

AGENDA - MONTHLY BOARD MEETING

11 August 2021 / 4:00 PM

Via Zoom and In Person at La Jolla Riford Library, 7555 Draper Avenue

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its meeting both online and in person.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting

Date/Time: August 11, 2021, at 4:00 PM Pacific Time (US and Canada). Online: Log in 15 minutes before meeting time to allowing for technical issues.

In Person Address – La Jolla Riford Library, 7555 Riford Avenue Online Access: Join Meeting using Zoom ID 872 2752 0916

Meeting Format and Guidelines		Information	Jodi Rudick, Executive
	a. Video/Audio Enabled by Host		Director

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Cody Decker, President
2.	Roll Call - Natalie Aguirre, Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Karen Finerman, Andy Fotsch, Gabriela Guevara, Katey Longo, Michael Matthews, Kelli Metcalf, Melissa Snook, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director)	Action	Joelyn Cullen, Secretary
3.	Sponsor Welcome and Introduction LIVMA La Jolla Riford Library	Information	Decker
4.	Approval of July Minutes	Action	Cullen
5.	 Non-Agenda Public Comments (limited to three minutes) Updates from Community/Political Leaders All other public comments (limited to three minutes) 	Information	Decker
6.	 Financial Report July Financials Accept Agreement between MFJ Systems (Mary Joseph, Bookkeeper) and LJVMA. 	Action	Amber Anderson, Treasurer
7.	 Organizational Excellence Review Election Status City BID Management Contract Signed. It is a 6-month contract rather than a one-year contract dependent upon BOD compliance. Board Compliance Update – Thanks to all board members who completed completing required training. Any documents still needing to be signed are here today. Please sign and turn in before leaving today's meeting. Accept resignation of Lauren Johnston. Appoint new BOD based on four self-nominations received. Reminder than anyone who filled a mid year vacancy must re-run for their own seat this election cycle. Anyone who does not get appointed today is invited to notify us that they would like to run for a Board seat as the election process is getting underway.	Information Action	Jodi Decker
8.	Economic Vitality and Merchant Development Report –	Information	Rudick

O. Posign	Parking Panel - Date of Community Parking Workshop scheduled via Zoom has been moved to September 29 due to respect for Yom Kippur holiday. Marketing has begun and will continue via all co-sponsors. Business for Breakfast is Back — Thanks to Lauren Turton who will present a workshop and Ciao Ciao Piadina will sponsor breakfast. Date is October 5, 8:30 to 10:00 am. All Board members are expected to attend if possible. Safe Spaces Initiative — Request from CM La Cava to Support Mayor's Initiative to promote a welcoming, tolerant atmosphere for everyone of diverse background. Current initiative focuses on creating safe and welcoming experiences for Asian shoppers, diners and visitors. Presentation next month by Natasha Wong who serves on Mayor Gloria's task force and educate and offer specific actions for merchants to take to be recognized as a "safe space for all." This falls in line with Diversity Initiative. Action requested to support the initiative.	Information Action	Lauren Turton Steve Hadley, Council Office, District One
_	n/Village Improvements— Enhance La Jolla and MAD Update	Information	Enhance La Jolla
a) b) c) d) e) f)	7 Person Interview Panel including LJVMA Board Members (Lauren Turton, Karen Finerman, Summer Shoemaker; Interns Jennifer Rios and Kate McNaughton; Enhance La Jolla Chair, Ed Witt, Volunteer Bill Podway) unanimously chose Community Crops as Market Manager. Marketing Committee brainstormed market details and name has been selected with support from Vision La Jolla (CPA Subcommittee). Walk on Wall – WOW! Market will begin in October if all requirements (insurance, permits, etc) are met. Thursdays from 3 – 7 PM. Letters of Support requested from Wall Street merchants. One on one meetings to be completed with all Wall Street merchants. Community Crops to completed permit application and layout. Insurance Quote requested from LJVMA insurance company Task Force is being formed and includes CPA representative (John Shannon), La Jolla Town Council representative (Ron Jones), Enhance La Jolla Representative (Ed Witt), Community Volunteer (Bill Podway), LJVMA Representatives (Summer Shoemaker, Karen Finerman, Morgan Barnes). Joint WOW! Market Task Force and Marketing Committee Meeting to be held at Cove House on Tuesday, August 24, 4:00 to 5:30 PM. Happy Hour Format! Join us to Market the Market!	Action	Rudick/Morgan Barnes, Vice President
a) b)	Wow! Market and move forward as outlined above. Authorize LIVMA Officer to negotiate and sign contract along with ED to expedite process. alloween Happenings Halloween Costume Drive in Support of San Diego Family Justice Center. Seeking drop off spots. LJVMA Office will be a drop off spot. Volunteers? Pillage the Village – Request action to proceed with Halloween Costume Drive and Pillage the Village with or without REBA participation. Move date to October 29 (Friday) as Halloween is on Sunday.	Action	Decker
3) Vi	isitor Survey Study Results	Information	Japhet Matias Perez Estrada, Columbia University Graduate
_	rn Meeting – Next meeting format will be determined by current COVID ards. September 8, 2021. Return to Library!	Action	Decker



