



# LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## MINUTES MONTHLY MEETING

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

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

1.	<b>Call to Order - Monthly Board Meeting.</b> Meeting called to order at 4:05pm, Board at Quorum.	Action	Amber Anderson, President
2.	<b>Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen (absent), Gabriela Guevara, Tamar Goldman-Sachs (absent), Brandon Lindley, Katey Longo, Nicole Perez, Jen Pham (absent), Bill Podway (absent), Karen Roque, Summer Shoemaker, Hallie Swenson, Chad Taggart, Maddie Wallace, Jodi Rudick (Executive Director). (Quorum is 8 members)</b>	Action	Summer Shoemaker, Secretary
3.	<b>Approval of July Minutes – <a href="http://lajollabythesea.com/wp-content/uploads/2022/08/Minutes-July-2022-SS-JR.pdf">http://lajollabythesea.com/wp-content/uploads/2022/08/Minutes-July-2022-SS-JR.pdf</a></b> Amber motions to approve July minutes. Chad seconds. No abstentions or oppose. Motion passes.	Action	Shoemaker
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <ul style="list-style-type: none"> <li>Updates from Community/Political Leaders</li> <li>Latrell Crenshaw: City of San Diego, Economic Development: <ul style="list-style-type: none"> <li>Budget updates, all fiscal year items for LJVMA has been submitted, final PO is being setup to close this item.</li> <li>There is a non-profit, small business grant available. <a href="http://www.grants.ca.gov/grants/copy-of-technical-assistance-expansion-program-tap/">www.grants.ca.gov/grants/copy-of-technical-assistance-expansion-program-tap/</a></li> <li>Sidewalk vending ordinance: many inquiries are being received. Areas of concern in parks and beach – inquiries and questions should be directed to: <a href="mailto:sdbusiness@sandiego.gov">sdbusiness@sandiego.gov</a> or <a href="mailto:parksandrec@sandiego.gov">parksandrec@sandiego.gov</a> this includes issues and concerns regarding vendors and city asks that public does not address vendors directly but route questions/concerns to</li> <li>Store front Improvement Program; funded for this fiscal year! This is a 50/50 match program and includes support assistance with architectural firms. <a href="mailto:sdbusiness@sandiego.gov">sdbusiness@sandiego.gov</a></li> </ul> </li> <li>Steve Hadley, SD City Council, Joe LaCava Office: <ul style="list-style-type: none"> <li>Coastal commission has not added vending or dining to their agendas.</li> <li>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.</li> <li>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.</li> </ul> </li> <li>Amber Anderson: La Jolla Concours D'Elegance – golf tournament is approaching! Looking for participants to support this great event</li> <li>Cody Pederson – Supervisor Lawson-Remer: <ul style="list-style-type: none"> <li>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.</li> <li>Monkeypox health emergency has been declared. County is watching closely and rolling out vaccine opportunities.</li> <li>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.</li> <li>Native Landscaping initiatives/Greenhouse Gas Frameworks are also coming soon – stay tuned.</li> </ul> </li> </ul>	Information	Jodi Rudick, Executive Director

