

### LA JOLLA VILLAGE MERCHANTS ASSOCIATION

# MINUTES MONTHLY MEETING

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

MONTHLY MEETING AGENDA<sup>1</sup>

|    | LT WEETING AGENDA  |             |                     |
|----|--|-------------|---------------------|
| 1. | Call to Order - Monthly Board Meeting.   | Action      | Amber Anderson,     |
|    | Meeting called to order at 4:06pm  |             | President           |
| 2. | Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen, Gabriela Guevara, Tamar  | Action      | Summer              |
|    | Goldman-Sachs (absent), Brandon Lindley, Katey Longo, Jen Pham, Bill Podway, Karen   |             | Shoemaker,          |
|    | Roque (absent), Summer Shoemaker, Hallie Swenson, Chad Taggart, Maddie Wallace,  |             | Secretary           |
|    | Jodi Rudick (Executive Director). (Quorum is 7 members)  |             |                     |
| 3. | Approval of August Minutes   | Action      | Shoemaker           |
|    | <ul> <li>Bill Podway motions, Brandon Lindley seconds. No oppose or</li> </ul>   |             |                     |
|    | abstain. Motion passes.  |             |                     |
| 4. | Non-Agenda Public Comments (limited to three minutes)  | Information | Jodi Rudick,        |
|    | Updates from Community/Political Leaders   |             | Executive Director  |
|    | Latrelle – City of SD:   |             |                     |
|    | <ul> <li>small business assistance including helping as a resource for County and State</li> </ul>   |             |                     |
|    | assistance.  |             |                     |
|    | <ul> <li>Store Front Improvement Process: please apply, currently no wait. Re-</li> </ul>  |             |                     |
|    | imburse up to \$8k in the store front, if you don't own businesses can work  |             |                     |
|    | with their landlords in partnership with City. City has money to help and here   |             |                     |
|    | to help!   |             |                     |
|    | Steve Hadley – Supervisor Joe La Cava Office:  |             |                     |
|    | <ul> <li>Vending Ordinance: Coastal Commission has responded that they won't be</li> </ul>   |             |                     |
|    | reviewing and have allowed City Council to set enforcement date and  |             |                     |
|    | enforce. City Council does not have a date yet, but we expect it to be set   |             |                     |
|    | soon for enforcement. Park Rangers will be the ones enforcing.   |             |                     |
|    | <ul> <li>Amber Anderson asked who would be maintaining the new bathrooms.</li> </ul>   |             |                     |
|    | Steve commented that they are still hiring people.   |             |                     |
|    | <ul> <li>Paradisea – new restaurant opening in Bird Rock.</li> </ul>   |             |                     |
|    | Jodi Rudick – added Tara Lawson-Remer community meeting @ 6pm on Monday Sep 19 <sup>th</sup>   |             |                     |
|    | @ La Jolla Community Center. Looking for a snack sponsor and encouraging anyone to   |             |                     |
|    | attend.  |             |                     |
|    | All other public comments (limited to three minutes)   |             |                     |
| 5. | Organizational Excellence  |             |                     |
| ٦. | Board Member Update - Nicole Perez has resigned from the Board as she has been   | Action      | Summer Shoemak      |
|    | promoted to the Bang & Olufsen location in the Bay Area. We thank Nicole for her   | Action      | Summer Shoemak      |
| ļ  |  |             |                     |
|    | convice  |             |                     |
|    | service.   |             |                     |
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|    | 60 60 111 1111  |                         |                            |
|----|---|-------------------------|----------------------------|
|    | 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.  |                         |                            |
|    | <ul> <li>Sent via US Mail to the address above. Must be received by</li> </ul>  |                         |                            |
|    | 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 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.  |                         |                            |
|    | Wednesday, November 9 – Swearing in and Election of Officers  |                         |                            |
| 6. | Financial Report – Jo Cullen, Treasurer   |                         |                            |
|    | August Financials   | Action                  | Jo Cullen, Treasurer       |
|    | <ul> <li>Jo Cullen reported – accounts are healthy.</li> </ul>  |                         | ·                          |
|    | Thank you to Jodi for working so hard to receive Grants from the  |                         |                            |