2021 Strategic Plan

in the time of COVID

Our Mission:

We bring business to La Jolla Village Merchants

Our Core Values:

LJVMA strives to be flexible, fluid, valuable and valued.



Alternative Revenue Ways and Means

led by Amber Anderson, Treasurer

Explore new grants

Sponsorship

BID Compliance

Create 501 (c)3 to qualify for grants, donations not open to 501 c(6)

Specific Alternate Revenue Tactics

La Jollalty Gift Card Promotion

- Bonus Bucks
- Package Hotel, Meal, Retail

Virtual Events

- Online Silent Auction
- Priceless experiences (Classes/Intimate Gatherings with celebrity chefs, authors, photographers, designers, etc.)
- Quarterly Raffles for Holiday Events

Create and Sell

- T-shirts
- Beach Towels
- Jigsaw Puzzle
- Produce Custom Books
 - Cookbook for La Jolla
 - Coloring Book

Part Two Merchant Education and Engagement

Education

- Business Breakfasts (Virtual)
- •Promote Job Board
 Promote 3rd Party online
 education ("Don't reinvent
 the wheel.")
- Deliver Hands on Online Education
- Social Media
- Wellness for Merchants Highlight Village
 Professionals
- Work-Life Balance
- Stress Reduction
- Nutrition
- Exercise and Movement
- Promote parks, beaches and trails

Networking with Added

- Guest Speakers
- How to Sessions (Social Media, Hosting Virtual Events, How to Increase Business, Fundraisers as a Marketing Tool, Marketing, Funding Resources, City Services

Block Captains

- Continue Virtual
 Outreach Program to
 keep merchants
 informed and connected
 [during COVID CRISIS]
- Assist Merchants with COVID Orders
- Create New Business Welcome Packet



Increase attendance

- Reward attendance and ongoing attendance
 - Raffle for free parking for all who attend
 - Attend three meetings in a row and get a prize
- Outreach to La Jolla Shores, Bird Rock
- Reward for bringing a new person to the meeting
- Treats for those who pre-register (coffee coupons, wine, chocolates, snacks)

Enhance Content and Format

- Theme each meeting
- Virtual Game Show (La Jolla Jeopardy, La Jolla Family Feud, Bingo)
- Virtual Happy Hour with the three merchant groups (et al) quarterly to get an update and work smarter together – not harder.
- Post meeting meditation, chair yoga, etc.
- Community Networking Make time for introductions
 - Business Spotlight each month
 - Community Spotlight each month (Showcase a La Jolla Community Group each month allowing them to share for 5 minutes)
- Interactive Icebreaker Question each meeting (One thing I love about the Village, one thing I would change, the best idea I've seen in other Shopping Areas, best marketing idea I've tried lately) this time

