



LA JOLLA VILLAGE MERCHANTS ASSOCIATION ANNUAL & MONTHLY MEETING

12 October 2022 / 4:00 PM

ANNUAL MEETING MINUTES

Call to Order – Annual Board Meeting Called to order 401pm		Amber Anderson, President
Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof	Action	Summer Shoemaker, Secretary
Approval of 2021 Annual Meeting Minutes	Information	Shoemaker
Ballots Counted (Quorum Required): Action: Identification of Election Official to count ballots as received. Due to no quorum, defer ballot certification to monthly meeting which takes place immediately following adjournment.	Action	Latrell Crenshaw, Election Official
Adjourn to Annual Meeting @ 404p	Action	Anderson

AGENDA - MONTHLY BOARD MEETING

Wednesday, 12 October 2022 / 4:00 PM

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting @ 404pm	Action	Amber Anderson, President
2.	Roll Call - Chad Taggart, Bill Podway, Joelyn Cullen, Hallie Swenson, Jen Pham, Brandon Lindley, Summer Shoemaker, Amber Anderson, Maddie Mackey, Gabby Guevara, Tamara Goldman-Sachs all in attendance.	Action	Summer Shoemaker, Secretary
3.	Approval of September Minutes Summer requests motion for Sept minutes approval. Bill motions, Brandon seconds – no oppose or abstain. Motion passes.	Action	Shoemaker
4.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none">• Updates from Community/Political Leaders• All other public comments (limited to three minutes)• Steve Hadley: vending ordinance is date for a hearing regarding the vending ordinance implementation is expected but date for hearing was not confirmed yet.• Bill Podway – Decker's Dog and Cat, Dog-o-ween being held Sat Oct 29, 10am – noon at La Jolla Rec Center. See Decker's for more details. \$10 pp for one human/one dog. All profits support non-profit. Contact Cody Decker; cody@deckerspets.com	Information	Anderson
5.	Financial Report <ul style="list-style-type: none">• September Financials<ul style="list-style-type: none">○ Mary accountant is ill so we are still pending Sept financials.• Action to defer to review and approval to next month<ul style="list-style-type: none">○ Amber motions, Summer seconds. No oppose or abstain. Motion passes.	Action	Jo Cullen, Treasurer
6.	Organizational Excellence 1) Elections	Information	Jodi Rudick, Executive Director

	<p>a) Ballots were due last week. Voting options expanded to support post COVID protocols. Many ballots received! Latrell Crenshaw, City of San Diego Economic Development Department will act as impartial election official for this year's election and count all ballots received and eligible per LJVMA staff. 14 candidates for 12 open seats.</p> <p>i) Thanks to everyone who voted and helped get out the vote. Results will be reported at the end of the meeting today.</p> <p>b) Thank you to Latrelle for assisting and counting the ballots and representing the City of SD!!</p> <p>i) Candy Agundez</p> <p>ii) Dusty Bowder</p> <p>iii) Jo Cullen</p> <p>iv) Gabby Guevara</p> <p>v) Brandon Lindley</p> <p>vi) Katey Longo</p> <p>vii) Maddie Mackey</p> <p>viii) Jen Pham</p> <p>ix) Bill Podway</p> <p>x) Natalia Petrova</p> <p>xi) Summer Shoemaker</p> <p>xii) Hallie Swenson</p> <p>xiii) Chad Taggart</p> <p>xiv) Dr. Maddie Wallace</p> <p>2) Annual Report – Annual Report has been published on the website for the past 4 weeks and sent to all board members for review last month.</p> <p>a) Jodi commented to please submit any comments or questions! Vote on the annual report will be held in upcoming board meeting.</p> <p>3) Audit is in final stages. Performance Review of LJVMA and staff to take place as part of Audit process prior to end of Fiscal Year.</p> <p>4) Special Presentation from California Assembly Member Chris Ward – 10 minute presentation followed by Q and A.</p> <p>a) Reducing gun violence (ghost guns, ammunition, del mar gun fair).</p> <p>b) Green energy legislation – help renters/low income to receive some of the benefits only previously accessible to homeowners.</p> <p>c) Social Services – allows for graduate students to help assist communities with counseling needs.</p> <p>d) Housing – Universities and Colleges can now build faculty on community college campuses which was not previously allowed</p> <p>e) Refund Checks – up to \$1050 state rebate for household relief around inflation</p> <p>f) Grants for Small Business – unemployment insurance grants available to help offset the increased costs, including paid sick leave support. \$250 million in grants are available. See: 'gobiz' website. https://business.ca.gov/</p> <p>g) Safety/Housing and Homelessness: multiple different initiatives are being reviewed and underway for next years session to help some of these challenges.</p>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Rudick</p> <p>Anderson</p> <p>Rudick</p> <p>Assemblymember Chris Ward</p>
7.	<p>Merchant Engagement</p> <p>5) Monthly Marketing Happy Hour attracted almost 30 attendees to Cove House. Thanks to Morgan and the Cove House team for delicious food and drinks and wonderful hospitality.</p> <p>6) Surveys - We have collected over 100 merchant surveys thanks to the hard work of Intern Manny and Bishops high school students. Analyzing results which will be presented next month.</p> <p>7) Elections - Merchants throughout the BID were visited by LJVMA staff and board members to get out the vote creating a great touch point for merchants to engage, ask questions, etc.</p>	<p>Information</p>	<p>Anderson</p>
8.	<p>Design/Village Improvements</p> <p>1. Enhance La Jolla and MAD Update</p>	<p>Information</p>	<p>Enhance La Jolla</p>

