

Incumbent Candidates

<p>Joelyn Cullen Current Board Member</p>  <p>Lifetime La Jolla General Manager Fitness – Spa - Cafe</p>	<p>It is an honor to have been selected to fill a mid-year vacancy of the current board. It would be even a greater honor to be elected to serve a full term.</p> <p>I moved here in August of 2019 and opened LifeTime in December 2020. In the short time that LifeTime has been a part of this community, it's been a pleasure to be involved with numerous community events sponsored by the Merchants Association. I respect and appreciate all that this dedicated group of volunteers do to serve the Merchants, as well as the whole community. I am fortunate to live and work right in this charming Village of La Jolla. La Jolla is my home. I would be honored to be a part of the board of and support this beautiful community.</p> <p>LifeTime considers itself a Healthy Way of Life Company. In addition to fitness, I believe our LifeCafe and LifeSpa bring a uniqueness that will complement the current board members and businesses. I have been in the Health and Wellness Industry for 30 years, in 4 states and involved in those communities. I have helped with sponsorships, charity fundraisers, and other community events. I am a servant leader and I offer my service to you and the people that live, work and visit in La Jolla. I hope to have the opportunity to strategize and learn from you, the leaders in La Jolla.</p> <p>In good health, Jo Cullen</p> <p><i>Note: Jo Cullen filled a mid-year vacancy on the LJVMA Board earlier this year and hopes to continue her service on the board.</i></p>
<p>Gabby Guevara Current Board Member</p>  <p>Blue Apparel Owner Retail</p>	<p>As a member of the La Jolla community I would be honored to continue serving on the LJVMA board of directors. My knowledge of working retail for the last 6 years can contribute to planning events that will attract tourists and locals into the village. I have served on the marketing committee which has been a vital group to the betterment of La Jolla and the events that have taken place.</p> <p><i>Note: Gabby has served on the LJVMA Marketing Committee for two years and holds a LJVMA seat on the La Jolla Coastal Access and Parking Board.</i></p>
<p>Katey Longo Current Board Member</p>  <p>Peter Lik Fine Art Gallery Director Retail Art Gallery</p>	<p>My name is Katey Longo and I am the Gallery Director at Peter Lik Fine Art Photography in La Jolla. I have been a La Jolla Village Merchants Association Board Member since March 2020, and it is my pleasure to represent an Association that is dedicated to making La Jolla better.</p> <p>My goal as a Board Member is to represent the arts in our community, and I will help support growth by bringing creative ideas to the board and our fellow Merchants in the Village. Our Art Galleries play a significant role in La Jolla's history, and these spaces provide unique experiences for locals and visitors. At the Peter Lik Gallery, we pride ourselves on showcasing stunning artwork and we provide a warm and inviting atmosphere for everyone to enjoy. We love hosting events and partnering with local businesses. My experience at the gallery has taught me how beneficial it is to know and support your neighbors, and I hope to inspire other Merchants to create relationships that will help their business grow. These relationships will help our Village hustle and bustle once again.</p> <p>The Jolla Village Merchants Association pursues new ways for tourists and locals to spend time in La Jolla and have a memorable experience. I would be thrilled to continue to hold a seat on the La Jolla Merchants Board and help La Jolla and our merchants thrive. Thank you for your consideration!</p> <p><i>Note: Katey Longo filled a mid-year vacancy on the LJVMA Board earlier this year and hopes to continue her service on the board. She also holds a LJVMA seat on the La Jolla Planned District Ordinance Committee.</i></p>

Robert Mackey

Current Board Member



La Jolla Golf Carts | Owner
Retail Sales and Tourism

It has been a pleasure to serve on the board for the past several years. I feel the accomplishment her improved greatly to help local merchants. I look forward to serving my final term.

Note: Robert Mackey is seeing his third term on the LJVMA Board. He serves on the LJVMA Marketing Committee. He also has served on behalf of LJVMA on the La Jolla Traffic and Transportation Board as well as the La Jolla Coastal Access and Parking Board.

Kelli Metcalf

Current Board Member, Treasurer



Granite Escrow
Professional Services

For the past two years I have been on the Board of the La Jolla Village Merchants Association and have served on the Executive Board for the past year as Treasurer. I am proud that the organization has been running so smoothly even during the COVID Crisis and it is a pleasure working alongside such dedicated professionals.

