

### LA JOLLA VILLAGE MERCHANTS ASSOCIATION

### MINUTES MONTHLY MEETING

#### 9 February 2022 / 4:00 PM Via Zoom

#### MONTHLY MEETING AGENDA<sup>1</sup>

Call to Order - Monthly Board Meeting. Call to order at 407p	Action	Amber Anderson, President
Roll Call -Amber Anderson, Morgan Barnes, Jo Cullen (absent), Cody Decker (absent), Karen Finerman, Andy Fotsch (absent), Gabriela Guevara, Katey Longo, Michael Matthews (absent), Nicole Perez, Jen Pham, Karen Roque, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director). To be sworn in: Maddie Wallace. Quorum		Summer Shoemaker, Secretary
Approval of January Minutes  Summer – motions, Morgan – seconds. Abstain due to mtg absence: Amber Anderson. No objections. Motion passes.	Action	Shoemaker
<ul> <li>Non-Agenda Public Comments (limited to three minutes)</li> <li>Updates from Community/Political Leaders</li> <li>All other public comments (limited to three minutes)</li> <li>Steve with CM LaCava Office: proposal for updated street vendor policies is expected to be in front of the council again soon.</li> <li>Matt Griffith: capital improvement project forum, 2/16. Virtual forum – links for those wishing to join will be sent by Jodi in a follow up community email.</li> </ul>	Information	Rudick
Special Presentation by District Attorney Summer Stephan  Ms. Stephan joined to share more information regarding the district attorney's office and community support measures. She also shared the efforts regarding thefts and prosecuting theft rings. Recommends that all businesses join ORCA (Organized Retail Crime Alliance), this organization helps share information with public safety representatives to solve crimes. Covered homelessness and steep increase and safety of community and new strategies implemented recently to help alleviate the challenges with mental health/addiction/human trafficking, including new urgent care facility in Vista that so far is proving successful to date – link below for more information on program: <a href="https://www.sdcda.org/Content/Preventing/Blueprint%20for%20Mental%20Health%20Reform.pdf">https://www.sdcda.org/Content/Preventing/Blueprint%20for%20Mental%20Health%20Reform.pdf</a> Sign Up for Newsletter: <a href="https://www.sdcda.org/office/newsroom/">https://www.sdcda.org/office/newsroom/</a> Additional Questions: Cameron.celeste@sdcda.org		DA Summer Stephan
<ul> <li>Financial Report – Amber Anderson Treasurer</li> <li>December Financials</li> <li>January Financials</li> <li>Amber – balances are in good shape and opportunities to use funds to support merchants.</li> <li>Motion (both months) – Katie Longo, Second - Karen Roque. No objections/abstentions. Approved.</li> </ul>	Action	Jo Cullen, Treasurer (absent) Amber Anderson reviewed instead

7.	Organizational Excellence		
	1) Swearing in of Board Members	Action	Amber Anderson,
	i) Dr. Maddie Wallace		President
	(1) Completed swearing in! congrats and thank you Dr. Wallace!		
	2) Open Board Seats (if any)		
	<ul> <li>a) Michael Matthews, due to his travel schedule is suggesting that another member of the Mermaids and Cowboys team take his seat on the board.</li> </ul>		
	Joshua Evans, General Manager, has expressed interest.  i) Joshua was unable to attend today. Moving to next month.	Action	Anderson
	<ol> <li>Audit – Action requested from BOD to accept the audit findings so that tax returns can be filed.</li> </ol>		
	a) Motion – Amber. 2 <sup>nd</sup> – Summer. No objections or abstentions. Approved.	Action	Anderson

