



October 2022 MONTHLY MEETING

9 November 2022 / 4:00 PM

MINUTES - MONTHLY BOARD MEETING

Wednesday, 9 November 2022 / 4:00 PM

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting. Amber Anderson called to order at 4:08pm	Action	Amber Anderson, President
2.	Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen, Brandon Lindley, Katey Longo, Jen Pham, Bill Podway, Summer Shoemaker, Hallie Swenson, Chad Taggart, Dr. Maddie Wallace, Karen Roque, Jodi Rudick (Executive Director) The following will be added to the board following the swearing in ceremony: Dusty Bowder, Maddie Mackey, Natalia Petrova • All members above were present for meeting	Action	Summer Shoemaker, Secretary
3.	Approval of October Minutes Summer requests for motion to approve: Bill motions, Brandon seconds, none oppose or abstain. Motion passes.	Action	Shoemaker
4.	Non-Agenda Public Comments (limited to three minutes) • Updates from Community/Political Leaders <ul style="list-style-type: none">○ Tara Lawson Remer –<ul style="list-style-type: none">▪ commented on her appreciation to the community and time volunteered to an important community organization and provided a quick bio about her career and path taken to her current role.○ Latrelle Crenshaw– SD Economic Dev Dept:<ul style="list-style-type: none">▪ Business engagement resources are available – please reach out for sdbusiness@sanidiego.gov or 619-236-6607. In the month of Oct they received 45 inquiries and responded to over 85% within 2 days.▪ Site Visits/Contract monitoring reviews: La Jolla is nearly complete and fully on schedule. Thank you Jodi!▪ Internships – an internship is currently open with the City. Paid internship for 1 year to help support small business. Applications are being accepted until Nov 30th○ Steve Hadley/Joe La Cava Office:<ul style="list-style-type: none">▪ SD City Spaces as Places is expected to be presented to Calif Coastal Commission at their next session, Dec 13 – 15th. Pending final agenda for exact presentation date/time.▪ Jodi asked about the LJ street lights – Steve commented that they are working on them but struggling with electrical issues, staffing, and perhaps other issues.▪ Vending Ordinance – issue is back on agenda for city council Monday. Issue will progress further at upcoming Council meetings. • All other public comments (limited to three minutes) <ul style="list-style-type: none">▪ Cindy Goodman – LJ Rotary:	Information	Anderson

