

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

AGENDA MONTHLY MEETING

8 June 2022 / 4:00 PM La Jolla Riford Library

MONTHLY MEETING AGENDA¹

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1.	Call to Order - Monthly Board Meeting.	Action	Amber Anderson, President
2.	Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen, Gabriela Guevara, Katey Longo, Nicole Perez, Jen Pham, Karen Roque, Summer Shoemaker, Maddie Wallace, Jodi Rudick (Executive Director). To be sworn in: Bill Podway, Brandon Lindley, Hallie Swensen. Opening Quorum is 5 members.	Action	Summer Shoemaker, Secretary
3.	Approval of April Minutes	Action	Shoemaker
4.	 Non-Agenda Public Comments (limited to three minutes) Updates from Community/Political Leaders All other public comments (limited to three minutes) 	Information	Jodi Rudick, Executive Director
5.	Organizational Excellence 1) Swearing in of Brandon Lindley, Bill Podway, Hallie Swenson – Signed Board Orientation Plan, Conflict of Interest and Swearing in statements to be collected and kept on file. 2) Two Open Board Seats a) Self-Nominations to Consider: i) Vahid Moradi, CW Charles (no candidate statement) ii) Chad Taggart, Lobster West (Candidate Statement Attached) iii) Tamar Goldman-Sachs	Action Action	Karen Roque, Executive Administrator Amber Anderson, President
	 Annual By-laws review – Karen Roque and Summer Shoemaker will conduct annual review and make recommendations, if any at next month's meeting Jodi Rudick Performance Review. Request action to accept Executive Board recommendation. 	Information Action	Summer Shoemaker Anderson
6.	Financial Report – Jo Cullen, Treasurer a) April/May Financials b) Ways and Means – Conducted a join meeting of La Jolla Community Group with County Grants office.	Action Information	Jo Cullen, Treasurer Rudick
7.	Design/Village Improvements 1. Enhance La Jolla 2. Wayfinding Proposal (Attached)	Information Information	Enhance La Jolla Rudick
8.	great location. Food provided by Small Goods.	Information	Amber Anderson
9.	Promotions 1) Marketing Chair Update – Morgan is focusing energies on new work commitments. Brandon Lindley has volunteered to take on Marketing Chair role. Others are invited to volunteer. Action: Vote on new Marketing Committee Chair. 2) Upcoming Art Walk Themes:	Action	Anderson
	June Art Walk – Recap July – Red, White and Blues August – Akuna Matata OR Conservation Theme (Lion King tie-in) September – Learn (Tie in with Spirit Festival. Cocktail making lessons. Mini workshops about art? Collecting?) October – Spirts (La Jolla Art and Wine Festival is same weekend. Discuss with Art Walk Planning Group November – Gratitude	Information	Katey Longo, Art Walk Chair

		December – Holidays (Jingle Bells, Giving,)		
		January – Wellness (Live, Health, Longevity)		
		February – Love (Amour, Crush, Cherish)		
	3)	First VIP Art Walk Experience to be held in August with University Club Art Group.		
		They will be bringing up to 40 art patrons/enthusiasts to Art Walk one hour early for a		
		curated tour of four or five galleries. They will have time to visit other galleries on		
		their own and will meet for a wine tasting and dinner. No cost to association. Dinner		
		will be paid for by guests. Looking for restaurants interested in hosting the wine/spirit		
		tasting. If interested contact Jodi.		
	4)	Lion King Promotion – Update from David Morgan, Disney promotions	Information	David Morgan
		a) All of July and beginning of August – Photo Safari in La Jolla Village		
		b) La Valencia to host poolside screening of Lion King animated movie		
		c) Trails Clean Up – Friends of Coast Walk Trail		
		d) Themed menu items/cocktails/merchandise in restaurants/shops		
	5)	La Jolla Restaurant and Event App – Presentation by Abdi Chattergee	Action	Famished Team
	6)	Marketing Happy Hours Thanks to BFree Studio for hosting May Marketing Happy	Information	Rudick
		Hour. Food provided by Small Goods. Happy Hour Locations and sponsors have been		
		secured for the next several meetings.		
		a) June 28 – Piazza 1909		
		b) July 26 – Birdseye Rooftop Restaurant & Bar		
		c) August 23 – Host Needed		
		d) September – Cove House		
	7)	100DaysofSummer.fun – Redirect to Event Calendar is now live. Focus on La Jolla as		
		we fill up our event calendar.		
	8)	Jigsaw Puzzle update – Artwork for puzzle and box have been completed and		
		production is moving along.		Shoemaker/Rudick
10	Adj	ourn Meeting. July 12, 4:00 PM, La Jolla Riford Library	Action	Anderson

STRATEGIC PLAN 2022

Alternate Revenue Tactics 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 Liaisons to other La Jolla Community Groups Appoint only members who are active in association Increase Volunteerism Student/Interns Student/Interns Storefront/Window Display Improvements Marketing Happy Hours to Competitions with Prizes La Jolla MAD, City Resources and Get-it-Done App to all Promotional Use of PROW forward momentum Sidewalk Sales Promote Jolla Community Groups Appoint only members who are active in association Increase Volunteerism Student/Interns Student/Interns Student/Interns Block Captains Community Members Who are active in association Increase Volunteerism Student/Interns Block Captains Community Members Professionalism Block Captains Connected [during COVID Orders Program to keep merchants with COVID Orders CoviD Orders Ways and Means Explore new grants Selection Coracte New Business Welcome Packet Membership Engagement Improvements Storefront/Window Display Improvements Storefont/Window Display Improvements Stored Friendly Competitions with Prizes Sclawalk Cafes Sclawalk C
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 ☑ BID Compliance Operations Assistance ☑ Focus on parking in ☑ Two Year Update of SDSU 2019
qualify for grants, ☑ TOB Guidance ☑ Merchant Survey to Activate the
donations not PROW Permits Village
open to 501 c(6) Public Safety Liaison
collaborations
☑ Charitable partnerships☑ Joint promotions
✓ Joint promotions ✓ Nonprofit partnerships
o Kiwanis
o La Jolla Community Center
o Rotary o La Jolla Community Center o Sierra Club

MERCHANTS ASSOCIATION