	<p>2. Utility Box Update – Due to some safety restrictions we may need to paint rather than wrap utility boxes. We will adjust RFP to specify SDGE approved painting and will resend to artists who have already worked with SDGE in other areas as well as other local mural/large format artists.</p>	Information	Rudick
9.	<p>Promotions</p> <p>1) Creepy Candy Crawl – Volunteers needed to help blow up balloons late morning/early afternoon and distributed to merchants. Claudette Berwin, Coldwell Banker is supplying the helium and work/pick up space. Trick or Treating Event will take place on October 31, Halloween Day from 3 – 6 pm. Costume contest will be sponsored by and hosted by REBA as in previous (pre-COVID) years.</p> <p>a) Action to accept the Creepy Candy Crawl name and/or until another name option to consider is proposed: Brandon motions, Bill seconds, none oppose or abstain.</p> <p>b) Merchants – reminder to decorate your windows!</p> <p>2) Marketing Minutes Attached for Review. Volunteer support needed for various events (sign up form is going around.) Action items included on the agenda.</p> <p>3) Taste of La Jolla – October 18. Event is this Tuesday and is almost sold out!</p> <p>4) Small Business Saturday – November 26.</p> <p>5) Marketing Happy Hours – Change time to 3:30. 3:30 to 5:00. Networking at 3:30. <u>Meeting begins at 4:00</u></p> <p>a) October 25 – Hennessey's</p> <p>b) November – Meeting on the 3rd Thursday (rather than the 4th Thursday which is Thanksgiving) new date is November 15 and will be at The Lot.</p> <p>c) December – 4th Tuesday is Week of Xmas. Suggest hosting a Holiday Social earlier in the month.</p> <p>d) Date Change was approved for November and cancelling December (unless important business needs to be discussed.)</p> <p>6) Art and Wine Festival Booth Recap – Booth at the festival plus Photo Booth to launch Famished App. Thanks to volunteers who spent the weekend to help work the booth.</p> <p>a) The new LJVMA pop up tent was amazing and we got great feedback! Thank you Jodi for ordering.</p> <p>b) New map we had available was really helpful and people also took some LJVMA merchants' packets.</p> <p>c) We sold at least 20 puzzles!</p> <p>d) Thank you to all the volunteers that spent their weekend at the booth! Molly, Bill, Jen, Karen, Craig, Famished team.</p> <p>La Jolla Restaurant and Event App – Update from launch at La Jolla Art and Wine Festival. Signed up at least 45 users.</p> <p>e) Reviewed booth location with coordinator of Art+Wine festival and perhaps moving to entrance on Girard and perhaps give out a gift bag. They received a lot of questions about where items were located at the festival also. Next year it would be great to have a map of the event to better be able to direct attendees within the event also!</p> <p>Puzzle Update – Sales numbers, future marketing plans</p> <p>7) Block Captain Program Reboot – Zoom meeting took place yesterday. Should all board members also be block captains? Perfect job for busy members as they can make their visits on their own schedule First Friday Art Walk</p> <p>a) We will review this again next month as Steve was not able to stay for this portion.</p> <p>October – Art & Wine – Art's Long Weekend (Tie in With Art and Wine Festival) - Recap</p> <p>November – Gratitude. Invite Veteran's Organizations. Consider partnering with nonprofit organizations.</p> <p>December – Holidays (Jingle Bells, Giving,)</p> <p>January – Wellness (Live, Health, Longevity)</p> <p>February – Love (Amour, Crush, Cherish)</p>	<p>Action</p> <p>Information</p> <p>Information</p>	<p>Anderson</p> <p>Brandon Lindley, Marketing Chair</p> <p>Bill Podway</p>