7.	<p>Merchant Engagement</p> <p>4) Monthly Marketing Happy Hour attracted almost 30 attendees to Hennessey's. Thanks to Dan Lang and the Hennessey's Team.</p> <p>5) Survey Results – Brief presentation of Merchant Survey Results. Discussion.</p> <ul style="list-style-type: none"> Jodi shared the results of the survey completed. <ul style="list-style-type: none"> i) Opportunities: 1:1 communication with other businesses. How do we help individual businesses with their own businesses. ii) Karen asked how do we share this survey information to the merchants. Blog article is on website with complete survey results. <p>6) AccessiBe Web Compliance – Setting up an information session for those interested in learning more about how to meet California's ADA standards as it relates to websites.</p> <ul style="list-style-type: none"> New tool available for Merchants and zoom webinar will be available for Merchants to join and learn more how to handle/address this issue. More to come! Keep an eye out in the coming weeks for this resource support and RSVP to attend. 	<p>Information</p> <p>Information</p>	<p>Anderson</p> <p>Rudick</p>
8.	<p>Design/Village Improvements</p> <p>1. Enhance La Jolla and MAD Update</p> <p>1) Mary Montgomery, Manager with Enhance La Jolla - flower baskets are being removed and re-hung due to height concern and working to correct.</p> <p>2) (3) Chinese Elm Trees will be installed on Draper @ Women's Club any day!</p>	<p>Information</p>	<p>Enhance La Jolla</p>
9.	<p>Promotions</p> <p>1) Marketing Minutes Attached for Review. Action items included on the agenda.</p> <p>2) Event Recaps</p> <ul style="list-style-type: none"> a) Taste of La Jolla b) Dog-O-Ween c) Creepy Candy Crawl - packed and really successful!! d) Scavenger Hunt – last Saturday was really successful, estimate 350 total ppl <p>3) Small Business Saturday – November 26. Brandon is working with La Jolla Light on Special Advertising Section. Many businesses are offering great offers and discounts.</p> <p>4) Marketing Happy Hours – Change time to 3:30 to 5:00. Networking at 3:30. Meeting begins at 4:00.</p> <ul style="list-style-type: none"> a) 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 (restaurant portion). b) December Meeting: 4th Tuesday is Week of Xmas. Holiday Social @ Orli on Dec 7th will replace Happy Hour @ Orli La Jolla. Please RSVP via newsletter sent out!!!! We have 46 RSVPs already. c) January 24 – @ Yiddishland d) February 27 TBD <p>5) La Jolla Holiday Weekend</p> <p>6) First Friday Art Walk</p> <ul style="list-style-type: none"> November – Gratitude – very successful and adoption/non-profits. We believe two pets were adopted out too!!! December – Holidays (Jingle Bells, Giving,) January 6 – Wellness (Live, Health, Longevity) February 3 –Hugs and Kisses March 3 – (Women's History Month) April 7 – Earth May 5 – Fiesta! Moms June – Pride/Rainbows July - Freedom <p>7) Holiday Social - December 7, 4 PM to 6 PM immediately following the Executive Board Meeting. Orli La Jolla has offered to host and sponsor the event. Thanks to Max Waitt for his generosity.</p> <p>8) Puzzle Update – Sales numbers, future marketing plans</p>	<p>Action</p> <p>Information</p>	<p>Rudick</p>
10.	<p>Adjourn Meeting – Next meeting will take place at La Jolla Riford Library. December 14. This is our annual strategic planning meeting. Meeting will run from 4:00 to 5:30.</p> <p>Amber Anderson adjourned meeting at 5:23pm</p>	<p>Action</p>	<p>Anderson</p>



Election Report 2022

- 1) Election Statistics
 - i) 14 Candidates self-nominated for 12 open seats.
 - ii) 67 Ballots were received and vetted
 - (a) 54 Ballots were accepted and tallied
 - (b) 13 ballots were rejected/not tallied for the following reasons
 - (i) 5 duplicates (In the case duplicate ballots from a BID Member, the first ballot received was counted.
 - (ii) 8 not in BID List of Record (September 30, 2022)
- 2) Method of Ballot Delivery
 - a) 49 ballots were hand delivered or retrieved directly from merchant
 - b) 18 ballots were received electronically (5 via text message forwarded to email, 14 send directly to email)
 - i) Electronic Submission Process
 - (a) Any emails received via text to the LJVMA Cell Phone were immediate forwarded to LJVMA email account.
 - (b) Any ballot received via email were printed to be counted.
 - ii) All digital ballots were printed to be tallied.
- 3) Ballot Eligibility
 - i) All ballots are checked for eligibility against the City of San Diego BID list.
 - ii) Each BID Member Business/Delegate can cast one vote only
 - iii) Date of Record for qualification is September 30, 2022 as per Election Timeline (approved by Board of Directors at July Meeting). BID Numbers/City of San Diego Tax Certificates are on file for each ballot accepted.
- 4) Ballots were counted during the October Membership Meeting by Election Official, Latrell Crenshaw, City of San Diego Economic Development Department. Mr. Crenshaw tallied votes three times to insure accuracy. It was confirmed that one ballot was accidentally left out of Mr. Crenshaw's count and would be added to the overall tally.
- 5) Board Secretary, Summer Shoemaker reviewed the final count against Mr. Latrell's findings and will present results to Board at November Meeting.
 - a) Ms. Shoemaker reviewed all electronic submissions sent to LJVMA offices for accuracy and to insure all submitted ballots were included in the count.
 - i) Two ballots deemed duplicates were removed from the original tally.
 - ii) One ballot not included in the original tally was added.
 - b) It was determined that the election results as presented at the October meeting were accurate.
- 6) After careful review, the following 12 candidates received the most votes and will be seated on the LJVMA board: Dusty Bowder, Jo Cullen, Brandon Lindley, Katey Longo, Maddie Mackey, Jen Pham, Bill Podway, Natalia Petrova, Summer Shoemaker, Hallie Swenson, Chad Taggart, Dr. Maddie Wallace.



