

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

AGENDA MONTHLY MEETING

10 August 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, Tamar	Action	Summer
	Goldman-Sachs, Brandon Lindley, Katey Longo, Nicole Perez, Jen Pham, Bill Podway,		Shoemaker,
	Karen Roque, Summer Shoemaker, Hallie Swenson, Chad Taggart, Maddie Wallace, Jodi		Secretary
	Rudick (Executive Director). (Quorum is 8 members)		,
3.	Approval of July Minutes – Defer to next month if not available.	Action	Shoemaker
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		
J.	Reminder of Election Timeline – (For information only. No discussion needed)	Information	Summer Shoemaker
	Sunday July 31 Date of Record to Self-Nominate. (In order to be considered for a board	Innormation	Summer Shoemaker
	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		
	2. 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 LIVMA 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, Nevember 9. Swearing in and Election of Officers		
	Wednesday, November 9 – Swearing in and Election of Officers		
6.	Financial Report – Jo Cullen, Treasurer	Action	lo Cullon Traccurer
	a) July Financials	Action	Jo Cullen, Treasurer

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7.	_	gn/Village Improvements		
		1. Enhance La Jolla Updates	Information	Enhance La Jolla
	2	2. Wayfinding Project – Met with group from Enhance La Jolla and A7D Design	Action	Rudick
		(LJVMA Branding Firm). Looking to wrap ideally located utility boxes with		
		Wayfinding information including Village Map and Directory. Did an inventory of		
		best locations (Near Bus Stop, Coast Blvd, Prospect, Girard) Will choose best		
		locations and sizes to create wayfinding, photo stops, beautification. Action		
		Requested to allocate County Grant Wayfinding funds to this project. RFP will		
		need to be created as amount of project will exceed \$5000.		
8.	Merc	chant Engagement – Monthly Marketing Happy Hour attracted about 16 attendees.	Information	Anderson
	Birds	eye Rooftop Restaurant and Bar the host and served delicious appetizers and		
	beve	rages. Thanks to Tamar, JP and the entire Birdseye Team!		
9.	Prom	notions		
	1) F	Request for Letter of Support – Art and Wine Festival	Action	Lauren McFarlane
	2) 🕹	Art Walk Booth – Action: Should we commit to having a booth at the event. Need	Action	Rudick
	\ \	volunteers to work the booth. Can sell puzzles and promote other activities and		
	i	nvolvement.		
	3) L	Lion King Promotion - Recap	Information	Rudick
	4)	Art Walk – Announce the appointment of Bill Podway as Vice Chair. Survey has been	Information	Katey Longo, Event
		sent to all who have participated in any aspect of Art Walk so far. Results will be		Chair
		discussed at an online meeting with those interested in the future for Art Walk.		
		September – Learn (Tie in with Spirit Festival. Cocktail making lessons. Live art		
		demos, workshops about art? Collecting?)		
		October – Art's Long Weekend (Tie in With Art and Wine Festival)		
		November – Gratitude. Consider partnering with nonprofit organizations.		
		December – Holidays (Jingle Bells, Giving,)		
		January – Wellness (Live, Health, Longevity)		
		February – Love (Amour, Crush, Cherish)		
	5) \	VIP Art Experience – Event was sold out with 40 University Club members Will be		
	1 -	reaching out to target groups to scale this concept in the future. 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.)		
		Marketing Happy Hours	Information	Brandon Lindley,
	,	a) August 23 – Mermaids and Cowboys	Innormation	Marketing Chair
		b) September – Cove House		Warketing chair
		c) October - Open		
		d) November - Open		
		e) December - Open		
		La Jolla Restaurant and Event App – Presentation by Abdi Chatterjee	Information	Famished team
	1 -	Streets of La Jolla – Plans have been drafted and will be presented to Marketing	Information	Rudick
	1 -	Committee this month. Integrated marketing campaign using BID streets as "micro	Intornation	Nauick
		marketing districts." Monthly, each Street in the BID will be featured in print,		
		bublicity, social and website. Will revitalize Block Captain Program recruiting a Street		
		Ambassador. Stay tuned for more!	Action	Dudick
	-	ligsaw Puzzle update – Puzzles have shipped! Marketing and distribution plan has	Action	Rudick
		peen drafted and will be finalized at Marketing Committee Meeting.	Action	Andorson
1 10	4 ΑαΙΟί	urn Meeting. September 14, 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	✓ Add New Blog Features (La Jolla
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
		☒ Sidewalk Cafes☒ Parklets	☑ Promote #mylajolla☑ Paid boosts and ads
lisissus As sAbsuts talls	Education		 ✓ Social sharing links in all media
Liaisons to other La Jolla	■ Business Breakfasts ■ Brometo Joh Board	Eapitalize on Murais	✓ Connect with Influencers
Community Groups Appoint only members	✓ Promote Job Board✓ Promote 3rd Party online	Support Enhance La Jolla	Connect with influencers
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
	the wheeli y		Attractions
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			Scenery)
		Wayfinding	 Collaborate
	sponsors	Sound Design - Music	o Galleries
		throughout the village	 Photographers/IG
Professionalism	Block Captains	☑ When allowed - Live	Influencers
☑ BOD Ethics		pop-up performances,	 Implement strategies to move
Training	Program to keep	encourage buskers Encourage recorded	people from the Cove to the Village
	merchants informed and		with onsite marketingCoupon promotion with print
onboarding	connected [during COVID CRISIS]	Purchase and promote	media.
process		www.parklajolla.com	media.
Ways and Means Explore	COVID Orders	website	Gather Data via Valid Research Studies
new grants		☐ Align with overall	to support programs, projects, and
⊠ Sponsorship	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		
	☑ Homeless Support		Merchant Cross promotion and
			collaborations
			☑ Joint promotions☑ Nonprofit partnerships
			Nonprofit partiterships Kiwanis
			o Rotary
		• ////	La Jolla Community Center
		iolla -	o Sierra Club

MERCHANTS ASSOCIATION