

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

AGENDA MONTHLY MEETING

13 July 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, Brandon	Action	Summer
	Lindley, Katey Longo, Nicole Perez, Jen Pham, Bill Podway, Karen Roque, Summer		Shoemaker,
	Shoemaker, Hallie Swenson, Maddie Wallace, Jodi Rudick (Executive Director). (Quorum is 7 members)		Secretary
3.	Approval of June Minutes - http://lajollabythesea.com/wp-	Action	Shoemaker
	content/uploads/2022/06/Agenda-June-2022-with-minutes.pdf		
4.	Non-Agenda Public Comments (limited to three minutes)	Information	Jodi Rudick,
	Updates from Community/Political Leaders		Executive Director
	All other public comments (limited to three minutes)		
5.	Organizational Excellence		
	1) City Council Member Joe La Cava – Community Update	Information	Joe La Cava
	2) Annual By-laws review – Board Secretary Summer Shoemaker reviewed bylaws	Action	Summer Shoemaker
	and recommend no edits. Bylaws reflect the current needs of the organization		
	and promote inclusivity. Request action to accept Bylaws review with no changes.		
	3) Jodi Rudick Performance Review (tabled from last month) completed at Executive	Action	Amber Anderson,
	Board meeting. Request action to accept Executive Board's review.		President
	4) Approval of Election Timeline	Action	Rudick
	Election Timeline and Deadlines (Modified as allowed due post COVID-19 State of		
	Emergency allowances.)		
	Sunday July 31 Date of Record to Self-Nominate. (In order to be considered for a board		
	position candidate must have an active City of San Diego Business		
	Tax Certificate within the La Jolla BID and assessments must		
	be current by this date.)		
	Friday, September 2 - Self Nomination Form must be received by 3:00 p.m. via:		
	1. US Postal Service, 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 or		
	Request pickup by LJVMA representative (within BID boundaries)		
	Deadline strictly enforced. Self-nomination forms will not be accepted		
	after the 3:00 p.m. deadline.		
	Wednesday, September 28 - Date of Record to Vote, La Jolla BID Assessment must be paid		
	by this date to be eligible to vote in this year's election.		
	Monday - Wednesday, October 3 - 56 - Secret Ballots will be cast in one of the following ways. (Modified by BOD due to post COVID-19 guidelines.)		
	 In person at an official LJVMA event. 		
	 In person at the office of La Jolla Village Merchants Association, 7734 		
	Herschel Ave., Suite C between the hours 8:00 a.m. and 4:00 p.m.		
	 Request pickup (within BID boundaries) before 12:00 PM October 6, 2021. 		
	 Sent via US Mail to the address above. Must be received by October 5. 2021. 		
	In all instances: Proof of eligibility will be needed to accept ballot in the form of an		
	active City of San Diego Business Tax Certificate number. One vote per		
	business/business management representative. No proxy or emailed ballots are		
	accepted. Deadline strictly enforced.		
	Wednesday, October 12 - Ballots Publicly Opened and Counted at 4:00 p.m.		
	at the LJVMA Annual Meeting/Board Meeting. If required, meeting will		
	take place both in person and via Zoom in the presence of a City of San		
	Diego Election Official.		
	Wednesday, November 9 – Swearing in and Election of Officers		

