

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)

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,	
Present: Amber Anderson, Morgan Barnes, Joelyn Cullen, Cody Docker, Gabriela Guevara, Lauren Johnston, Robert Mackey, Kelly Metcalf, Brett Murphy, Max Shenk, Melissa Snook, Jessica Wiley, Julie Wright, Absent: Katey Longo, Nevin Ramona	Secretary	
4. Approval of August Minutes		Action Motion: Brett Murphy Second: Max Shenk Unanimous
5. Update from Elected OfficialsN/A		Information
6. Public Comment (Limited to 3 minutes, no action can be taken on items not on the agenda.)		Information
 Rebecca Meier – introduction: AVOCADO organic and sustainable mattress company + home goods items. 		
 Will Moore - introduction: running to represent you at the City 		
Council. I'm a small business lawyer and have spent a career looking		
out for business people and the community. Call my cell anytime - 858-210-7999		
 Arthur Myo - introduction: owner of CHERRYWINE 		

7. Organi	ization Update		
J	Presentation and Acceptance of Annual Report Jodi Rudick presented annual report regarding this year's accomplishments, financials, strategic planning updates (diversity and COVID crisis), and more Report is posted on website and SlideShare channel – lajollavillage merchants	Murphy	Action Motion: Brett Murphy Second: Julie Wright Unanimous
C.	 Audit Update – Documents in hands of auditors Election Timeline – Review All self-nominations were due last Friday. Update 9 openings this year self-nominations included 6 recumbents candidates and 3 new candidates Brief candidate statements were made by Gaby Guevara, Jo Cullen, Robert Mackey, Kelli Metcalf, Karen Finerman, Will Whittle All candidate statements are posted on website and SlideShare Wednesday, Sept 30 – Date of Record to Vote Wednesday, October 7 – Voting Deadline. BALLOTS WILL BE EMAILED PER COVID MODIFICATIONS. Wednesday, October 14 – Ballots Publicly Opened and Counted during Zoom Meeting. Wednesday, November 11 – Swearing in and Election of Officers 	Rudick	Information Information
8. Financ a.	 Financials Reviewed by Brett Murphy. Please see August financials posted on website. 	Kelly Metcalf, Treasurer	Action Motion: Robert Mackey Second: Amber Anderson Unanimous
•	Wayfinding Update – Presented information to Coastal Access and Parking Board for Support. Item was tabled as other more hi-tech parking systems are explored such as electronic parking signage. i. Coastal Access Board Officer and Executive Director Appointments. ii. 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.	Murphy	Information Information Action Motion: Robert Mackey Second: Morgan Barnes
10. Marke	ting/Promotions/Crisis Communications	Julie Wright,	Unanimous Information

iii. iv. v. vi. b. Pillage with RI Mask c	A Breath of Fresh Air – La Jolla La Jolla Village News Campaign Continues Video Campaign – Ben Roberts – A Breath of Fresh Air Video shoot Social Media Team posting 4 – 5 times each week. Contests have been very successful. La Jollalty PLUS Gift Card Campaign – likely will launch during winter holidays Morgan Barnes will take over as lead chair of marketing committee going forward the Village has been cancelled due to COVID in conjunction EBA. Bring your Halloween Spirit, Pumpkin Carving, Creative or other themed Contest via social media similar to last		
	La Jolla-Days Holiday Contest I (Merchants)		
i. ii.	Discount Merchant Parking Program - \$75 month, get in touch with Jodi to sign up or learn more. Reminder - Facebook Group - La Jolla Village. Merchants and Blog; www.lajollavillagemerchants.com DON'T FORGET TO VOTE! Ballots will be picked up, can be emailed, mailed or dropped off to LIVMA offices.	Murphy	Information
11. Meetings		Murphy	Information
via Zoo b. Meetir	Meeting Plan – Following state/city guidelines. All meetings om Platform until meeting restrictions lifted. Ig log-in information/agenda is on website (posted 72 hours of meetings).		
12. Adjourn to Nex	t meeting – October 14, 2020	Murphy	Information