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	4)	-	<b>Budget Process</b> has begun – Draft budget submitted on February 1 to	Information	Rudick	
	Economic Development Department.					
8.	Des		Village Improvements			
		1.	Enhance La Jolla and MAD Update	Information	Enhance La Jolla	
			o Planning meeting Feb 15th for Enhance La Jolla Day. If you want			
			to assist please do. LIVMA will have a booth at the event also!			
	MAD will					
			Reminder: Get It Done App – use it!			
9.			ons (See Marketing Committee Recap)	Information	A so allo secono	
	1)		cours d'Elegance April – 22 – 24	Information	Anderson	
		a)	Thursday, April 21 – Jazz on Prospect Merchant Happy Hour with Anna		Anna Danes, Event Coordinator	
		h۱	Danes		Coordinator	
			Friday Night – Ferrari Friday Update Saturday – Brake in the Village			
		c)	i) Tickets for above events are still available. Discounts could be			
			available for merchants if interested.			
			ii) 4/21 – Jazz on Prospect: bringing back live music to the Village. Also			
			adding to first Friday.			
	2)	Spri	ing Forward Storytime Scavenger Hunt with La Jolla Riford Library			
	-,	-	rketing & Events Committee Monthly Happy Hour	Information	Morgan Barnes, Vice	
			Thanks to Mermaids and Cowboys for a wonderful Happy Hour Locations		President	
		,	and sponsors have been secured for the next several meetings.			
		b)	February 22 @ 4pm – Jose's Courtroom	Information		
		c)	March 22 @ 4pm – El Avocado			
		d)	April 26 @ 4pm – Piazza 1909			
		e)	May 24 @ 4pm – BFree Gallery			
	3)		the Gift of La Jolla – E gift Card Program – information only. Just looking			
			as an option to provide the 'Gift of La Jolla'	Information	Laruen Turton/Japhet	
	4)		(Non-Fungible Tokens) – workshops to be planned to educate merchants		Perez	
			NFT's in this new revenue stream opportunity.			
	5)	_	<b>aw Puzzle</b> – artist is working on the art now and pending a first glimpse.	Information	Summer Shoemaker	
	۵١.		nmer will share once there is a draft version.	Information	Katey Longo, First Friday's	
	6) Recap February First Friday Art Walk. – March Theme is Luck				Chair	
			ther successful Art Walk! Biggest turnout yet and everyone really enjoyed,			
			rall feedback has been amazing again. Thank you to the galleries for being			
	so creative, developing great partnerships and fun ideas!! Great food, drinks, live models, giveaways. Galleries are getting sales too. Thank you Katey for your hard work on this great event.					
	<ul> <li>Request for more signage: could we add more A frames out. Jodi is working on.</li> </ul>					
	<ul> <li>Molly Rossettie – added more information regarding social media posts.</li> </ul>					
			Share information with Molly and tag La Jolla By the Sea so she can post.			
10	Adi		Meeting – Determine format of next meeting February 9. Next meeting is	Action	Anderson	
-	March 9!					
		•	Meeting adjourned at 5:34pm			
				1		

# STRATEGIC PLAN Working Draft December 2021

(To be finalized and ratified at January 2022 BOD Meeting)

