

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

## 12 August 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 – August 2020 Time: August 12, 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	Action
4.	Approval of June Minutes	Wiley,	
		Secretary	
5.	Update from Elected Officials		Information
6.	Public Comment (Limited to 3 minutes, no action can be taken on items not		Information
	on the agenda.)		
7.	Organization Update		
	a. Swearing in – Joelyn Cullen	Murphy	Action
	<ul> <li>Membership – Review/Approve Associate Membership(s)</li> </ul>	Murphy	Action
	c. Audit Update	Rudick	Information
	d. Election Timeline – Review	Rudick	Information
	i. Self-Nomination Forms mailed last week to everyone on		
	the July 31 BID list (1256 addresses)		
	ii. Wed, September 9 – Self Nomination Form must be		
	received at LIVMA office		
	<ol><li>Wednesday, Sept 30 – Date of Record to Vote</li></ol>		
	iv. Wednesday, October 7 – Voting Deadline		
	v. Wednesday, October 14 – Ballots Publicly Opened and		
	Counted during Zoom Meeting.		
	vi. Wednesday, November 11 – Swearing in and Election of		
	Officers		
8.	Finances		
	a. Financials	Kelly	Action
		Metcalf,	
		Treasurer	

b.	<ul> <li>501(c)3 Formation – Approval of Bylaws Draft, Mission Statement and Board Structure: <ol> <li>Structure: 9 board Members, including 4 Officers (President, Vice President, Treasurer, Secretary)</li> <li>The general purposes for which this Corporation/Organization has been established are as follows: support the needs of small businesses within the Coastal communities of La Jolla, California, to include, but not be limited to La Jolla Village. Fundraising efforts will support various initiatives related to: beautification, marketing, special events, advocacy, professional development and placemaking.</li> </ol></li></ul>	Julie Wright, Vice President	Action
9. Desigr	l/Beautification		
-	Temporary Outdoor Business Permits - Update	Rudick	Action
b.	Wayfinding Update	Rudick	Information
	ting/Promotions/Crisis Communications	Julie Wright, Chair	Information
	Re-opening Promotional Campaign Continues External		
	i. Ongoing - Parking Campaign (Park. Stay. Play All Day.)		
	ii. Breathe Easy La Jolla		
	iii. La Jolla Village News Campaign Continues		
	iv. Video Campaign – Ben Roberts Continues Work		
	<ul> <li>v. Social Media Team posting 4 – 5 times each week. Contests have been very successful.</li> </ul>		
c.	Internal (Merchants)		
	i. Survey Information	Murphy	Information
	ii. Reminder - Facebook Group - La Jolla Village. Merchants		
	and Blog; www.lajollavillagemerchants.com		
11. Meeti	-	Murphy	Information
	Virtual Meeting Plan – Following state/city guidelines. All meetings		
a.	· · · · · · · · · · · · · · · · · · ·		
	via Zoom Platform until meeting restrictions lifted.		
	Meeting log-in information/agenda is on website (posted 72 hours prior to meetings).		