

### LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## AGENDA MONTHLY MEETING

### 14 September 2022 / 4:00 PM La Jolla Riford Library

MONTHLY MEETING AGENDA<sup>1</sup>

1.	Call to Order - Monthly Board Meeting.	Action	Amber Anderson, President
2.	Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen, Gabriela Guevara, Tamar Goldman-Sachs, Brandon Lindley, Katey Longo, Jen Pham, Bill Podway, Karen Roque, Summer Shoemaker, Hallie Swenson, Chad Taggart, Maddie Wallace, Jodi Rudick (Executive Director). (Quorum is 7 members)	Action	Summer Shoemaker, Secretary
3.	Approval of August Minutes	Action	Shoemaker
4.	<ul> <li>Updates from Community/Political Leaders</li> <li>All other public comments (limited to three minutes)</li> </ul>	Information	Jodi Rudick, Executive Director
5.	<ul> <li>Board Member Update - Nicole Perez has resigned from the Board as she has been promoted to the Bang &amp; Olufsen location in the Bay Area. We thank Nicole for her service. Self-nomination application has been submitted by Maddie Mackey.</li> <li>Action requested to accept Nicole's resignation. Suggest adding Maddie to normal election cycle now underway.</li> </ul>	Action	Summer Shoemake
	<ul> <li>Audit has begun with previous CPA, Haley Geier. Mary and Jodi are getting documents to Haley as requested. Audit should be completed by October.</li> <li>Election Update</li> </ul>	Information	Rudick
	Friday, September 9 - Self Nomination Forms were due by 3:00 p.m.  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 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 LIVMA 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	Information	Shoemaker
6.		Action	Jo Cullen, Treasure

7. <b>De</b>	sign/Village Improvements		
	1. Enhance La Jolla Updates	Information	Enhance La Jolla
	2. Wayfinding Project – Update - RFP has been sent to a variety of artists, printers	Action	Rudick
	and design firms. Copy of RFP is attached. Anyone who would like to receive the		
	RFP can let the LJVMA office know. It is also posted on the website. Request		
	action to accept language of RFP and recommend vendor.		
8. <b>M</b> e	erchant Engagement –	Information	Anderson
	<ul> <li>Monthly Marketing Happy Hour attracted about 26 attendees. Mermaids and</li> </ul>		
	Cowboys hosted and served delicious appetizers and beverages. Thanks to		
	Michael, Cheryl, Chef Tom and the entire Team. Additional thanks to Houda and		
	Sami Patel for hand delivering Hagen Dazs for Dessert.		
	• In person survey completed by Bishops high school students as community service		
	project. Result are being tabulated and will be presented at next month's		
	meeting.		
9. Pro	omotions, Marketing and Events – See Attached Minutes from Marketing Committee		
Me	eeting for Details		
1)	Jigsaw Puzzle update – LJVMA will be selling puzzles in case lots only (9 puzzles per	Information	Shoemaker
	case). Anyone can purchase a case or more. Individual puzzles will be sold at LIVMA		
	events and via retailers only. Puzzles can currently be purchased at La Valencia.		
	Pillage the Village Name Change? Village Trick or Treating Event will take place on	Action	Rudick
	October 31, Halloween Day from 3 – 6 pm. LJMVA office received call last year from		
	one person who said that she felt the name was disparaging of Native American		
	people. Should name be changed?		
2)	La Jolla Restaurant and Event App – Presentation by Famished Restaurant App is Live	Information	Abdi Chatterjee
	– All board members need to be part of the testing period to build engagement. Live		Famished team
	demo.		
3)	Volunteers Need for Upcoming Events and Activities – All board members are	Information	Brandon Lindley,
	requested to sign up for at least one activity.		Marketing Chair
4)	San Diego Spirit Festival – Thanks to Liz Edwards for offering all LJVMA contacts a \$10		
	discount when using discount code LaJolla.		
5)	Art and Wine Festival Booth October 7 - 8 –We will have a booth at the event. Need		
	volunteers to work the booth. Can sell puzzles and promote other activities and		
	involvement.		
6)	Taste of La Jolla – October 18. LJVMA will be a partner with La Jolla High School		
	Foundation for this event and be included on all promotional material. LJVMA will		
	assist with restaurant outreach.		
7)	Small Business Saturday – November 26.		
8)	Marketing Happy Hours – Change time to 3:30. 3:30 to 4:00 Networking at 3:30.		
	Meeting begins at 4:00		
	a) September 27 – Cove House		
	b) October 25 – Hennessey's		
	c) November - Open – 4 <sup>th</sup> Tuesday is Week of Thanksgiving. Suggest meeting Tuesday, November 15 (3 <sup>rd</sup> Tuesday in November)		
	d) December – Open – 4 <sup>th</sup> Tuesday is Week of Xmas. Suggest Going Dark unless time		
	sensitive items need to be discussed.		
9)	Art Walk		
3)	October – Art & Wine – 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)	Information	Steve Gamp
	February – Love (Amour, Crush, Cherish)	cimation	Steve Gamp
10	Block Captain Program Reboot – Zoom meeting took place yesterday. Should all board		
1 10,	members also be block captains? Perfect job for busy members as they can make		
	their visits on their own schedule.		
	their visits on their own schedule.		