|    | County. We just received another \$10K from the County for Covid  |                         |                            |
|    | stimulus!   |                         |                            |
|    | Bill motions to accept August Financials. Morgan seconds, no oppose or  |                         |                            |
|    | abstain. Motion passes.   |                         |                            |
| 7. | Design/Village Improvements   |                         |                            |
| 7. | Enhance La Jolla Updates  | Information             | Enhance La Jolla           |
|    | Mary from Enhance La Jolla was present. From Prospect to Silverado, all the   | orriacion               | Zimanec za sona            |
|    | flower baskets and brackets are all being updated. Target completion is the   |                         |                            |
|    | 3 <sup>rd</sup> week of Oct.  |                         |                            |
|    | <ul> <li>RFP is out for the utility box enhancements is still in progress.</li> </ul>   |                         |                            |
|    | <ul> <li>Benches – center arm rests have been installed at benches throughout the</li> </ul>  |                         |                            |
|    | heart of La Jolla. So far it has been beneficial.   |                         |                            |
|    | <ul> <li>Wayfinding Project – Update - RFP has been sent to a variety of artists,</li> </ul>  |                         |                            |
|    | printers and design firms. Copy of RFP is attached. Anyone who would  |                         |                            |
|    | like to receive the RFP can let the LIVMA office know. It is also posted on   |                         |                            |
|    | the website. Request action to accept language of RFP and recommend   |                         |                            |
|    | vendor.   |                         |                            |
| I. |   |                         | 5 1: 1                     |
|    | 2 Roard action to approve Wayfinding PED — Amber Anderson motions to accept   | Action                  | I DIIGICE                  |
|    | 2. <b>Board action to approve Wayfinding RFP</b> – Amber Anderson motions to accept   | Action                  | Rudick                     |
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|    |     | Action to change the name – Katie Longo motions to change, Brandon seconds. All in  |             |                  |
|----|-----|---|-------------|------------------|
|    | 3)  | favor. Motion passes unanimously. <b>La Jolla Restaurant and Event App</b> – Presentation by <b>Famished Restaurant App is Live</b> All beard members pood to be part of the testing period to build appagament. Live   | Information | Brandon Lindley, |
|    |     | <ul> <li>All board members need to be part of the testing period to build engagement. Live<br/>demo.</li> </ul>   |             | Marketing Chair  |
|    | 4)  | <b>Volunteers Need for Upcoming Events and Activities</b> – All board members are requested to sign up for at least one activity.   |             |                  |
|    | 5)  | <b>San Diego Spirit Festival</b> – Thanks to Liz Edwards for offering all LJVMA contacts a \$10 discount when using discount code LaJolla.  |             |                  |
|    | 6)  | <b>Art and Wine Festival Booth October 7 - 8</b> –We will have a booth at the event. Need volunteers to work the booth. Can sell puzzles and promote other activities and involvement.  |             |                  |
|    | 7)  | <b>Taste of La Jolla – October 18.</b> 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.   |             |                  |
|    | 8)  | Small Business Saturday – November 26.  |             |                  |
|    | 9)  | <ul> <li>Marketing Happy Hours – Change time to 3:30. 3:30 to 4:00 Networking at 3:30.</li> <li>Meeting begins at 4:00</li> <li>a) September 27 – Cove House</li> <li>b) October 25 – Hennessey's</li> <li>c) November - Open – 4<sup>th</sup> Tuesday is Week of Thanksgiving. Suggest meeting Tuesday, November 15 (3<sup>rd</sup> Tuesday in November)</li> <li>d) December – Open – 4<sup>th</sup> Tuesday is Week of Xmas. Suggest Going Dark unless time</li> </ul> |             |                  |
|    |     | sensitive items need to be discussed.  e) Amber motions to accept the change of schedule for holidays. Jo seconds. No oppose or abstain. Motion passes.   |             |                  |
|    | 10) | Art Walk 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)   |             |                  |
|    | 11) | <b>February – Love</b> (Amour, Crush, Cherish) <b>Block Captain Program Reboot –</b> 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.  | Information | Steve Gamp       |
| 10 |     | ourn Meeting. October 12, 4:00 PM, La Jolla Riford Library<br>eting adjourns at 5:14pm  | Action      | Anderson         |