Part Three: Design and Ambience Ideas

Storefront/Window Display Improvements

- Create Friendly Competitions with Prizes
- Best looking Block Competition
- Window Decorating Contests (Holidays and Beyond)
- Help with window design and merchandising (Window Design Mentors)

La Jolla, MAD, City Resources and Getit-Done App to all

- Connect with organizations working on Streetscapes
- Pocket Park

Promotional Use of

- Sidewalk Sales
- Sidewalk Cafes
- Parklets
- Street Closures
- Public Art
- Seal Installations
- Explore other public art
- Capitalize on Murals
- Photo Stops (IG worthy backgrounds, window displays, etc)

Wayfinding

- Touch Directory in the Village
- Wayfinding Blade Signs

Lighting

- Explore additional holiday lights
- Improve lighting overall

Sound Design -Music throughout the village

- When allowed -Live pop-up performances, encourage buskers
- Recorded music

Part Four - Marketing and Events — Big Ideas

Highlight Current Marketing Magnets

- Leverage our most popular attractions (Seals, Sea Lions, Scenery)
- Implement strategies to move people from the Cove to the Village

Charitable Partnering

- Partner with Local nonprofits
- La Jollalty Card Fundraisers

Advance Social Media

- Use virtual events (scavenger hunts, contests, etc.) to increase social media engagement.
- Add New Blog Features (Meet the Merchant, Merchants Doing Good)
- Shift Event Calendar from Live to Virtual Events
- Promote #mylajolla
- Paid boosts for Facebook events
- Social sharing links in all media newsletter
- Explore Google products

Update La Jolla Village Map in Conjunction with Wayfinding

- Align with overall Wayfinding Plan
- Widen distribution (hotels, concierge, park rangers, association, etc.)

Specific Marketing & Events Tactics

On Site Marketing

- Selfie Stations in Peak Walking Areas Encourage People to tag and bring more business to the community
- Directory/Bulletin Boards outside or inside of stores to cross promote fellow merchants
- COVE Marketing
- Coupons
- Gifts
- Shuttle Rides

COVID Friendly Events

- Self Guided Walking Tours (Connect with Historic Society)
- Small Business Day(s) (Buy a Bag, Get a Discount at participating stores/restaurants)
- Virtual Ribbon Cuttings (when stay-in-place order) lifts; Huge Ribbon Cutting to celebrate all business which opened during
 COVID.
- On-line Cooking Classes
- Behind the Scenes Tours of Iconic Places (La Valencia, Grand Colonial,

Natural Resources are Natural

- Seals/Sea Lions
- Cormorants
- CollaborateGalleries (Nat
- Geo/Mangelson/ Peter Lk)
- Environmental Groups
- Photographers

Groups to tie into Special Interest

- Meet-u
- Social groups
- Photography
- Environmental
- Open Water Swimmers
- FoodiesHappy Hours
- Singles
- Moms

Gift Card Program

- Bonus Bucks
- Model after successful programs

Strategic Video Marketing with Ben Roberts

- Visual Local Shopping Guide for Specific Interests
- Families/Kids
- Pet Lovers
- Romantics
- Girls Day Out
- FoodiesRetail Therapy
- Fitness

Merchant Cross promotion and collaborations

- Trade Gift Cards
- Buy this from us, get that from another merchants



2020-2021 Strategic Plan Initiatives (Modified June 2020) Our Mission: We bring business to La Jolla Village (Merchants)