### Marketing Happy Hour Minutes – August 23, 2022

#### 10 Second Introductions

Steve Gamp, Lauryn Brittain, Tommy Turpin, Cheryl Jackson, Bill Podway, Craig Schniepp, Steve Gamp, Liz Edwards, Ben Roberts, Brandon Lindley, Rosa Agraz, Karen Roque, Melissa Villagomez, Abhi Chattergee, Summer Shoemaker, Joelyn Cullen, Sydney Tureaud, Sami Batal, Houda Batal, Barbara Arvia, Chiara Capobianco, Jenna Yost, Barbara Freeman, Emmanuel Mendes, Morgan Barnes.

**Restaurant App** – Launch and Demo with Abhi Chattergee. Everyone signed up for the app then browsed it and voiced question and concerns. Some of those being Navigation, function, pictures, menu, updates, and commenting. There was also a quick discussion about the meme booth sign up (a fun way for people to download the app).

Puzzles are Here! – LJVMA is selling in Case lots only – NO individual sales. Anyone who wants to purchase a puzzle can go to La Valencia who purchased the first 7 cases. If you would like to buy a case for yourself (makes great gifts) a single case is \$176 (or \$22/each) 2+ cases are \$160/case (\$20 each.) Anyone wanting to purchase a case (or more) can let Jodi know and we'll get them to you right away. Retail cost of puzzles is \$30. Will be selling at September Art Walk and October Art and Wine Weekend. Molly will be selling direct to consumer at the LJVMA booth. Need volunteers to help with morning and afternoon Shifts.

**Pillage the Village** – Halloween is MONDAY October 31. Decker's is doing their Dog-O-Ween event on Friday October 29. Should we keep to our tradition of doing Pillage on Halloween?

Everyone voted to hold the event on Monday October 31 and discussed a possible name change for the event. Board of Directors will decide at next meeting.

#### La Jolla Riford Library Event Partnerships – Suggest doing Storytime Scavenger Hunts Twice Each Year

Did Spring Forward in March 2021 (Extremely successful) Survey participants who suggested doing 2x/year. La Jolla Riford Librarian, Katia Graham asked about adding a **Fall Back Storytime Scavenger Hunt** on Sunday, November 6 using the same basic event plan. Will also plan to do Spring Forward Storytime Scavenger Hunt on Sunday March 12, 2023.

Holidays in La Jolla – 4 days of Holiday Festivities

Thursday, Dec 1 - La Valencia Tree Lighting

Friday Dec 2 – First Friday Art Walk (Frozen theme)

Saturday - Holiday Storytime Scavenger Hunt/FROZEN Storytime Scavenger Hunt with La Jolla Riford Library.

Sunday - Christmas Parade and Holiday Festival. LIVMA to have a booth. Cornhole.

-Discussion about more event idea and parking can be found on Lajollabythesea.com

Black Friday Weekend/Small Business Saturday – Plan to Engage Retailers by helping promote sales, events, etc.

Booth at Art and Wine Festival October 8 – 9 –. Need volunteers. Sign up is going around.

**Block Captain Program** – Will be relaunched by Chair Steve Gamp in the fall. Zoom meeting September 13 with all perspective Block Captains. Anyone can be a block captain, even if you don't have a business in the Village. Great way to get to know La Jolla business leaders.

**Street by Street Integrated Marketing** – Each month we'll focus of a different street in the BID. Meet my neighbor concept. Merchants help promote their neighbors. Develop process for getting merchant buy-in, content and enthusiasm. Promotion

can extend to blog posts, ads in local newspapers, publicity, mini events. Subcommittee has met twice and we are gathering content for first street – SILVERADO. Goal is to find a Block Captain for each street who can champion and "sell" idea to neighbors.

**Taste of La Jolla** – Partnership with La Jolla High School Foundation October 18. LJVMA to assist by connecting with restaurants.

#### First Friday Art Walk

September – LEARN featuring Art Demos and Mini Workshops October – Art and Wine (Same Weekend as Art and Wine Festival) November – Gratitude December – Frozen/Holidays January – Wellness February – Love

#### **Lion King Recap**

-Video recap of events

-250 people at art expo last month

Old Business - None New Business - None

SDspiritfestivial- New at the museum of contemporary art, Sat & Sun tickets \$95 on Sat and \$85 on Sunday. Discount code LaJolla will enable a \$10 discount.

