



# MINUTES MONTHLY MEETING

13 July 2022 / 4:00 PM La Jolla Riford Library

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

1.	<b>Call to Order - Monthly Board Meeting.</b>	Action	Amber Anderson, President
2.	<b>Roll Call - Amber Anderson (absent), Morgan Barnes, Jo Cullen, Gabriela Guevara, Brandon Lindley, Katey Longo (absent), Nicole Perez, Jen Pham, Bill Podway, Karen Roque, Summer Shoemaker, Hallie Swenson, Maddie Wallace, Jodi Rudick (Executive Director). (Quorum is 7 members)</b>	Action	Summer Shoemaker, Secretary
3.	<b>Approval of June Minutes - <a href="http://lajollabythesea.com/wp-content/uploads/2022/06/Agenda-June-2022-with-minutes.pdf">http://lajollabythesea.com/wp-content/uploads/2022/06/Agenda-June-2022-with-minutes.pdf</a></b> Summer Shoemaker motions to approve, Bill Seconds. 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>• Joe La Cava presented today and will present later</li> <li>• Ashley Martinez, Manager of Govt Relations Airport Authority: Terminal 1 underway!! Pedestrian sky bridge is gone and they continue to work towards a new terminal. first 19 gates will go up first and then old terminal comes down where the remaining terminals will be located. Also working to get better public transportation connections to the terminals. Also partnership with CBX is underway. MTS transportation is also up and running and showing significant usage.</li> <li>• Cody, SD - briefly discussed the water sewage issues in the water, specifically recent news regarding the Coronado beaches. City continue to look at ways to develop solve the source issues but also just rolled out a 3 tier warning system to allow for some public discretion. New testing is effective and accurate. Also confirmed County has \$20K for the wayfinding system. Discussed Del Mar track realignment and progress there, could be shovel ready in 4 years. More information to come and join the county meetings to learn more.</li> <li>• City of San Diego - Latrelle - working on fiscal 2023 budget. Small business enhancement program is fully funded! Working to finalize internal budget and more information to come. Brown Act training - july 21 2-3pm, provided by the City.</li> <li>• All other public comments (limited to three minutes)</li> </ul>	Information	Jodi Rudick, Executive Director
5.	<b>Organizational Excellence</b> <ol style="list-style-type: none"> <li>1. City Council Member Joe La Cava – Community <ul style="list-style-type: none"> <li>• Welcome Joe La Cava to LJVMA! Discussed the recent sea lion media attention vs tourists and importance. Today is the end of the temporary permits for outdoor dining. The new program Spaces as Places begins officially today, very small percentage have actually applied for the permit. Additionally, with Coastal Commission being behind these regulations do not apply in coastal communities. The City Council has asked Coastal commission to speed track this issue and the vending issue. Redistricting for District 1 made University City no longer part of District 1 as of December, Pacific Beach will be added. Discussion on homelessness in La Jolla on the rise, especially since MTS Blue line - councilmember assured us they are aware and working on it also concerned/reviewing solutions to address. Keep using Get It Done app also to report encampments etc.</li> <li>• Council Member Joe La Cava sworn in our two new board members.</li> <li>• Annual By-laws review – Board Secretary Summer Shoemaker reviewed bylaws and recommend no edits. Bylaws reflect the current needs of the organization and promote inclusivity. Request action to accept Bylaws review with no changes.</li> </ul> </li> </ol>	Information Action  Action Action	Joe La Cava Summer Shoemaker  Amber Anderson, President Rudick