I've been working in La Jolla village for the past 10 years in the real estate industry. I have been with Granite Escrow for the past three years. I consider myself a good team player, and a detail-oriented person. I believe that by being part of the LJVMA board, I would play an important role in building bonds among the local merchants and community. I am happy to contribute my time and efforts in making a difference for the LJVMA and the community.

Note: Kelli Metcalf is running for her second Term on the Board of Directors. She has served as Treasurer for two years.

Dr. Nevin Ramona Hussion

Current Board Member



La Jolla Chiropractic |
Owner/Chiropractor
Professional Services

As not only a business owner but also a resident of La Jolla Village, I proudly consider this my community. I've been joining the La Jolla Village Merchants Association Marketing Committee meetings, as well as the LJVMA Wednesday meetings for the past 4 months, as I see the importance of engaging our merchants in critical conversations to improve policies, practices and quality of life for our merchants and their customers. Growing up in an international, tight knit community in Dubai, and after having lived and practiced in Amsterdam, Seattle, NYC, ATL and now La Jolla, I have continually growing my understanding of the needs of a community, and also the importance of including and considering all walks of life.

Note: Dr. Nevin Ramona-Hussion filled a mid-year vacancy on the LJVMA Board earlier this year and hopes to continue her service on the board. .

First Time Candidates

Karen Finerman



Kamla Hotels/Empress Hotel
Director of Sales and Marketing
Hotel and Tourism

Serving as Corporate Director of Sales & Marketing for Kamla Hotels, partnering and synergizing with other local businesses is important to create a fabulous experience for our guests. La Jolla Village is such a great spot to visit with wonderful shops, restaurants, and activities (from Fitness to Kayaking) - truly something for everyone to enjoy. Empress Hotel La Jolla, "Where Classy Meets Comfortable", offers accommodations that meet the needs of many travelers, and thus helps attract even more visitors to this beautiful Coastal Community. The more we know about our community, the better we support our guests to make their stay memorable, from casual to upscale requests. Being active in our community is also helpful to support a strong position in the Village and we look to being even more involved through La Jolla Village Merchants Association.

On a personal note, my husband and I have twin daughters, one of whom just graduated with her master's degree from UCSD. We have many family memories of dining in the Village, watching the sea lions and enjoying the stunning sunsets over La Jolla. My last gift was a Hobie Pedalboard and love getting "on the water" as often as possible. I never take a sunset for granted and you will see many posts of La Jolla sunsets on Empress Hotel or The Shoal La Jolla Social Media. I would be honored to expand my presence as a Board Member and look forward to positively contributing to La Jolla Village Merchants Association.

Summer Shoemaker



La Valencia Hotel | General Manager
Hotel and Tourism

As an active board member of the San Diego Tourism Marketing District and a hospitality leader in our coastal communities for more than 10 years, I believe in the continued success of La Jolla and its diverse businesses. I am proud to represent the historic La Valencia Hotel, an iconic destination in our beautiful village. In my time as General Manager, I've placed a great deal of energy into understanding our community, partnering with local businesses, and bringing new guests from near and far to visit our community. With extensive experience in both hospitality and the event industry, I would be an asset to bettering La Jolla Village. Throughout my career, I have developed a strong reputation for being highly creative in developing innovative experiences, actively engaging in finding solutions, and being a strong partner in organizations.

The La Jolla Village is one of the most beautiful and attractive destinations for visitors from around the world. Together we can continue to build upon and enhance La Jolla's reputation as a sought-after coastal destination. We do this by enhancing communication and developing unique village-wide programming to encourage locals and visitors alike to enjoy our wide variety of businesses and experiences. I'm eager to be a member of this board to support our community, help successful businesses thrive and help other businesses attain the same success level. In this new environment, it is more important than ever for our businesses to unleash their creativity and lean on each other to succeed.

Will Whittle



San Diego Fly Rides | General
Manager
Retail and Tourism

Greetings fellow business leaders of La Jolla Village Merchants Association. My name is Will and I am the General Manager of San Diego Fly Rides. After receiving my Business Administration Degree at SDSU in 2008, I moved to Buenos Aires, Argentina and started a bike tour company called Biking Buenos Aires. The following ten years taught me valuable lessons in international business and entrepreneurship. It also proved to be the perfect arena to apply new knowledge of business strategies in practical settings in one of the most exciting cities in the world.

At this point in my career, what I value most are establishing key partnerships through networking and procuring relationship over time with like-minded individuals who value support within the community. For this reason, I am excited to join the association in the hopes of being a valuable member with ideas I bring an follow-through that I prove over time.