Marketing October 25, 2022

10 Second Introductions

Ryan@LaJolla.com; Jo Cullen, Cailee Stangl, Lauren – Lifetime; Mike Fahey, La Jolla Village News, Jen Pham, La Jolla Gem Appraisal, Amber Anderson, Sotheby's, Summer Shoemaker, La Valencia, Marc Cormier, Smart Fitness Method; Edna Pines, Studio and Gallery; Chiara Capobianco, Harpist; Ron Jones, Voice of La Jolla; Craig Schniepp, Berkshire Hathaway; Chad Taggart, Lobster West; Jana Mazurkiewicz, Yiddishland; Jodi Rudick. LJVMA

Public Comments/Updates – No reports

Old Business

Great Month of Successful Events!

Havdalah Service at Historical Society on Wednesday, October 5 from 5 PM to 6 PM attracted approximately 100 people.

La Jolla Art and Wine Festival Sold approximately 30 puzzles; Famished was happy with response to App.

Taste of La Jolla – Very successful event with After Party at The Lot. Almost 300 people were at the event.

Upcoming Events and Promotions

Dog O Ween Decker's and La Jolla Loves Pets foundation is doing their Dog-O-Ween event on Friday October 29 at the La Jolla Recreation Center this Saturday from 10 am to 12 pm. LJVMA is invited to set up a booth. As no one is available to staff the booth, we will decline the invitation to exhibit.

Creepy Candy Crawl – LJVMA Board approved new name. 2 – 3 volunteers needed to inflate and deliver balloons. Halloween AM/Midday. Thanks to the following for offering their time: Cheryl (Mermaids and Cowboys), Mark (Smart Fitness Method), Molly (Hi Sweetheart), Manny (LJVMA Intern) Check in at Coldwell Banker, 909 Prospect St. Claudette Berwin

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.

Girard/Silverado Holiday Open House – November 20. 11 – 4 PM. Partnership with group of merchants who have been presenting this event for over 30 years.

Holidays in La Jolla – 4 days of Holiday Festivities

Thursday, Dec 1 – La Valencia Tree Lighting with children's activities, live music and festive food and drink.

Friday Dec 2 – First Friday Art Walk (Holiday Theme)

Saturday - Holiday Storytime and Launch of Progressive Reading Game with La Jolla Riford Library. Jigsaw Puzzle Contest (see details on next page)

Sunday – Christmas Parade and Holiday Festival. LJVMA to have a booth. Ron Jones oversees the event and asked if anyone had games that could be used for the day.

Black Friday Weekend/Small Business Saturday – Brandon and Cheryl Troncellito, La Jolla Light is working on a special Advertising Section.

Jingle and Mingle Holiday Happy Hour – Orli La Jolla will be sponsoring the Holiday Happy Hour on December 7 following the Executive Board Meeting. Event from 4 – 6.

First Friday Art Walk -

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

December – Give

January – Renew

February – Hugs and Kisses

March - Earth

Additional events idea and parking can be found on Lajollabythesea.com

New Business

Art Gallery Map – Jodi shared the new Art Gallery Map with the group. The idea was discussed to create a similar map for the Fitness/Wellness Community. Marc Cormier, owner of Smart Fit Method will research and build a list of businesses for the map. The idea was also presented to create a self-guided walking tour of La Jolla that might include historic sites along with attractions. The opportunity for businesses to white label or customize the map for their business was discussed along with selling advertising space or the ability to be featured on the map for a fee. The tour might also be an app or have a digital option. Jodi suggested this project be added or discussed at our strategic planning meeting on December 14.

