

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

1.	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	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. Sherry Belanger, Belle Sirene Salon Nicole Perez, Bang and Olufsen Ben Roberts, Not Boring Entertainment Karen Roque, Team Chodorow 	Information Action	Jodi Decker
8.	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.	Information	Rudick

	 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. 	Information	Lauren Turton
	 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. 	Action	Steve Hadley, Council Office, District One
9.	Design/Village Improvements-		
	1. Enhance La Jolla and MAD Update	Information	Enhance La Jolla
10.	Promotions		
	 a) 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. b) 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. c) Letters of Support requested from Wall Street merchants. One on one meetings to be completed with all Wall Street merchants. d) Community Crops to completed permit application and layout. e) Insurance Quote requested from LJVMA insurance company f) 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). g) 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! h) Action Requested – Formally contract with Community Crops to Manage Wow! Market and move forward as outlined above. Authorize LJVMA Officer 	Action	Rudick/Morgan Barnes, Vice President
	to negotiate and sign contract along with ED to expedite process. 2) Halloween Happenings		
	a) Halloween Costume Drive in Support of San Diego Family Justice Center. Seeking drop off spots. LJVMA Office will be a drop off spot. Volunteers?	Action	Decker
	 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. 		
11.	Adjourn Meeting – Next meeting format will be determined by current COVID standards. 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 PROW

- 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

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
- Collaborate
- Galleries (Nat Geo/Mangelson/ Peter Lk)
- Environmental Groups
- Photographers

Create/Sponsor Groups to tie into Special Interest

- Meet-up
- Social groups
- Photography
- Environmental
- Open Water Swimmers
- Foodies
- Happy Hours
- Singles
- Moms

Gift Card Program

- Bonus Bucks
- Model after successful programs

Strategic Video Marketing with Bei Roberts

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

Merchant Cross promotion and

- 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						
1.	ORGANIZATION	2. ECONOMIC					4b. PROMOTION		
			VITALITY				(Events)	(Marketing & Publicity)
CO	VID-19 Crisis Management	Me	rchant Education	Soc	ial Distancing	Adjust t	o COVID	Hig	hlight Current Marketing
X	Use media assets to	X	Business	X	Assist with		vn Orders. Shift to	Ma	gnets
	connect merchants to		Breakfasts		Soft Streets	Virtual B	Events		Leverage our most
	resources, funding		(Profitable		City Plan for				popular attractions
	opportunities, programs,		Partnerships)		Street	If Allow	ed:		(Seals, Sea Lions,
X	Promote needs of all	X	Diversity Education		Closure	Duplicat	te successful		Scenery)
	merchants to elected	X	Create Job Board	X	Communicat	events			Implement strategies
	officials during budget and		on Website to		e Design	Pillag	e the Village		to move people from
	decision-making process		further reach to		Ideas to	• Taste	e of SoVille		the Cove to the Village
	Create 501 (c)3 to qualify		diverse candidates		assist with	(Fay/	Pearl/La Jolla	Cha	aritable Partnering
	for grants, donations not	X	Online Education		social	Blvd?	P)	X	Partner with Local
	open to 501 c(6)	X	Promote 3rd Party		distancing.	Enjoya l	a Jolla- Earlier		nonprofit
X	Adjust meeting format until		online education	Lev	erage Seals	time 12	- 3	0	La Jollalty Card
	in person meetings can be		("Don't reinvent	• 0	reate Seals	⊠ Fan	nily/Children's		Fundraisers
	resumed.		the wheel.")		n Parade	Act	ivities	Adv	vance Social Media
X	Bring on Policy Intern to	X	Develop Webinar	Р	ublic Art	⊠ Get	more services	X	Add New Blog Features
	navigate changes.		Education specific		roject	invo	olved		(Meet the Merchant,
	Prepare draft 2021-22		to La Jolla Village		ft Place-	⊠ Get	merchants		Merchants Doing
	Budget based on 30%		merchant needs	Ma	king/Signage	invo	olved outside the		Good)
	Decrease in BID Revenue		o The Big Pivot	X	Cove		age Center	X	Shift Event Calendar
Pro	ofessionalism		o Social Media	X	Directory		eate Highlighted		from Live to Virtual
X	O		o Re-opening	X	Parking		ies, ie Fitness of	_	Events
	Consistent BOD onboarding		Safely		Signage	-	, Upper Girard	×	Promote #mylajolla
	process		ck Captains	×	Pedestrian		sign District,	×	Paid boosts for
	embership	X	Create Virtual		Signs		penings on	_	Facebook events
×	Increase attendance at		Outreach Program		r-Round		shel,	×	Social sharing links in all
	monthly meetings (live or		to keep merchants		bience		ure sponsors	_	media newsletter
	virtual), election process,		informed and	×	Ongoing		ks (4 th of July or	×	Explore Google
_	committees		connected during		relationship	New Ye	•	١	products
	Associate Membership -		COVID CRISIS	_	with MAD	[X]	Pre event	Upo	date La Jolla Village Map
	Actively promote Category	X	Choose Chair	X	Promote		dining/shopping		Align with overall
144	(Bird Rock/La Jolla Shores)	X	Assist Merchants		Store-front	_	event		Wayfinding Plan
l wa	ays and Means		with COVID Orders		maintenanc	×	VIP Event		Widen distribution
	Explore new grants		Create New		e of	a	(Fundraiser?)		(hotels, concierge, park
	Sponsorship		Business Welcome		PROW/priva		dize 3 rd Party		rangers, association,
X	BID Compliance	Doo	Packet Estate		tely owned	Event M		Ca	etc.)
	crease staff costs using unteers				planters,	X	Invite to		op advertising (based on
VOI	Student/Interns	Keia	ationships Develop	_	etc. Music		partnerships		VID reopening) Tourism publications
	Community Members		relationship with		through the	□	with LJVMA	_	La Jollalty/Enjoya
	isons to other La Jolla		property owners,		through the village	X	Link Merchants		Explore radio
	mmunity Groups		commercial real		Determine		to Available 3rd		PR consistency
X			estate brokers.		future of		Party Events. (if		Intern Project
	are active in association	Traf	ffic and Parking		Holiday		allowed)		Media alerts
X		X	Continue work		Décor and				Feature Story pitching
	annually		with parking		lightline				Iollalty Card/Fresh Air
Div	rersity and Inclusion		consultant.		ngittiiit				siness
	Create Task Force and	X	Draft Parking					X	Marketing Plan
	Initiatives		Communication/						Increase Merchant
	maduves	l]		_	
			Wayfinding						Engagement