | County, State, etc.  |               |   |
|     |          | ii. Reminder - Facebook Group - La Jolla Village. Merchants  |               |   |
|     |          | and Blog; <u>www.lajollavillagemerchants.com</u>   |               |   |
|     |          |  |               |   |
| 11  | N/a atim | •  | Dudiale       | Information   |
| 11. | Meetir   | ~  | Rudick        | Information   |
|     | d.       | Virtual Meeting Plan – Following state/city guidelines. All meetings   |               |   |
|     | 1.       | via Zoom Platform until meeting restrictions lifted.   |               |   |
|     | b.       | Meeting log-in information/agenda is on website (posted 72 hours   |               |   |
|     |          | prior to meetings).  |               |   |
| 12. | Adjour   | n to Next meeting – August 12, 2020  | Rudick        | Information   |
|     |          |  |               |   |