Note: COVID-19 Driven Initiatives in RED | ☒ Indicates completed

Main Street America's Four Planning Tenets							
1. ORGANIZATION	2. ECONOMIC	3. DESIGN	4a. PROMOTION	4b. PROMOTION			
	VITALITY		(Events)	(Marketing & Publicity)			
COVID-19 Crisis Manager	ent Merchant Education	Social Distancing	Adjust to COVID	Highlight Current Marketing			
■ Use media assets to	■ Business	■ Assist with	Shutdown Orders. Shift to	Magnets			
connect merchants t	Breakfasts	Soft Streets	Virtual Events	Leverage our most			
resources, funding	(Profitable	City Plan for		popular attractions			
opportunities, progra	ms, Partnerships)	Street	If Allowed:	(Seals, Sea Lions,			
		Closure	Duplicate successful	Scenery)			
merchants to elected			events	Implement strategies			
officials during budge	t and on Website to	e Design	 Pillage the Village 	to move people from			
decision-making prod	ess further reach to	Ideas to	 Taste of SoVille 	the Cove to the Village			
☐ Create 501 (c)3 to qu	alify diverse candidates	assist with	(Fay/Pearl/La Jolla	Charitable Partnering			
for grants, donations	not 🗵 Online Education	social	Blvd?)	☑ Partner with Local			
open to 501 c(6)		distancing.	Enjoya La Jolla- Earlier	nonprofit			
☒ Adjust meeting form	t until online education	Leverage Seals	time 12–3	o La Jollalty Card			
in person meetings o	in be ("Don't reinvent	 Create Seals 	☑ Family/Children's	Fundraisers			
resumed.	the wheel.")	on Parade	Activities	Advance Social Media			
☑ Bring on Policy Interreg		Public Art					
navigate changes.	Education specific	project	involved	(Meet the Merchant,			
☐ Prepare draft 2021-2	_	Draft Place-		Merchants Doing			
Budget based on 30%	merchant needs	Making/Signage	involved outside the	Good)			
Decrease in BID Reve	nue o The Big Pivot	⊠ Cove	Village Center	Shift Event Calendar			
Professionalism	o Social Media	□ Directory	(Create Highlighted	from Live to Virtual			
■ BOD Ethics Training	o Re-opening	☑ Parking	Zones, ie Fitness of	Events			
Consistent BOD onbo	•	Signage	Fay, Upper Girard	☑ Promote #mylajolla			
process	Block Captains	☑ Pedestrian	Design District,	☑ Paid boosts for			
Membership		Signs	Happenings on	Facebook events			
☑ Increase attendance	<u> </u>	Year-Round	Hershel,	■ Social sharing links in all			
monthly meetings (li		Ambience		media newsletter			
virtual), election pro		☑ Ongoing	Fireworks (4 th of July or				
committees	connected during	relationship	New Year's?)	products			
Associate Members	· · · · · · · · · · · · · · · · · · ·	with MAD		Update La Jolla Village Map			
Actively promote Cat			dining/shopping	☐ Align with overall			
(Bird Rock/La Jolla Sh	· ·	Store-front	event	Wayfinding Plan			
Ways and Means	with COVID Orders	maintenanc		☐ Widen distribution			
☐ Explore new grants	☐ Create New	e of	(Fundraiser?)	(hotels, concierge, park			
☑ Sponsorship	Business Welcome	PROW/priva	Standardize 3 rd Party	rangers, association,			
☑ BID Compliance	Packet	tely owned	Event MOU	etc.)			
Decrease staff costs using		planters,	☑ Invite to	Co-op advertising (based on			
volunteers	Relationships	etc.	partnerships	COVID reopening)			
⊠ Student/Interns	■ Develop	☐ Music	with LJVMA	☐ Tourism publications			
☑ Community Member	· ·	through the		☐ La Jollalty/Enjoya			
Liaisons to other La Jolla	property owners,	village	to Available 3rd	☐ Explore radio			
Community Groups	commercial real	☐ Determine	Party Events. (if	☐ PR consistency			
Appoint only member		future of	allowed)	☐ Intern Project			
are active in associat	O .	Holiday		☐ Media alerts			
Review appointment		Décor and		☐ Feature Story pitching			
annually	with parking	lightline		La Jollalty Card/Fresh Air			
Diversity and Inclusion	consultant.			Business			
Create Task Force an	_			✓ Marketing Plan			
Initiatives	Communication/			☐ Increase Merchant			
	Wayfinding			Engagement			
	Program		1				