

# AGENDA MONTHLY MEETING

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

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

[illegible]





## 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. LJVMA 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**

SDspiritfestival- 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 [LJVMA Event Calendar](#) 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 [submit an event](#) 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
<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 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 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>