	<ul style="list-style-type: none"> <li>Pending grants for holiday festival, pathway upgrades near Marine Room and Avenida de la Playa.</li> <li>All other public comments (limited to three minutes) <ul style="list-style-type: none"> <li>Wenny Holbrook – La Jolla Swim and Sport</li> <li>Klara – Designer and Artist, 862 Prospect Suite 8: Just opened Klara Chavarria Contemporary Art</li> <li>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.</li> </ul> </li> </ul>		
5.	<p><b>Organizational Excellence</b></p> <p>Reminder of Election Timeline – (For information only. No discussion needed)</p> <p>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.)</p> <p>Friday, September 2 - Self Nomination Form must be received by 3:00 p.m. via:</p> <ol style="list-style-type: none"> <li>US Postal Service, 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 or</li> <li>Request pickup by LJVMA representative (within BID boundaries)</li> </ol> <p>Deadline strictly enforced. Self-nomination forms will not be accepted after the 3:00 p.m. deadline.</p> <p>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.</p> <p>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.)</p> <ul style="list-style-type: none"> <li>In person at an official LJVMA event.</li> <li>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.</li> <li>Request pickup (within BID boundaries) before 12:00 PM October 6, 2021.</li> <li>Sent via US Mail to the address above. Must be received by October 5, 2021.</li> </ul> <p>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.</p> <p>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.</p> <p>Wednesday, November 9 – Swearing in and Election of Officers</p>	Information	Summer Shoemaker
6.	<p><b>Financial Report – Jo Cullen, Treasurer</b></p> <ul style="list-style-type: none"> <li><b>July Financials</b> Jo Absent today, Amber Anderson reviewed instead. All items are balanced and submitted accordingly. Financials approved unanimously.</li> </ul>	Action	Amber Anderson
7.	<p><b>Design/Village Improvements</b></p> <ol style="list-style-type: none"> <li><b>Enhance La Jolla Updates</b> <ul style="list-style-type: none"> <li>Adding armrests to 10 of our benches to prevent them being like 'beds'.</li> <li>Brackets for hanging baskets – anonymous donor is replacing them all for both aesthetic and safety reasons.</li> <li>Contact MAD directly or the GetItDone App for any needs</li> </ul> </li> <li><b>Wayfinding Project</b> – Met with group from Enhance La Jolla and A7D Design (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. <ul style="list-style-type: none"> <li>Action to fund the project and add directories:</li> <li>Morgan motions, Hallie seconds, Motions passes.</li> </ul> </li> </ol>	<p>Information</p> <p>Action</p>	<p>Enhance La Jolla</p> <p>Rudick</p>
8.	<p><b>Merchant Engagement</b> – Monthly Marketing Happy Hour attracted about 16 attendees. Birdseye Rooftop Restaurant and Bar the host and served delicious appetizers and beverages. Thanks to Tamar, JP and the entire Birdseye Team!</p>	Information	Anderson



	<p><b>9) Jigsaw Puzzle update</b> – Puzzles have shipped! Marketing and distribution plan has been drafted and will be finalized at Marketing Committee Meeting.</p> <ul style="list-style-type: none"> <li>• Shipped today!!! Thank you, Lifetime, for storing for us!</li> <li>• Jodi requested motion to defer the decision on pricing to the Marketing Committee. Retail at \$30. 8 puzzles in a case. <ul style="list-style-type: none"> <li>○ Karen motions, Amber seconds. No abstain or oppose. Motion passes.</li> </ul> </li> </ul>	Action	Rudick
10	<p>Adjourn Meeting. September 14, 4:00 PM, La Jolla Riford Library</p> <p>Amber adjourns at 5:26pm</p>	Action	Anderson