Alternate Revenue Tactics  Sell advertising on website  Fundraising Campaigns  Ticketed Events (Defer to Event Group)  Create La Jolla Branded items  T-shirts, polos hats, jigsaw puzzle, cookbook  T-shirts of the forward momentum  EVENTS AND PROMOTION  Advance Social Media and Video  Marketing  Develop Limelight Merchant  Program  □ Use contests □ Inspire engagement □ La Jolla, MAD, City Resources and Get-it-Done App to all Behind the Scenes, Nurture Our Nature)  Sidewalk Sales □ Sidewalk Sales □ Sidewalk Cafes □ Promote Event Calendar □ Promote #mylajolla □ Promote #mylajolla □ Parklets □ Parklets □ Parklets □ Parklets □ Parklets □ Paid boosts and ads □ Connect with Influencers
Sell advertising on website       □ Increase attendance at monthly meetings       □ Improvements       ☑ Create Friendly       ☑ Develop Limelight Merchant         □ Fundraising Campaigns       □ Increase Attendance at Ticketed Events (Defer to Event Group)       □ Increase Attendance at Marketing Happy Hours Marketing Happy Hours Increase participation in election process, committees       □ Increase Attendance at Marketing       □ Use contests       □ Inspire engagement       □ Inspire engagement       □ Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature)       □ Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature)       □ Sidewalk Sales       □ Promotional Use of PROW       □ Promote Event Calendar       □ Promote #mylajolla       □ Promote #mylajolla       □ Promote #mylajolla       □ Promote #mylajolla       □ Parklets       □ Parklets       □ Pard boosts and ads       □ Develop Limelight Merchant       □ Develop Limelight Merchant       □ Program       □ Use contests       □ Inspire engagement       □ Inspire engagement       □ Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature)       □ Promote Event Calendar       □ Promote #mylajolla       □ Promote #mylajolla       □ Develop Limelight Merchant       □ Promote #mylajolla       □ Develop Limelight Merchant       □ Develop Limelight Merchant </th
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website
□ Fundraising Campaigns       □ Increase Attendance at Marketing Happy Hours       Competitions with Prizes       Program         □ Ticketed Events (Defer to Event Group)       □ Increase participation in election process, committees       □ Increase Attendance at Marketing Happy Hours       □ Inspire engagement       □ Educate merchants       □ Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature)       □ Nature       □ Promote Event Calendar       □ Promote #mylajolla       □ Promote #mylajolla       □ Parklets       □
□ Ticketed Events (Defer to Event Group)       Marketing Happy Hours to Event Group)       □ Increase participation in election process, committees       La Jolla, MAD, City       ○ Inspire engagement         ■ T-shirts, polos hats, jigsaw puzzle, cookbook       Fill board vacancies immediately to insure forward momentum       App to all Promotional Use of PROW       Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature)         ■ Create La Jolla       Fill board vacancies immediately to insure forward momentum       Promotional Use of PROW       Nature)         ■ Sidewalk Sales       Sidewalk Cafes       Promote Event Calendar         ■ Promote #mylajolla       Paid boosts and ads         Liaisons to other La Jolla       Business Breakfasts       Capitalize on Murals       Social sharing links in all media
to Event Group)  □ Create La Jolla Branded items □ T-shirts, polos hats, jigsaw puzzle, cookbook □ Toward momentum □ Create La Jolla □ T-shirts, polos hats, jigsaw puzzle, cookbook □ Toward momentum □ Delection process, committees □ Fill board vacancies immediately to insure forward momentum □ Sidewalk Sales □ Sidewalk Cafes □ Promotional Use of PROW □ Sidewalk Cafes □ Promote Event Calendar □ Promote #mylajolla □ Parklets □ Paid boosts and ads □ Social sharing links in all media
□ Create La Jolla Branded items □ T-shirts, polos hats, jigsaw puzzle, cookbook □ Toward momentum □ Create La Jolla □ Delection process, committees □ Fill board vacancies immediately to insure forward momentum □ Sidewalk Sales □ Sidewalk Cafes □ Parklets □ Parklets □ Paid boosts and ads □ Paid boosts and ads □ Social sharing links in all media □ Social sharing links in all media □ Social sharing links in all media □ Create La Jolla □ Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature) □ Promote Event Calendar □ Promote #mylajolla □ Paid boosts and ads □ Social sharing links in all media
Branded items  T-shirts, polos hats, jigsaw puzzle, cookbook  Tookbook  Education  Committees  Committees  Committees  Fill board vacancies immediately to insure forward momentum  Cookbook  Education  Committees  Fill board vacancies immediately to insure forward momentum  Cookbook  Fill board vacancies immediately to insure forward momentum  Cookbook  Forward momentum  Cookbook  Education  Cookbook  Education  Cookbook  Education  Cookbook
■ T-shirts, polos hats, jigsaw puzzle, cookbook  Tookbook  Education  Europe Behind the Scenes, Nurture Our Nature)  Promotional Use of PROW  Sidewalk Sales  Sidewalk Cafes  Promote Event Calendar  Promote Event Calendar  Promote #mylajolla  Parklets  Paid boosts and ads  Capitalize on Murals  Social sharing links in all media
jigsaw puzzle, cookbook immediately to insure forward momentum immediately to insure immediately to insure forward momentum immediately to insure forward momentum immediately to insure immediately to insure forward momentum immediately to insure immediately to insure forward momentum immed
cookbook forward momentum
Education
Education
Liaisons to other La Jolla   ☑ Business Breakfasts  ☑ Capitalize on Murals  ☑ Social sharing links in all media
who are active in education ("Don't reinvent  Participate in Enhance  Highlight Current Marketing Magnets -
association the wheel.") La Jolla Day Natural Resources are Natural
who are active in Increase attendance at merchants on behalf of Leverage our most popular
association meetings and events EJL attractions (Seals, Sea Lions,
Increase Volunteerism  Increase Volunteerism
Student/Interns
Em Stadenty meeting
Image: Community Members       Sponsors       Sound Design - Music       ○ Galleries         throughout the village       ○ Photographers/IG
1 Totessionalism
Oilboarding Covid
process CRISIS] Purchase and promote media.
■ Assist Merchants with     ■ www.parklajolla.com     ■ College
Ways and Means Explore COVID Orders website Gather Data via Valid Research Studies
new grants   Create New Business   Align with overall to support programs, projects, and
■ Sponsorship Welcome Packet
☑ BID Compliance Operations Assistance ☑ Focus on parking in ☑ Two Year Update of SDSU 2019
qualify for grants,   区 TOB Guidance  区 Merchant Survey to Activate the
donations not   PROW Permits  Village
open to 501 c(6)   Public Safety Liaison
collaborations
o Kiwanis
o La Jolla Community Center
<ul> <li>Rotary</li> <li>La Jolla Community Center</li> <li>Sierra Club</li> </ul>