	8) Holiday Social - December 7 immediately following the Executive Board Meeting. Orli La Jolla has offered to host and sponsor the event. Thanks to Max Waite for his generosity.		
10.	Verify Election Results – Request action to accept the findings of the Election Official. Election will be ratified next month. Next month is Swearing in Ceremony. Final Results: Dusty Bowder, Joelyn Cullen, Brandon Lindley, Katey Longo, Maddie Mackey, Jen Pham, Bill Podway, Natalia Petrova, Summer Shoemaker, Hallie Swenson, Chad Taggart, Maddie Wallace.	Information	Latrell Crenshaw
11.	Adjourn Meeting – Next meeting will take place at La Jolla Riford Library. November 9. Officers of the newly elected board will be selected. Anyone who has questions about serving on the Executive Board can contact any of our current officers or Jodi. Adjourn at 5:11pm	Action	Anderson



Marketing Happy Hour MINUTES – September 27, 2022

10 Second Introductions

Businesses represented – Hi Sweetheart, Banc of California, Pacific Sotheby's, La Jolla Golf Cart/La Jolla Social, Playa Fit, Team Chodorow/Berkshire Hathaway, Decker's Dog and Cat, Walden Family Services, Cove House, Life Time, Yiddishland, Inn by the Sea, Lobster West, Mermaids and Cowboys, BFree Studio, Will and Fotsch. Playa Fit

Public Comments/Updates –

Business openings – Marisi. Whiskey and Leather

La Jolla Concours Golf Tournament is Monday, October 3

Havdalah Service at Historical Society on Wednesday, October 5 from 5 PM to 6 PM in honor of the end of Yom Kippur/Break the Fast. Hosted by BFree Gallery. All are welcome.

Old Business

Great Month of Successful Events!

La Jolla Cove Open Water Swim – 500+

SD Spirit Festival- 1600 over the two-day event

Silent Disco and Modern Networking – Media on the Rise Ribbon Cutting 75+

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

Trick of Treating on Halloween Day - New name is **Creepy Candy Crawl** (thanks to Cheryl at Mermaids and Cowboys for helping with the name!) Halloween is MONDAY October 31. Decker's is doing their Dog-O-Ween event on Friday October 29. Using Generic Name Trick or Treating in the Village. 3 – 6 PM. All merchants are invited to dress up, pass out candy and have a great time taking photos.

La Jolla Riford Library Event Partnerships –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. 11 – 2 PM

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. Jigsaw Puzzle Contest (see details on next page)

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. Will host a zoom meeting to brainstorm ways LJVMA can support our shops, boutiques, and retail merchants.

Holiday Open House – Consider finding a location to host an open house for all merchants, community leaders, etc.

Booth at Art and Wine Festival October 8 – 9 – LJVMA Canopy has been ordered, inflatable photo booth will be set up by famished team. . Will be selling puzzles at September Art Walk and October Art and Wine Weekend. Molly will be selling direct to consumer at the LJVMA booth. Could still use a few **volunteers**. Sign up is going around. Famished will set up at Sotheby's and LJVMA with set up at Festival Location (Booth is near

Tempur-Pedic at the "Festival Entrance." Canopy has been order as well as signage and printed promo materials. All businesses are welcome to drop off marketing materials to distribute to festival goers.

Block Captain Program – Will be relaunched by Chair Steve Gamp in the fall. Not much response so far. Would like to find 6 – 10 dedicated ambassadors. 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. Every person at the meeting raise their hand saying they were interested in being part of the block captain program. We will be in touch to discuss next steps. Goal is to keep it simple and easy.

Taste of La Jolla – Partnership with La Jolla High School Foundation October 18. LJVMA has helped to secure restaurants. Almost all restaurant spots are full. 300 people will be at the event.

First Friday Art Walk -

October – Art and Wine (Same Weekend as Art and Wine Festival)

November – Gratitude. Partnership with La Jolla non profit organizations who will be invited to table at various locations/galleries. Candi DeMoura will have bags for distribution for Food Drive.

December – Frozen/Holidays

January – Wellness

February – Love

Steve Gamp suggested doing something in conjunction with with SDSU's Campanile Foundation.

Items to bring to Board for Approval

- **Jigsaw Puzzle Competition – Saturday, December 3**
- **Holiday Open House**

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

[La Jolla Art and Wine Festival](#) - October 8 - 9

[Taste of La Jolla](#) - October 18

[Trick or Treating in the Village \(formerly Pillage the Village\)](#) - October 31

[Fall Back Storytime Scavenger Hunt - November 6](#)

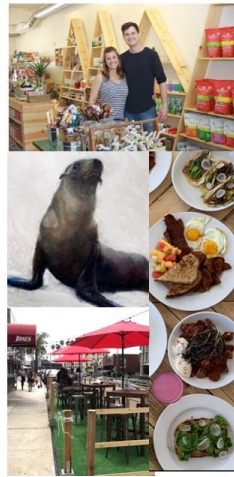
[Small Business Saturday – November 26](#)

[Happy Holiday Weekend - December 1 – 4](#)



Annual Report 2021-2022

OUR MISSION
WE BRING BUSINESS TO
LA JOLLA VILLAGE



La Jolla Village Merchants Association - Who we are...