	<ul style="list-style-type: none"> <li>• Summer commented that there were no recommended edits and request to approve. Motion to accept the bylaws as exist. Bill motions, Morgan seconds. No abstentions or nays. Motion passes.</li> <li>• Jodi Rudick Performance Review (tabled from last month) completed at Executive Board meeting. Request action to accept Executive Board's review. Summer shared that the Executive Committee met and has reviewed the self assessment and agree with her comments and very much appreciate her dedication and commitment to the organization and La Jolla as a whole. Thank you Jodi!! Morgan motions, Nicole Perez seconds. no abstentions, motion passes</li> <li>• Approval of Election Timeline. Summer motions, Brandon seconds. Motion passes.</li> </ul> <p><b>Election Timeline and Deadlines (Modified as allowed due post COVID-19 State of Emergency allowances.)</b></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>1. US Postal Service, 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 or</li> <li>2. 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 - 56 - 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>		
6.	<p><b>Financial Report – Jo Cullen, Treasurer</b></p> <ol style="list-style-type: none"> <li>a) <b>June Financials</b></li> <li>b) <b>no concerns, accounts are healthy. morgan motions, Bill Podway seconds, no abstentions, or nays. motion passes.</b></li> <li>c) <b>Received notice that LJVMA has been selected to receive \$20,000 for Wayfinding Project (County of San Diego Neighborhood Reinvestment Program Grant) Action requested to accept grant.</b> <ol style="list-style-type: none"> <li>i) <b>Motion Nicole Perez, Karen Roque seconds. No abstentions or nays. motion passes.</b></li> </ol> </li> </ol>	<p>Action</p> <p>Action</p>	Jo Cullen, Treasurer
7.	<p><b>Design/Village Improvements</b></p> <ol style="list-style-type: none"> <li>1. Enhance La Jolla <ul style="list-style-type: none"> <li>o extra garbage pickup underway for busy summer season. Maddie joining Jodi on wayfinding committee.</li> </ul> </li> <li>2. TOB Permit status. Subcommittee needed to explore future of Sidewalk café permits. This topic was covered by other Councilmembers and other govt officials that spoke either.</li> </ol>	<p>Information</p> <p>Information</p>	Enhance La Jolla Rudick

8.	<p><b>Merchant Engagement</b> – 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. Thank you Piazza 1909! Great meeting, covered lion king and other upcoming events as well as rest of the year.. At Birdseye next on 7/26 at 4pm</p>	Information	Morgan Barnes, Vice President
9.	<p><b>Promotions</b></p> <p>1) <b>Lion King Promotion</b> Lion King Activation July – August 5</p> <ul style="list-style-type: none"> <li>• 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</li> <li>• Self-Guided Photo Safari Contest – Friday, July 15 – Sunday, August 7 (Report from Intern Team)</li> <li>• Trails Clean Up with Friends of Coast Walk Trail – Sunday, July 17</li> <li>• Lion King Animated Movie Screening at La Valencia – Tuesday, July 19</li> <li>• Hakuna Matata Art Walk – August 5 with Community Art Expo – August 5</li> </ul> <p>2) <b>Art Walk – Future Theme, July Recap</b> July – Red, White and Blues August – <i>Hakuna Matata</i> September – Learn (Tie in with Spirit Festival. Cocktail making lessons. Mini workshops about art? Collecting? ) October – Spirits (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)</p> <p>3) <b>Update – VIP Art Experience</b> 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.)</p> <p>4) <b>La Jolla Restaurant and Event App</b> – Presentation by Abdi Chatterjee</p> <p>5) <b>Marketing Happy Hours</b> -- Thanks to BFree Studio for hosting May Marketing Happy Hour. Food provided by Small Goods. Happy Hour Locations and sponsors have been secured for the next several meetings.</p> <p>a) July 26 – Birdseye Rooftop Restaurant &amp; Bar b) August 23 – Host Needed c) September – Cove House</p> <p>6) <b>New Promotion – Streets of La Jolla</b> – 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!</p> <p>7) <b>Jigsaw Puzzle update</b> – Artwork for puzzle and box have been completed and production is moving along.</p>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Rudick</p> <p>Katey Longo</p> <p>Famished Team Rudick</p> <p>Rudick</p>
10	<p><b>Adjourn Meeting. August 10, 4:00 PM, La Jolla Riford Library</b> Summer adjourned meeting at 5:20p</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 EIJ</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> <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>

