

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MINUTES MONTHLY MEETING

10 August 2022 / 4:00 PM La Jolla Riford Library

MONTHLY MEETING AGENDA¹

ONTH	LY MEETING AGENDA		1
1.	Call to Order - Monthly Board Meeting.	Action	Amber Anderson,
	Meeting called to order at 4:05pm, Board at Quorum.		President
2.	Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen (absent), Gabriela Guevara,	Action	Summer
	Tamar Goldman-Sachs (absent), Brandon Lindley, Katey Longo, Nicole Perez, Jen Pham		Shoemaker,
	(absent), Bill Podway (absent), Karen Roque, Summer Shoemaker, Hallie Swenson, Chad		Secretary
	Taggart, Maddie Wallace, Jodi Rudick (Executive Director). (Quorum is 8 members)		
3.	Approval of July Minutes – http://lajollabythesea.com/wp-	Action	Shoemaker
	content/uploads/2022/08/Minutes-July-2022-SS-JR.pdf		
	Amber motions to approve July minutes. Chad seconds.		
	No abstentions or oppose. Motion passes.		
4.	Non-Agenda Public Comments (limited to three minutes)	Information	Jodi Rudick,
	Updates from Community/Political Leaders		Executive Directo
	Latrelle Crenshaw: City of San Diego, Economic Development:		
	Budget updates, all fiscal year items for LJVMA has been submitted, final PO is		
	being setup to close this item.		
	There is a non-profit, small business grant available.		
	www.grants.ca.gov/grants/copy-of-technical-assistance-expansion-program-tap/		
	Sidewalk vending ordinance: many inquiries are being received. Areas of		
	concern in parks and beach – inquiries and questions should be directed to:		
	sdbusiness@sandiego.gov or parksandrec@sandiego.gov this includes issues		
	and concerns regarding vendors and city asks that public does not address		
	vendors directly but route questions/concerns to		
	Store front Improvement Program; funded for this fiscal year! This is a 50/50		
	match program and includes support assistance with architectural firms.		
	sdbusiness@sandiego.gov		
	Steve Hadley, SD City Council, Joe LaCava Office:		
	 Coastal commission has not added vending or dining to their agendas. 		
	 Vending enforcement assistance from Park Rangers to ask for licenses of 		
	vendors at a minimum. They were to have started watching this as of last		
	weekend.		
	 Homeless Assistance Requests: A reminder that NextDoor is great, but posts 		
	via NextDoor don't make it to the city's response services. Recently some		
	posts were shared with Joe LaCava's office. Steve Hadley is assisting in		
	connecting them accordingly with available services. Please call Joe La Cava		
	office directly vs only posting on NextDoor. Contact police as necessary also.		
	• Amber Anderson: La Jolla Concours D'Elegance – golf tournament is approaching!		
	Looking for participants to support this great event		
	Cody Pederson – Supervisor Lawson-Remer:		
	• 988 – like 911 but for mental health crisis . This number is rolling out across		
	the nation. Number is tied to our County services for behavior health issues.		
	 Monkeypox health emergency has been declared. County is watching closely 		
	and rolling out vaccine opportunities.		
	State Assembly Atkins - \$300 million LOSAN (Los Angeles to San Diego) rail		
	corridor allotment has been designated. This will allow us to both speed up		
	the rail line but will also require us to move the line and minimize the stops		
	and impact on communities. This will also open the bluffs to the public.		
	 Native Landscaping initiatives/Greenhouse Gas Frameworks are also coming 		
	-		
	soon – stay tuned.		

		.	1
	Pending grants for holiday festival, pathway upgrades near Marine Room and		
	Avenida de la Playa.		
	 All other public comments (limited to three minutes) 		
	 Wenny Holbrook – La Jolla Swim and Sport 		
	 Klara – Designer and Artist, 862 Prospect Suite 8: Just opened Klara Chavarria 		
	Contemporary Art		
	 McKenna – San Diego Restaurant Week – September 25 - Oct 2. Price constraint 		
	has been removed this year. 3-course but now allowing a drink as a course.		
5.	Organizational Excellence		
	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		
	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 - 5 - 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. 		
	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 Report – Jo Cullen, Treasurer		
	July Financials Jo Absent today, Amber Anderson reviewed instead. All items are	Action	Amber Anderson
	balanced and submitted accordingly. Financials approved unanimously.		
7.			
	1. Enhance La Jolla Updates	Information	Enhance La Jolla
	Adding armrests to 10 of our benches to prevent them being like 'beds'.		
	Brackets for hanging baskets – anonymous donor is replacing them all for		
	both aesthetic and safety reasons.		
	 Contact MAD directly or the GetItDone App for any needs 		
	2. Wayfinding Project – Met with group from Enhance La Jolla and A7D Design	Action	Dudiale
	(LJVMA Branding Firm). Looking to wrap ideally located utility boxes with	Action	Rudick
	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.		
	nceu to be created as amount of project will exceed 33000.		
	 Action to fund the project and add directories: 		
	 Action to fund the project and add directories: Morgan motions, Hallie seconds, Motions passes. 		
8.	 Action to fund the project and add directories: Morgan motions, Hallie seconds, Motions passes. Merchant Engagement – Monthly Marketing Happy Hour attracted about 16 attendees.	Information	Anderson
8.	 Action to fund the project and add directories: Morgan motions, Hallie seconds, Motions passes. 	Information	Anderson