6	Financial Poport – In Cullon Transurer		
6.	Financial Report – Jo Cullen, Treasurer a) June Financials b) Received notice that LIVMA has been selected to receive \$20,000 for Wayfinding Project (County of San Diego Neighborhood Reinvestment	Action Action	Jo Cullen, Treasurer
	Program Grant) Action requested to accept grant.		
7.	Design/Village Improvements 1. Enhance La Jolla 2. TOB Permit status. Subcommittee needed to explore future of Sidewalk café permits.	Information Information	Enhance La Jolla Rudick
8.	Merchant Engagement – Monthly Marketing Happy Hour attracted about 20 attendees. Piazza 1909 was the host and served delicious snacks and wine. Thanks to Roberta and Chef Stefano! Chef Stefano offered to host a future Big Night style event.	Information	Morgan Barnes, Vice President
9.	Promotions		
9.	1) Lion King Promotion Lion King Activation July – August 5 • Art Contest – Submissions accepted now through July 20. Community Art Expo will open August 5 as part of First Friday Art Walk. August Theme – Hakuna Matata • Self-Guided Photo Safari Contest – Friday, July 15 – Sunday, August 7 (Report from Intern Team) • Trails Clean Up with Friends of Coast Walk Trail – Sunday, July 17 • Lion King Animated Movie Screening at La Valencia – Tuesday, July 19 • Hakuna Matata Art Walk – August 5 with Community Art Expo – August 5 2) Art Walk – Future Theme, July Recap July – Red, White and Blues August – Hakuna Matata 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 December – Holidays (Jingle Bells, Giving,) January – Wellness (Live, Health, Longevity) February – Love (Amour, Crush, Cherish)	Information	Rudick Katey Longo
	 3) Update – VIP Art Experience Conducted pre-tour and site visit with University Club planning group. Hoping to make this a regular option for private VIP groups that fit key demographics (San Diego Concierge Association, American Society of Interior Designers, Destination Management Companies, Meeting Professionals International Local Chapter, Art Meet-ups, etc.) 4) La Jolla Restaurant and Event App – Presentation by Abdi Chatterjee 5) Marketing Happy Hours Thanks to BFree Studio for hosting May Marketing Happy 	Information	Famished Team Rudick
	Hour. Food provided by Small Goods. Happy Hour Locations and sponsors have been secured for the next several meetings. a) July 26 – Birdseye Rooftop Restaurant & Bar b) August 23 – Host Needed c) September – Cove House 6) New Promotion – Streets of La Jolla – Integrated marketing campaign using BID streets as "micro marketing districts." Monthly, each Street in the BID will be featured	Information	Rudick
	 in print, publicity, social and website. Will revitalize Block Captain Program recruiting a Street Ambassador. Stay tuned for more! 7) Jigsaw Puzzle update – Artwork for puzzle and box have been completed and 		
	production is moving along.		
10	Adjourn Meeting. August 10, 4:00 PM, La Jolla Riford Library	Action	Anderson

STRATEGIC PLAN 2022

ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION	
Alternate Revenue Tactics	Membership Engagement	Storefront/Window Display	Advance Social Media and Video	
☐ Sell advertising on	☐ Increase attendance at	Improvements	Marketing	
website	monthly meetings		☑ Develop Limelight Merchant	
☐ Fundraising Campaigns	☐ Increase Attendance at	Competitions with	Program	
☐ Ticketed Events (Defer	Marketing Happy Hours	Prizes	 Use contests 	
to Event Group)	☐ Increase participation in		 Inspire engagement 	
☐ Create La Jolla	election process,	La Jolla, MAD, City	 Educate merchants 	
Branded items	committees	Resources and Get-it-Done		
T-shirts, polos hats,		App to all	Behind the Scenes, Nurture Our	
jigsaw puzzle,	immediately to insure	Promotional Use of PROW	Nature)	
cookbook	forward momentum		☑ Promote Event Calendar	
			☑ Promote #mylajolla	
	Education	☑ Parklets	☑ Paid boosts and ads	
Liaisons to other La Jolla	■ Business Breakfasts	☑ Capitalize on Murals	Social sharing links in all media	
Community Groups	☑ Promote Job Board		□ Connect with Influencers	
■ Appoint only members	☑ Promote 3rd Party online	Support Enhance La Jolla		
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	
		□ Communicate with □ Communicate	Attractions	
who are active in	Increase attendance at	merchants on behalf of	Leverage our most popular Attractions (Saala Saa Liena	
association	meetings and events	EJL	attractions (Seals, Sea Lions, Scenery)	
Increase Volunteerism	□ Facility Tours □ □ Facility Tours □ Facility Tour	Wayfinding	Collaborate	
Student/Interns Community More have		Sound Design - Music	Galleries	
	sponsors	throughout the village	O differencesO Photographers/IG	
Professionalism	Block Captains	☑ When allowed - Live	Influencers	
IDIO ESSIONALISM IDIO ESSIONALISM IDIO		pop-up performances,	 Implement strategies to move 	
Training	Program to keep	encourage buskers	people from the Cove to the Village	
⊠ Consistent BOD	merchants informed and		with onsite marketing	
onboarding	connected [during COVID	music	 Coupon promotion with print 	
process	CRISIS]	Purchase and promote	media.	
•	☑ Assist Merchants with	www.parklajolla.com		
Ways and Means Explore	COVID Orders	website	Gather Data via Valid Research Studies	
new grants		☐ Align with overall	to support programs, projects, and	
	Welcome Packet	Wayfinding Plan	decisions	
	Operations Assistance	☑ Focus on parking in	☑ Two Year Update of SDSU 2019	
	☑ City Permits	tourism publications	Visitors Survey	
qualify for grants,	☑ TOB Guidance		✓ Merchant Survey to Activate the	
donations not	☑ PROW Permits		Village	
open to 501 c(6)	□ Public Safety Liaison		Merchant Cross promotion and	
			collaborations	
			✓ Joint promotions	
			☒ Nonprofit partnerships	
	124		o Kiwanis	
			Rotary	
		- ////	 La Jolla Community Center 	
		iolla -	 Sierra Club 	

MERCHANTS ASSOCIATION