## 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   | ☐ Increase attendance at   | Improvements  | Marketing   |
| website   | monthly meetings   |   | ☑ Develop Limelight Merchant                            |
| ☐ Fundraising Campaigns   | ☐ Increase Attendance at   | 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   |   |
| <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   |   | ☑ Promote Event Calendar                                |
|   |  |   | ☑ Promote #mylajolla                                    |
|   | Education  | ☑ Parklets  | ☑ Paid boosts and ads                                   |
| Liaisons to other La Jolla  | ☑ Business Breakfasts  | ☑ Capitalize on Murals  | Social sharing links in all media                       |
| Community Groups  | ☑ Promote Job Board  |   | ☑ Connect with Influencers                              |
| ■ Appoint only members  | ☑ Promote 3rd Party online   | Support Enhance La Jolla  |   |
| who are active in   | education ("Don't reinvent   | ☑ Participate in Enhance  | Highlight Current Marketing Magnets -                   |
| association   | the wheel.")   | La Jolla Day  | Natural Resources are Natural                           |
|   | _  | □ Communicate with     □ Communicate | Attractions   |
| who are active in   | Increase attendance at   | merchants on behalf of  | Leverage our most popular                               |
| association   | meetings and events  | EJL   | attractions (Seals, Sea Lions,<br>Scenery)              |
| Increase Volunteerism   | □ Facility Tours     □ Facility Tours | Wayfinding  | ■ Collaborate   |
| Student/Interns     Community Manuals and   |  | Sound Design - Music  | Galleries   |
|   | sponsors   | throughout the village  | <ul><li>O daneries</li><li>O Photographers/IG</li></ul> |
| Professionalism   | Block Captains   | ☑ When allowed - Live   | Influencers   |
| <b>IDIO ESSIONALISM IDIO ESSIONALISM IDIO</b> |  | pop-up performances,  | <ul> <li>Implement strategies to move</li> </ul>        |
| Training  | Program to keep  | encourage buskers   | people from the Cove to the Village                     |
| ⊠ Consistent BOD  | merchants informed and   |   | with onsite marketing                                   |
| onboarding  | connected [during COVID  | music   | <ul> <li>Coupon promotion with print</li> </ul>         |
| process   | CRISIS]  | Purchase and promote  | media.  |
| •   | ☑ Assist Merchants with  | www.parklajolla.com   |   |
| Ways and Means Explore  | COVID Orders   | website   | Gather Data via Valid Research Studies                  |
| new grants  |  | ☐ Align with overall  | to support programs, projects, and                      |
|   | Welcome Packet   | Wayfinding Plan   | decisions   |
| ☑ BID Compliance  | Operations Assistance  | ▼ Focus on parking in   | ☑ Two Year Update of SDSU 2019                          |
|   | ☑ City Permits   | tourism publications  | Visitors Survey   |
| qualify for grants,   | ☑ TOB Guidance   |   | ✓ Merchant Survey to Activate the                       |
| donations not   | ☑ PROW Permits ☑ Public Cofety Visions   |   | Village   |
| open to 501 c(6)  | □ Public Safety Liaison  |   | Merchant Cross promotion and                            |
|   |  |   | collaborations  |
|   |  |   |   |
|   |  |   | ✓ Joint promotions                                      |
|   |  |   | <ul><li>☒ Nonprofit partnerships</li></ul>              |
|   |  |   | <ul><li>Kiwanis</li></ul>                               |
|   |  |   | o Rotary  |
|   |  | - ////  | <ul> <li>La Jolla Community Center</li> </ul>           |
|   |  | iolla -   | <ul> <li>Sierra Club</li> </ul>                         |

MERCHANTS ASSOCIATION