VILLAGE MERCHANTS ASSOCIATION

## STRATEGIC PLAN (UPDATED AUGUST 2021)

Included for comparison only. No action needed

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ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION
Membership	Education	Storefront/Window Display	Highlight Current Marketing Magnets -
	□ Business Breakfasts	Improvements	Natural Resources are Natural
monthly meetings	□ Promote Job Board     □ Promote Job Board		Attractions
(virtual and live)	☑ Promote 3rd Party	Competitions with	Leverage our most popular
<b>⊠</b> Fill board vacancies	•	Prizes	
	online education ("Don't		attractions (Seals, Sea Lions, Scenery)  Collaborate
immediately to insure	reinvent the wheel.")	La Jolla, MAD, City	Conaborate
forward momentum	Increase attendance at	Resources and Get-it-Done	o Galleries (Nat Geo/
	meetings and events	App to all	Mangelson/Peter Lik)
in election process,	□ Facility Tours     □ Facility Tours	Promotional Use of PROW	o Environmental Groups
committees		⊠ Sidewalk Sales	<ul> <li>Photographers/IG</li> </ul>
Liaisons to other La Jolla	sponsors	☑ Sidewalk Cafes	Influencers
Community Groups	Block Captains	☑ Parklets	<ul> <li>Implement strategies to move people</li> </ul>
		☑ Capitalize on Murals	from the Cove to the Village with
who are active in	Outreach Program to	Support Enhance La Jolla	onsite marketing
association	keep merchants	□ Participate in Enhance     □ Parti	Coupon promotion with print media.
	informed and connected	La Jolla Day	Advance Social Media
who are active in	[during COVID CRISIS]		□ Develop Limelight Merchant Program
association	■ Assist Merchants with	merchants on behalf of	<ul> <li>Use contests</li> </ul>
Increase Volunteerism	COVID Orders	EJL	<ul> <li>Inspire engagement</li> </ul>
		Wayfinding	<ul> <li>Educate merchants</li> </ul>
	Welcome Packet	Sound Design - Music	□ Add New Blog Features (La Jolla
Professionalism	Operations Assistance	throughout the village	Behind the Scenes, Nurture Our
BOD Ethics		☑ When allowed - Live	Nature)
Training		pop-up performances,	Promote Event Calendar whether
	☑ PROW Permits	encourage buskers	Live or Virtual
onboarding	☑ Public Safety Liaison	☑ Encourage recorded	☑ Promote #mylajolla
process		music	☑ Paid boosts and ads
Alternative Revenues Ways		Purchase and promote	
and Means Explore new		www.parklajolla.com	
grants		website	Strategic Video Marketing with Ben
		☐ Align with overall	Roberts
☑ BID Compliance		Wayfinding Plan	☑ COVID Safety Video
		☐ Focus on parking in	☑ Outdoor Dining
qualify for grants,		tourism publications	☑ Holiday Greetings
donations not			COVID Friendly Events
open to 501 c(6)			<ul><li>Outdoor dining</li></ul>
Specific Alternate Revenue			<ul> <li>Virtual Taste of La Jolla</li> </ul>
Tactics			Gather Data via Valid Research Studies
☐ La Jollalty Card			to support programs, projects, and
Promotion			decisions
☐ Virtual Events			☑ Two Year Update of SDSU 2019
□ Create La Jolla			Visitors Survey
Branded items			☑ Merchant Survey to Activate the
<ul><li>T-shirts, polos hats</li></ul>			Village
<ul> <li>Cookbook for La Jolla</li> </ul>			Merchant Cross promotion and
(Third Party		0.0	collaborations
Published)			☑ Joint promotions
,		• ////	■ Nonprofit partnerships
		OVVC	o Kiwanis
		ull	<ul><li>Rotary</li></ul>
		VILLAGE	<ul> <li>La Jolla Community Center</li> </ul>
		MERCHANTS	<ul> <li>Sierra Club</li> </ul>
		ASSOCIATION	