A non-profit business association formed in January 2011 with experienced professional stakeholders at the helm, and a team of skilled partners on deck. LVMA signed a contract with the City of San Diego in May 2011 to manage the La Jolla Village BID.

LVMA District

- Neighborhood: La Jolla Village
- Approximate Boundaries: Eads to Ivanhoe, Ocean to Pearl / La Jolla Blvd.
- Number of Blocks: 90
- Number of Businesses: 1300 +/-
- Number of Employees: 6700

The vision for La Jolla Village Merchants Association (LVMA) is to build consensus in the Village and re-establish La Jolla as a vibrant, prosperous community. (January 11, 2011)

Our Mission:

We bring business to La Jolla Village

Key Accomplishments -2020 – 2021
Organizational Excellence

Organizational Excellence

Organizational Financials 2021-22

INCOME		EXPENSES	
BID Reimbursement	\$143,647	Organization/Administration	\$ 44,710
Special Events	\$ 0	Personnel	\$ 108,416
Co-op Advertising	\$ 14,495	Maintenance & Beautification	\$ 8,447
Grants/Donations	\$ 29,636	Promotion/Marketing	\$ 17,967
Associate Memberships	\$ 17		
Miscellaneous	\$ 18,074		
Income Total	\$205,869	Expense Total	\$179,540

* Audited financial documents available at www.lajollabythesea.com and by request

Board of Directors of LVMA Roster

Name	Term/Year Elected	Company Name	Address	Phone	Email
Amber Anderson	2/2021	Pacific Sotheby's Int'l Realty La Jolla	1111 Prospect St #100	858-333-6458	amberanderson@sothebysrealty.com
Morgan Barnes	2/2021	The Cove House	8030 Grand Ave.	207-838-7810	morganbarnes@gmail.com
Joey Cullen	1/2020	Littles La Jolla	1655 Wall St.	858-410-7100	JCullen2@lilife
Cody Decker	2/2021	Decker's Dog + Cat	7828 Ivanhoe Ave	858-999-0113	cshop@deckerspets.com
Summer Shoemaker	1/2020	Empress Hotel La Jolla	7766 Fay Ave	858-731-9338	Summer@kamsahotel.com
Andy Rudick	1/2021	Will and Pasch Architects	1298 Prospect St.	858-224-2486	andy@willandpasch.com
Michael Matthews	2/2020	Blue Apparat	1237 Prospect St.	508-232-9847	blueapparat@gmail.com
Katey Long	1/2020	Peter La Fine Art	1205 Prospect St.	858-200-0990	katey.lalong@rlk.com
Michael Matthews	1/2021	Memorials and Cowboys	1251 Prospect St.	760-808-7428	mike.matthews@memorialsandcowboys.com
Jim Plam	Mid-Year Vacancy	Solgen Spring Jewelry	7703 Fay Ave	858-255-8085	jp@gemsgallop.com
Summer Shoemaker	1/2020	La Valencia Hotel	1132 Prospect St.	855-476-6870	summer@lavalencia.com
Nicole Peers	1/2021	Bang and Olufsen	7851 Grand Ave.	858-750-2202	nicole@bang-olufsenusa.com
Karen Shogren	1/2021	Town Chiropractic, Berkeley Highway	7780 Grand Ave	858-456-4850	karen@townchiro.com
Lauren Turbin	1/2021	Ciao Ciao Padina	510 Pearl St.	(818) 263-4344	lauren@ciciopadina.com
Dr. Madeline Wallace	Mid Year Vacancy	Alexon Family Chiropractic	7724 Hoshel Ave, Suite F	(619) 776-9653	dmwallace@alexonchiro.com

Executive Committee & Director of LVMA 2021-2021

Cody Decker – President (Installed March 2021)
Amber Anderson President Installed November 2022