Pro	motions		
	Request for Letter of Support – Art and Wine Festival	Action	Lauren McFarlane
,	Sherri Ahern and McKenna with McFarland Productions: presented for La Jolla Art		
	and Wine Fest:		
	 Oct 8 and 9th 10a – 6p on Girard. Great attendance last year and great sales volumes. 		
	All ages welcome! Setup begins on Friday Oct 7 th . Street closing at 4pm on Oct 7 th .		
	All money from event goes back to 5 local schools.		
2)	Art Walk Booth – Action: Should we commit to having a booth at the event. Need		
-1	volunteers to work the booth. Can sell puzzles and promote other activities and		
	involvement.		
	Motions to support the La Jolla Art + Wine Festival.		
	Amber motions, Summer seconds. No oppose or abstain. Motion		
	passes.		
	 Jodi requested to support having a booth at the festival. 	Action	Rudick
	Morgan motions, Katie seconds – no oppose or abstain. Motion	Action	Radick
	- ' ' '		
21	passes. Lion King Promotion – Recap		
3)	 Very successful events overall. Recap is being developed and our activations will be 	Information	Rudick
	added to their national website.	illioilliation	Nuclek
	 Frozen has committed to be part of La Jolla launch for January. Banner program available for them too! More to come. 		
4١	Art Walk – Announce the appointment of Bill Podway as Vice Chair. Survey has been	Information	Vataulanga Fuant
4)	sent to all who have participated in any aspect of Art Walk so far. Results will be	iniormation	Katey Longo, Event Chair
	discussed at an online meeting with those interested in the future for Art Walk.		Cilaii
	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		
٦)	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.)		
	Katie updates: Another great event in August. The VIP Art experience attracted		
	40 University Club Members; went extremely well. Looking for other		
	opportunities like this. Thank you everyone for their feedback – focus on making		
	sure that feedback is heard, sponsors/partners/galleries are loving it while also		
	coming up with new ideas to make things better, particularly regarding leading		
	with other ideas instead of just food & drink.		
6١	Marketing Happy Hours	I.a.f.a.w.a.a.ti.a.w	Drandon Lindlay
6)	•	Information	Brandon Lindley,
	August 23 – Mermaids and Cowboys September - Cove House		Marketing Chair
	September – Cove House October – Oren		
	October - Open Neuropher - Open		
	November - Open Describer - Open		
	December – Open Comparison to above ideas formished annual all things that bring hydrogen to		
	Come join to share ideas, famished app, and all things that bring business to		
٦١	the village.	1 f	Dudiale
7)	La Jolla Restaurant and Event App – Jodi met with Abdi Chatterjee	Information	Rudick
	Jodi shared and has seen the preview of the app. Looks great and now will be lacking for early adapters to start value the app.		
	looking for early adopters to start using the app.		
0,	Chrosto of La Jalla Diana have have designed and will be		D di di
8)	Streets of La Jolla – Plans have been drafted and will be presented to Marketing	Information	Rudick
	Committee this month. Integrated marketing campaign using BID streets as "micro		
	marketing districts." Monthly, each Street in the BID will be featured in print,		
	publicity, social and website. Will revitalize Block Captain Program recruiting a Street Ambassador. Stay tuned for more!		

9	 Jigsaw Puzzle update – Puzzles have shipped! Marketing and distribution plan has been drafted and will be finalized at Marketing Committee Meeting. Shipped today!!! Thank you, Lifetime, for storing for us! Jodi requested motion to defer the decision on pricing to the Marketing Committee. Retail at \$30. 8 puzzles in a case. Karen motions, Amber seconds. No abstain or oppose. Motion passes. 	Action	Rudick
	Adjourn Meeting. September 14, 4:00 PM, La Jolla Riford Library Amber adjourns at 5:26pm	Action	Anderson

STRATEGIC PLAN 2022

ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION
Alternate Revenue Tactics	Manaharahia Engaganant	Charafrant /Mindow Display	Advance Social Media and Video
	Membership Engagement	Storefront/Window Display	
☐ 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
-	• , , ,		 Inspire engagement
to Event Group)		La Jolla MAD City	. 55
☐ Create La Jolla	election process,	La Jolla, MAD, City	o 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
COCKECOK			☑ Promote #mylajolla
	Education	□ Parklets □ Parklets	□ Paid boosts and ads
		□ Capitalize on Murals	✓ Social sharing links in all media
Liaisons to other La Jolla	Business Breakfasts	Capitalize on Murais	_
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
☑ Appoint only members			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
⊠ Student/Interns	_	Sound Design - Music	
	sponsors	_	
		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	people from the Cove to the Village
	merchants informed and		with onsite marketing
onboarding	connected [during COVID	music	Coupon promotion with print
process	CRISIS]	Purchase and promote	media.
p. cccss		www.parklajolla.com	
Ways and Means Explore	COVID Orders	website	Gather Data via Valid Research Studies
•		☐ Align with overall	to support programs, projects, and
new grants	☑ Create New Business	_	decisions
Sponsorship	Welcome Packet	Wayfinding Plan	
☑ BID Compliance	Operations Assistance	☑ Focus on parking in	☑ Two Year Update of SDSU 2019
		tourism publications	Visitors Survey
qualify for grants,			
donations not	☑ PROW Permits		Village
open to 501 c(6)	☑ Public Safety Liaison		
			Merchant Cross promotion and
			collaborations
			☑ Charitable partnerships
			■ Joint promotions
			☒ Nonprofit partnerships
			· ·
		00	
			o Rotary
		OVIC	La Jolla Community Center Challe
			o Sierra Club