# STRATEGIC PLAN 2022

ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION
<p><b>Alternate Revenue Tactics</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Sell advertising on website</li> <li><input type="checkbox"/> Fundraising Campaigns</li> <li><input type="checkbox"/> Ticketed Events (Defer to Event Group)</li> <li><input type="checkbox"/> Create La Jolla Branded items <ul style="list-style-type: none"> <li>▪ T-shirts, polos hats, jigsaw puzzle, cookbook</li> </ul> </li> </ul> <p><b>Liaisons to other La Jolla Community Groups</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Appoint only members who are active in association</li> <li><input checked="" type="checkbox"/> Appoint only members who are active in association</li> </ul> <p><b>Increase Volunteerism</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Student/Interns</li> <li><input checked="" type="checkbox"/> Community Members</li> </ul> <p><b>Professionalism</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> BOD Ethics Training</li> <li><input checked="" type="checkbox"/> Consistent BOD onboarding process</li> </ul> <p><b>Ways and Means Explore new grants</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Sponsorship</li> <li><input checked="" type="checkbox"/> BID Compliance</li> <li><input checked="" type="checkbox"/> Create 501 (c)3 to qualify for grants, donations not open to 501 c(6)</li> </ul>	<p><b>Membership Engagement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Increase attendance at monthly meetings</li> <li><input type="checkbox"/> Increase Attendance at Marketing Happy Hours</li> <li><input type="checkbox"/> Increase participation in election process, committees</li> <li><input checked="" type="checkbox"/> Fill board vacancies immediately to insure forward momentum</li> </ul> <p><b>Education</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Business Breakfasts</li> <li><input checked="" type="checkbox"/> Promote Job Board</li> <li><input checked="" type="checkbox"/> Promote 3rd Party online education ("Don't reinvent the wheel.")</li> </ul> <p><b>Increase attendance at meetings and events</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Facility Tours</li> <li><input checked="" type="checkbox"/> Food and beverage sponsors</li> </ul> <p><b>Block Captains</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Continue Virtual Outreach Program to keep merchants informed and connected [during COVID CRISIS]</li> <li><input checked="" type="checkbox"/> Assist Merchants with COVID Orders</li> <li><input checked="" type="checkbox"/> Create New Business Welcome Packet</li> </ul> <p><b>Operations Assistance</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> City Permits</li> <li><input checked="" type="checkbox"/> TOB Guidance</li> <li><input checked="" type="checkbox"/> PROW Permits</li> <li><input checked="" type="checkbox"/> Public Safety Liaison</li> <li><input checked="" type="checkbox"/> Homeless Support</li> </ul>	<p><b>Storefront/Window Display Improvements</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Create Friendly Competitions with Prizes</li> </ul> <p><b>La Jolla, MAD, City Resources and Get-it-Done App to all</b></p> <p><b>Promotional Use of PROW</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Sidewalk Sales</li> <li><input checked="" type="checkbox"/> Sidewalk Cafes</li> <li><input checked="" type="checkbox"/> Parklets</li> <li><input checked="" type="checkbox"/> Capitalize on Murals</li> </ul> <p><b>Support Enhance La Jolla</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Participate in Enhance La Jolla Day</li> <li><input checked="" type="checkbox"/> Communicate with merchants on behalf of EIL</li> </ul> <p><b>Wayfinding</b></p> <p><b>Sound Design - Music throughout the village</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> When allowed - Live pop-up performances, encourage buskers</li> <li><input checked="" type="checkbox"/> Encourage recorded music</li> </ul> <p><b>Purchase and promote website</b></p> <p><a href="http://www.parklajolla.com">www.parklajolla.com</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Align with overall Wayfinding Plan</li> <li><input checked="" type="checkbox"/> Focus on parking in tourism publications</li> </ul>	<p><b>Advance Social Media and Video Marketing</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Develop Limelight Merchant Program <ul style="list-style-type: none"> <li>○ Use contests</li> <li>○ Inspire engagement</li> <li>○ Educate merchants</li> </ul> </li> <li><input checked="" type="checkbox"/> Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature)</li> <li><input checked="" type="checkbox"/> Promote Event Calendar</li> <li><input checked="" type="checkbox"/> Promote #mylajolla</li> <li><input checked="" type="checkbox"/> Paid boosts and ads</li> <li><input checked="" type="checkbox"/> Social sharing links in all media</li> <li><input checked="" type="checkbox"/> Connect with Influencers</li> </ul> <p><b>Highlight Current Marketing Magnets - Natural Resources are Natural Attractions</b></p> <ul style="list-style-type: none"> <li>▪ Leverage our most popular attractions (Seals, Sea Lions, Scenery)</li> <li>▪ Collaborate <ul style="list-style-type: none"> <li>○ Galleries</li> <li>○ Photographers/IG Influencers</li> </ul> </li> <li>▪ Implement strategies to move people from the Cove to the Village with onsite marketing</li> <li>▪ Coupon promotion with print media.</li> </ul> <p><b>Gather Data via Valid Research Studies to support programs, projects, and decisions</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Two Year Update of SDSU 2019 Visitors Survey</li> <li><input checked="" type="checkbox"/> Merchant Survey to Activate the Village</li> </ul> <p><b>Merchant Cross promotion and collaborations</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Charitable partnerships</li> <li><input checked="" type="checkbox"/> Joint promotions</li> <li><input checked="" type="checkbox"/> Nonprofit partnerships <ul style="list-style-type: none"> <li>○ Kiwanis</li> <li>○ Rotary</li> <li>○ La Jolla Community Center</li> <li>○ Sierra Club</li> </ul> </li> </ul>