Morgan Barnes – Vice President

Summer Shoemaker – Secretary

Jo Cullen, Treasurer

Jodi Rudick - Executive Director

Key Accomplishments -2020 – 2021
Organizational Excellence

Strategic Plan June 2021

Organizational Excellence	Merchant Education & Engagement	Design & Ambiance	Events and Marketing
Membership <ul style="list-style-type: none"> ☑ Increase attendance at monthly meetings (virtual and live) ☑ Fill board vacancies immediately to insure forward momentum ☑ Increase participation in election process, committees ☑ Liaisons to other La Jolla Community Groups ☑ Appoint only members who are active in association ☑ Appoint only members who are active in association ☑ Increase Volunteerism ☑ Student/Interns ☑ Community Members ☑ Professionalism ☑ BOD Ethics Training ☑ Consistent BOD onboarding process ☑ Alternative Revenues Ways and Means Explore new grants ☑ Sponsorship ☑ BID Compliance ☑ Create 501 (c)3 to qualify for grants, donations not open to 501 (c)6 ☑ Specific Alternate Revenue Tactics ☑ Student/Interns Card Promotion ☑ Virtual Events ☑ Create La Jolla Branded Items ☑ T-shirts, polos hats ☑ Cookbook for La Jolla (Third Party Published) 	Education <ul style="list-style-type: none"> ☑ Business Breakfasts ☑ Promote Job Board ☑ Promote 3rd Party online education ("Don't reinvent the wheel.") ☑ Increase attendance at meetings and events ☑ Facility Tours ☑ Food and beverage sponsors ☑ Block Captains ☑ Continue Virtual Outreach Program to keep merchants informed and connected (during COVID CRISIS) ☑ Assist Merchants with COVID Orders ☑ Create New Business Welcome Packet ☑ Operations Assistance ☑ City Permits ☑ TOB Guidance ☑ PROW Permits ☑ Public Safety Liaison ☑ Homeless Support 	Storefront/Window Display Improvements <ul style="list-style-type: none"> ☑ Create Friendly Competitions with Prizes ☑ La Jolla, MAD, City Resources and Get-It-Done App to all ☑ Promotional Use of PROW ☑ Sidewalk Sales ☑ Sidewalk Cafes ☑ Parklets ☑ Capitalize on Murals ☑ Support Enhance La Jolla ☑ Participate in Enhance La Jolla Day ☑ Communicate with merchants on behalf of EIL ☑ Wayfinding ☑ Sound Design - Music throughout the village ☑ When allowed - Live pop-up performances, encourage buskers ☑ Encourage recorded music ☑ Purchase and promote www.parkjolla.com website ☑ Align with overall Wayfinding Plan ☑ Focus on parking in tourism publications 	Highlight Current Marketing Magnets - Natural Resources are Natural Attractions <ul style="list-style-type: none"> • Leverage our most popular attractions (Seals, Sea Lions, Scenery) • Collaborate <ul style="list-style-type: none"> o Galleries (Nat Geo/ Mangelsen/Peter Lik) o Environmental Groups o Photographers/IG Influencers • Implement strategies to move people from the Cove to the Village with onsite marketing • Coupon promotion with print media. • Advance Social Media • Develop Linelight Merchant Program • Use contests to inspire engagement • Educate merchants • Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature) • Promote Event Calendar whether Live or Virtual • Promote Rmyjolla • Paid boosts and ads • Social sharing links in all media • Connect with influencers • Strategic Video Marketing with Ben Roberts • COVID Safety Video • Outdoor Dining • Holiday Greetings • COVID Friendly Events • Outdoor dining • Virtual Taste of La Jolla • Gather Data via Valid Research Studies to support programs, projects, and decisions • Two Year Update of SDSU 2019 Visitors Survey • Merchant Survey to Activate the Village • Merchant Cross promotion and collaborations • Joint promotions • Nonprofit partnerships

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

Strategic Plan Modification January 2022



Maintained a full board with active involvement from all board members.

Continuing a direct relationship with county, state and city leaders to better communicate challenges and solutions to create a better La Jolla for our visitors to experience, as well as a better business climate and place to live.

Partnering with our local associations: La Jolla Community Planning Association—with 3 seats on the Planned Development, Ordinance Board, Traffic & Transportation—with 2 seats, La Jolla Coastal Access & Parking—3 seats on the board. Supporting Maintenance Assessment District, La Jolla Town Council and La Jolla Parks & Beaches in their initiatives.

Communicating and meeting regularly with City of San Diego Councilmember Bry and newly elected Jon La Cava to improve streets, sidewalks, trees, garbage containers, parking and mobility, homelessness, sidewalk vendors, the Cove smell, and other issues that arise daily.

The Executive team continues to work with the Mayor's Office, La Jolla Town Council, La Jolla Parks & Beaches and local merchants to resolve pertinent La Jolla Village issues.

Meeting regularly with other City of San Diego BID Alliance Executive Directors to educate on common issues and share lessons learned.

Continued our commitment to diversity and inclusion in all matters.

