

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

## 09 September 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 – September 2020 Time: September 9, 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 Wiley,	Action
4.	Approval of June Minutes	Secretary	
5.	Update from Elected Officials		Information
6.	Public Comment (Limited to 3 minutes, no action can be taken on items		Information
	not on the agenda.)		
7.	Organization Update		
	a. Presentation and Acceptance of Annual Report	Rudick/Murphy	Action
	<ul> <li>Audit Update – Documents in hands of auditors</li> </ul>	Rudick	Information
	c. Election Timeline – Review		Information
	i. All self-nominations were due last Friday. Update		
	ii. Wednesday, Sept 30 – Date of Record to Vote		
	iii. Wednesday, October 7 – Voting Deadline. BALLOTS WILL		
	BE EMAILED PER COVID MODIFICATIONS.		
	iv. Wednesday, October 14 – Ballots Publicly Opened and		
	Counted during Zoom Meeting.		
	v. Wednesday, November 11 – Swearing in and Election of		
	Officers		
8.	Finances		
	a. Financials	Kelly Metcalf,	Action
		Treasurer	
9.	Design/Beautification		
	a. Wayfinding Update – Presented information to Coastal Access and	Murphy	Information
	Parking Board for Support. Item was tabled as other more hi-tech		
	parking systems are explored such as electronic parking signage.		Information

	<ul> <li>Coastal Access Board Officer and Executive Director Appointments.</li> </ul>		
	<ul> <li>Request to support LIVMA Executive Director to act as Executive Director of La Jolla Coastal Access and Parking Board on temporary pro bono basis until projects are determined.</li> </ul>	Murphy	Action
0. Marke	ting/Promotions/Crisis Communications	Julie Wright,	Information
		Chair	
a.	External		
	i. Ongoing - Parking Campaign (Park. Stay. Play All Day.)		
	ii. A Breath of Fresh Air – La Jolla		
	iii. La Jolla Village News Campaign Continues		
	iv. Video Campaign – Ben Roberts – A Breath of Fresh Air		
	Video shoot		
	v. Social Media Team posting 4 – 5 times each week.		
	Contests have been very successful.		
	vi. La Jollalty PLUS Gift Card Campaign		
b.	Pillage the Village has been cancelled due to COVID in conjunction		
	with REBA. Bring your Halloween Spirit, Pumpkin Carving, Creative		
	Mask or other themed Contest via social media similar to last		
	year's La Jolla-Days Holiday Contest		
с.	Internal (Merchants)		
	i. Discount Merchant Parking Program - \$75 month, get in	Murphy	Information
	touch with Jodi to sign up or learn more.		
	ii. Reminder - Facebook Group - La Jolla Village. Merchants		
	and Blog; <u>www.lajollavillagemerchants.com</u>		
	iii. DON'T FORGET TO VOTE! Ballots will be picked up, can be		
14	emailed, mailed or dropped off to LJVMA offices.	N 4	lufe une etien
11. Meetir	-	Murphy	Information
d.	Virtual Meeting Plan – Following state/city guidelines. All meetings		
٣	via Zoom Platform until meeting restrictions lifted.		
υ.	Meeting log-in information/agenda is on website (posted 72 hours prior to meetings).		
12. Adiour	n to Next meeting – October 14, 2020 – Via Zoom	Murphy	Information