### Save These Dates! Upcoming Events for All

There's something for everyone this fall in La Jolla Village and the <u>LJVMA Event Calendar</u> is your one-stop source to search and find festivals, live music, family activities, fundraisers and so much more. Details are added daily. Anyone can <u>submit an event</u> to the calendar *as long as it takes place in La Jolla Village*.

#### **2022 Upcoming Event Dates**

First Friday Art Walk - September 2, October 7, November 4, December 2

The After Party at the Museum of Contemporary Arts - September 10

La Jolla Cove Swim - September 11

Walk for the Trail + Cocktails on Coast Walk Trail Afterparty - September 16

San Diego Spirit Festival - September 18

La Jolla Art and Wine Festival - October 8 - 9

Taste of La Jolla - October 18

Trick or Treating in the Village (Pillage the Village) - October 31

Fall Back Storytime Scavenger Hunt - November 6

Happy Holiday Weekend - December 1 - 4

# 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	<ul> <li>Increase attendance at</li> </ul>	Improvements	Marketing			
website	monthly meetings		□ Develop Limelight Merchant			
☐ Fundraising Campaigns	<ul> <li>Increase Attendance at</li> </ul>	Competitions with	Program			
☐ Ticketed Events (Defer	Marketing Happy Hours	Prizes	<ul> <li>Use contests</li> </ul>			
to Event Group)	☐ Increase participation in		<ul> <li>Inspire engagement</li> </ul>			
□ Create La Jolla	election process,	La Jolla, MAD, City	<ul> <li>Educate merchants</li> </ul>			
Branded items	committees	Resources and Get-it-Done	✓ Add New Blog Features (La Jolla			
<ul><li>T-shirts, polos hats,</li></ul>		App to all	Behind the Scenes, Nurture Our			
jigsaw puzzle,	immediately to insure	Promotional Use of PROW	Nature)			
cookbook	forward momentum	⊠ Sidewalk Sales	☑ Promote Event Calendar			
		⊠ Sidewalk Cafes	□ Promote #mylajolla     □ Proid has a standard and a standa			
	Education	□ Parklets     □ Conitaling on Murals	□ Paid boosts and ads     □ Social observe a line in all recoding			
Liaisons to other La Jolla	■ Business Breakfasts     ■ Busines	□ Capitalize on Murals	<ul><li>☒ Social sharing links in all media</li><li>☒ Connect with Influencers</li></ul>			
Community Groups	✓ Promote Job Board     ✓ Promote 3rd Porty online	Support Enhance La Jolla	E Connect with influencers			
	✓ Promote 3rd Party online		Highlight Current Marketing Magnets -			
who are active in association	education ("Don't reinvent the wheel.")	La Jolla Day	Natural Resources are Natural			
<b>IX</b> Appoint only members	the wheel. )		Attractions			
who are active in	Increase attendance at	merchants on behalf of	<ul> <li>Leverage our most popular</li> </ul>			
association	meetings and events	EJL	attractions (Seals, Sea Lions,			
Increase Volunteerism			Scenery)			
<b>⊠</b> Student/Interns		Wayfinding	<ul> <li>Collaborate</li> </ul>			
	sponsors	Sound Design - Music	<ul> <li>Galleries</li> </ul>			
-		throughout the village	<ul> <li>Photographers/IG</li> </ul>			
Professionalism	Block Captains	☑ When allowed - Live	Influencers			
BOD Ethics	☑ Continue Virtual Outreach	pop-up performances,	<ul> <li>Implement strategies to move</li> </ul>			
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.			
Mana and Marrie 5	Assist Merchants with COVID Orders	www.parklajolla.com website	Gather Data via Valid Research Studies			
Ways and Means Explore		☐ Align with overall	to support programs, projects, and			
new grants  Sponsorship		Wayfinding Plan	decisions			
	Operations Assistance	▼ Focus on parking in	☑ Two Year Update of SDSU 2019			
✓ Create 501 (c)3 to	☑ City Permits	tourism publications	Visitors Survey			
qualify for grants,		,				
donations not	☑ PROW Permits		Village			
open to 501 c(6)	☑ Public Safety Liaison					
	☑ Homeless Support		Merchant Cross promotion and			
			collaborations			
			☑ Charitable partnerships			
			☑ Joint promotions			
		I	■ Nonprofit partnerships     ■ Nonpr			
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		inlla	<ul><li>La Jolla Community Center</li><li>Sierra Club</li></ul>			
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