Key Accomplishments -2021 - 2022 | Organizational Excellence | Governance and Community Involvement

Key Accomplishments 2021-2022 Organizational Excellence Board of Directors Professionalism Initiative

About the Board of Directors

The La Jolla Village Merchants Association is guided by a 15 person Board of Directors which sets policies and strategies, under the guidelines set forth by the City of San Diego's Economic Development Department *Operation Manual*. These hard-working volunteers are the driving force behind the success of the organization. The Board meets on the second Wednesday of every month at 4:00 PM at the Rifford Library located at 7555 Draper Ave, La Jolla. All members of the public are invited to attend. The executive board is comprised of the President, Vice President, Treasurer, and Secretary.

Each year our board reviews our bylaws to ensure that we are meeting the mission and goals of a diverse community. Board members are sworn to serve LVMA members by taking part in professional development workshops and completing documents to comply with these standards:

- Board Orientation Checklist
- Board Of Directors Compliance Plan
- Link to Anti-Harassment Training (completed by all board members within 60 days of appointment or election)
- Link to Fair & Ethical Meetings Training
- Swearing-In Statement
- Conflict Of Interest Form

To learn more about and apply for the La Jolla Village Merchant's Association Board of Directors complete this Self Nomination Form Open Board Positions. Mid-year vacancies are filled as needed throughout the year. Applications can be submitted at any time.

- ☑ BOD Ethics Training
- ☑ Consistent BOD onboarding process
- ☑ Board Orientation Policy Adopted

Key Accomplishments -2020 - 2021 | Organizational Excellence

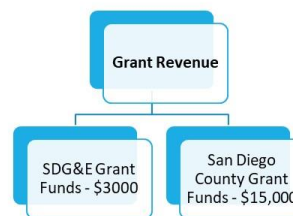
Key Accomplishments 2021-2022 Organizational Excellence



- ☑ **Membership**
 - ☑ Increase attendance at monthly meetings (virtual and live)
 - ☑ Fill board vacancies immediately to insure forward momentum
 - ☑ Increase participation in election process, committees
- ☑ **Liaisons to other La Jolla Community Groups**
 - ☑ Appoint only members who are active in association
- ☑ **Increase Volunteerism**
 - ☑ Student/Interns
 - ☑ Community Members
- ☑ **Alternative Revenues Ways and Means Explore new grants**
 - ☑ Sponsorship
 - ☑ BID Compliance
 - ☑ Create 501 (c)3 to qualify for grants, donations not open to 501 (c)6
- ☑ **Specific Alternate Revenue Tactics**
 - ☑ La Jollaly Card Promotion
 - ☑ Virtual/Hybrid/In Person Events
 - ☑ Create La Jolla Branded Items
 - ☑ T-shirts, polos hats
 - ☑ Cookbook for La Jolla (Third Party Published)

Key Accomplishments -2020 - 2021
Organizational Excellence

Key Accomplishments 2021-2022 Organizational Excellence

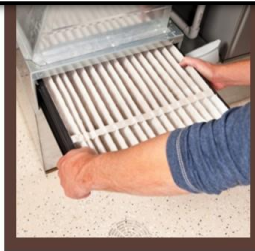


SDGE

Key Accomplishments -2020 - 2021
Organizational Excellence



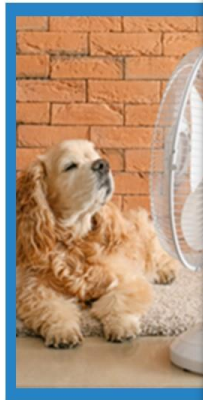
Developed Strategic Promotional Partnership With SDGE



Generated \$3000 in revenue

Assist merchants and residents with energy saving programs and ideas

Offered educational opportunities to connect sponsor with community



Design and Beautification

Key Accomplishments -2020 – 2021 Design & Beautification



Storefront/Window Display Improvements

- ☑ Create Friendly Competitions with Prizes
- ☑ La Jolla, MAD, City Resources and Get-it-Done App to all
- ☑ Promotional Use of PROW
- ☑ Sidewalk Sales
- ☑ Sidewalk Cafes
- ☑ Parklets
- ☑ Capitalize on Murals

Support Enhance La Jolla

- ☑ Participate in Enhance La Jolla Day
- ☑ Communicate with merchants on behalf of EIL

Wayfinding

Sound Design - Music throughout the village

- ☑ When allowed - Live pop-up performances, encourage buskers
- ☑ Encourage recorded music

Key Accomplishments -2020 – 2021 Design & Beautification



Wayfinding Plan

Support Received from

- La Jolla Village Merchants Association
- Parks and Beaches
- Enhance La Jolla
- Planned Design Ordinance (Concept approved, design and placement approval to follow)
- Coastal Access and Parking
- La Jolla Town Council
- La Jolla Community Planning Association

Develop Communication Campaign and Graphics

- Deploy Merchant and Visitor Discount Program – No cost to CAP
- Determine Budget and Funding Sources for Overall Project
- Option One - Support granted by Coastal Commission to pursue Project allowing access Coastal Access and Parking Funds
- Option Two - Pool Funds from Various Community Groups (listed above)

Phase Two - Smart Parking Plan Developed with assistance from RFP Process

- Vendor Selected but withdrew
- New discussions opened with City about alternative ideas Phase Three - TBD
- High-Tech Electronic Signage -

Key Accomplishments -2020 – 2021 Design & Beautification

Merchant Engagement and Economic Development

Parking Continues to be Priority

Purchase and promote www.parklaajolla.com website

- Align with overall Wayfinding Plan
- Focus on parking in tourism publications
- Actively promote both the merchants discount parking program, daily visitor parking discount and parklaajolla.com across channels.

Key Accomplishments -2020 – 2021 Design & Beautification

Work in the Village? Get Discounted Parking.



\$75 MONTHLY RATE

- DEDICATED SPACES
- CONVENIENT GARAGES
- AVAILABLE IMMEDIATELY
- MORE STREET PARKING FOR CUSTOMERS



CONTACT JODI@LAJOLLABYTHESEA.COM FOR MORE INFORMATION





Key Accomplishments
2021-2022
Parking Promotions

Seeking Parking Solutions Through Partnerships

Promoted Merchant Discount Parking Program – Approaching 100 Merchants taking advantage of program

Ongoing conversations to find more supplemental parking availability through Ace Parking and LAZ Parking managers; getting employees vehicles off the streets and into garages.

Extended agreement to retain a professional parking consultant through a *pro-bono* agreement.



Key Accomplishments
Events and Marketing



Key Accomplishments
2021-2022
Economic Vitality & Merchant Development

Education

- Marketing Happy Hour
- Promote Job Board
- Promote 3rd Party online education ("Don't reinvent the wheel")

Increase attendance at meetings and events

- Facility Tours
- Food and beverage sponsors

Block Captains

- Continue Virtual Outreach Program to keep merchants informed and connected beyond COVID
- Assist Merchants with City Opportunities – Spaces as Place, Storefront Improvement
- Create New Business Welcome Packet

Operations Assistance

- City Permits
- TOD Guidance
- PROW Permits
- Public Safety Liaison
- Homeless Support

Hosted Monthly Marketing Happy Hours and Merchant Mixer



Different venue each month allows restaurants to support LJVMA while highlighting their food and beverage

No charge to attendees

Monthly attendance average 20 members from all industries



"Success Starts Here"
New Member Welcome Packet Updated for 2022

Print and digital versions

Contains vital information

- 12 Ways to Maximize Memberships
- Frequently Asked Questions
- La Jolla Events
- La Jolla Attractions
- Important Contact Information
- Elected Officials

Adaptable and Expandable



Continued Merchant Survey to Assess Value and Business Climate

Optimism Shines Bright in La Jolla

Compare and Contrast
How's Business

End of FY Merchant Survey

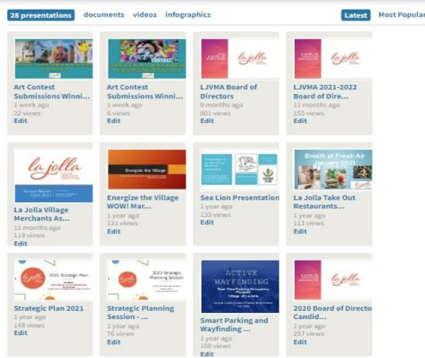
On a scale of 1 – 10 "How optimistic are you about the future of your business?" 10 is Extremely Optimistic

Average Score:
9.25

Marketing and Promotions



Edit profile
29 SlideShares
2 Followers
1 Clipboard



Increase Presence on Slide Share
Allow Easy Equitable Access to Information

29 Presentations Posted | 2711 Views

Key Accomplishments
Merchant and Economic Development

Key Accomplishments 2021-2022 Events & Marketing Digital Marketing

- LJMA continues to focus efforts on digital marketing efforts including ongoing website enhancements and updated technologies. Highlights include:
- Promotional products distributed promoting social media hashtags and LJMA brand
 - Merchant education about logo, branding and promotional resources
 - Upgraded website to increase function and performance
 - Outreach to merchants encouraging greater self-promotion using Merchant Profile and Event pages
 - Updated content regularly continuing to answer frequently asked questions about shopping, dining, and opening a business in La Jolla (permitting, licensing, business documents, etc.)
 - Expanded email program to twice monthly to create more consistent communication between LJMA and merchants
 - Upgraded to high-functioning Event Calendar promoting hundreds of events on behalf of Village merchants, nonprofits, community organizations and promoters
 - Social Media connections in all platforms www.lajollabizhides.com #MyLaJolla
 - Facebook/Lajollabizhides | Instagram/Lajollabizhides
 - Share your #MyLaJolla/LajollaLove Photos



Ribbon Cuttings and Grand Openings

Celebrated dozens of new businesses, hotels and eateries which opened during 2021-2022. Merchants, media, political leaders and customers

Key Accomplishments 2021-2022 Promotions & Events— Social Media Engagement Reaches New Highs

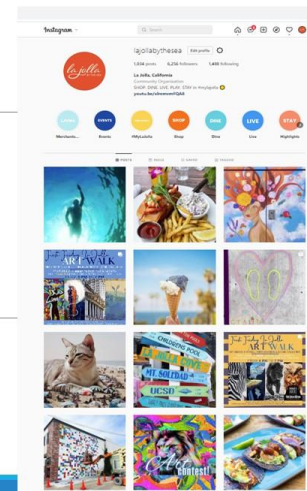
Facebook—2183 Followers

Instagram 6256 Followers
(33% increase over 1Y)

5 Posts per week per channel

725 Total Posts

1100+ Stories



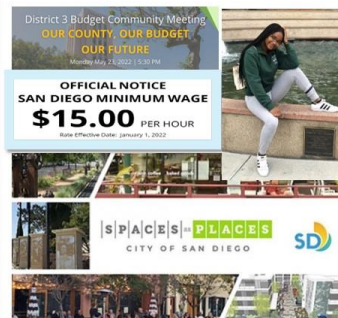
Webcam Continues to be
2nd Highest Ranked Page
on Website
Hosted by La Jolla Cove Hotel

Click to View Webcam

Key Accomplishments
Events and Marketing

Key Accomplishments 2021-2022 Promotions & Events—Blog Traffic

New Features



Timely Information about City, County
and State Services throughout COVID

Merchants Doing Good—Focus on
businesses giving back and serving the
community

Meet the Interns—Spotlight on
college students who give their time
and talents to LJMA

Guest Authors



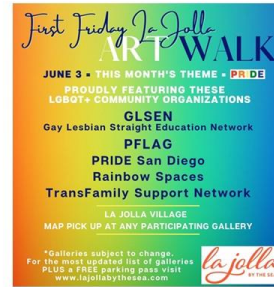
First Friday Art Walk

A Creative Collaboration between 20+ Galleries and countless partnership, sponsors and artists.

Monthly events attracting approximately 300 visitors each month

Monthly Themes

- December Giving
- January - Wellness
- February - Love
- March - Luck
- April - Laugh
- May - Fiesta
- June - PRIDE
- July - Red, White & Blues



Charitable Partnerships Bring Focus to Critical and Inclusive Issues



Videographer, Ben Roberts

Photographer, Jamie Dickerson

Created and Posted 16 New Videos to YouTube Channel to stay connected to merchants and t to customers

Themes

- Presidents Message
- First Fridays Art Walk
- Ribbon Cuttings
- Interns on the Move

All Volunteer Production Team

Not Boring Entertainment, Ben Roberts



June 2022 Presidential Message

60 views Jun 21, 2022 Amber Anderson, shares this months Presidents Message.

Key Accomplishments
Events and Marketing



Ferrari Friday Partnership

La Jolla Concours d'Elegance

Attracted over 1000 Attendees
512 New Email addresses
Engaged 58 Participating Merchants



Key Accomplishments
Events and Marketing





- Key Accomplishments
2021-2022
Promotions & Experiences
- Research, Advertising & Publicity
- Marketing and Events Committee met in person for monthly Marketing Happy Hours attracting between 15 and 30 merchants and marketing professionals to develop plans and ideas.
 - Placed weekly print and digital ads in local media to communicate to public about key messaging (parking, COVID, Outdoor Dining)
 - Continued tourism marketing including Staycation promotions with SOTA
 - Updated media list to include regional print, broadcast and digital editors, producers and influencers.
 - Sent regular press releases and media alerts to various outlets
 - Posted event information on online calendars and event guides.
 - Solidified partnerships with both LVMA videographer and photographer elevating the quality and consistency of content.

Key Accomplishments
Events and Marketing



Storytime Scavenger Hunt Engages Families in Partnership with La Jolla Riford Library

Over 240 attendees

Additional community organizations invited:
California Highway Patrol
SDGE

Two story times conducted by both merchants and Katia Graham, Youth Librarian

18 Participating Merchants

Event to be duplicated in the Fall and become an bi-annual occurrence



Promotional Partnerships with Third Party Events



- La Jolla Open Water Swim
- San Diego Spirits Festival in Partnership
- La Jolla Mutt Strutt
- La Jolla Art and Wine Festival
- Pillage the Village



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