Save These Dates! Upcoming Events for All

There's something for everyone this winter 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

[Creepy Candy Crawl - October 31](#)

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

[Girard Silverado Holiday Open House – November 20](#)

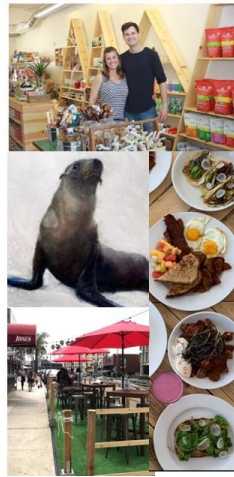
[Small Business Saturday – November 26](#)

[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
Jo Cullen	1/2020	Littles La Jolla	1655 Wall St.	858-410-7100	JCullen2@lilite.com
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 Langan	1/2020	Peter La Fine Art	1201 Prospect St.	858-200-0990	katey.langan@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@gemslips.com
Summer Shoemaker	1/2020	La Valencia Hotel	1132 Prospect St.	855-476-6870	summer@lavalencia.com
Nicole Peters	1/2021	Bang and Olufsen	7851 Grand Ave.	858-750-2202	nicole@bang-olufsenusa.com
Karen Shogren	1/2021	Town Chiropractic, Berkshire Hathaway	7780 Grand Ave	858-456-4850	karen@townchiro.com
Lauren Turbin	1/2021	Ciao Ciao Padina	510 Pearl St.	(619) 263-4344	lauren@ciciopadina.com
Dr. Madeline Wallace	Mid Year Vacancy	Asakoa Family Chiropractic	7724 Hoshel Ave, Suite F	(619) 776-9653	dmwallace@asakoa.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 <ul style="list-style-type: none"> o Outdoor dining o 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 <ul style="list-style-type: none"> • T-shirts, polos hats, jigsaw puzzle, cookbook Liaisons to other La Jolla Community Groups <ul style="list-style-type: none"> ☑ Appoint only members who are active in association ☑ Appoint only members who are active in association ☑ Increase Volunteerism ☑ Student/Interns ☑ Community Members Professionalism <ul style="list-style-type: none"> ☑ BOD Ethics Training ☑ Consistent BOD onboarding process Ways and Means Explore new grants <ul style="list-style-type: none"> ☑ 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 <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 <ul style="list-style-type: none"> ☑ Facility Tours ☑ Food and beverage sponsors Block Captains <ul style="list-style-type: none"> ☑ 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 <ul style="list-style-type: none"> ☑ Create Friendly Competitions with Prizes La Jolla, MAD, City Resources and Get-It-Done App to all <ul style="list-style-type: none"> ☑ Promotional Use of PROW ☑ SideWalk Sales ☑ SideWalk Cafes ☑ Parklets ☑ Capitalize on Murals Support Enhance La Jolla <ul style="list-style-type: none"> ☑ Participate in Enhance La Jolla Day ☑ Communicate with merchants on behalf of EIL Wayfinding <ul style="list-style-type: none"> ☑ 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 <ul style="list-style-type: none"> o Use contests o Inspire engagement o 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 <ul style="list-style-type: none"> ☑ 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 <ul style="list-style-type: none"> ☑ Two Year Update of SDSU 2019 Visitors Survey ☑ Merchant Survey to Activate the Village Merchant Cross promotion and collaborations <ul style="list-style-type: none"> ☑ Charitable partnerships ☑ Joint promotions ☑ Nonprofit partnerships <ul style="list-style-type: none"> o Kiwanis o Rotary o La Jolla Community Center o 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

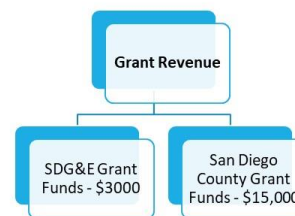
Key Accomplishments 2021-2022 Organizational Excellence



- 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 Jollality 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

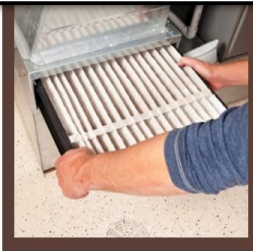


SDGE

Key Accomplishments -2020 - 2021
Organizational Excellence



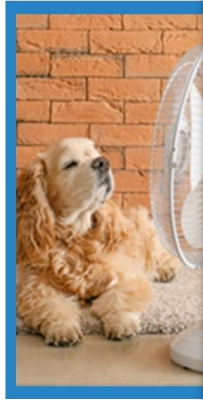
Developed Strategic Promotional Partnership With SDGE



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

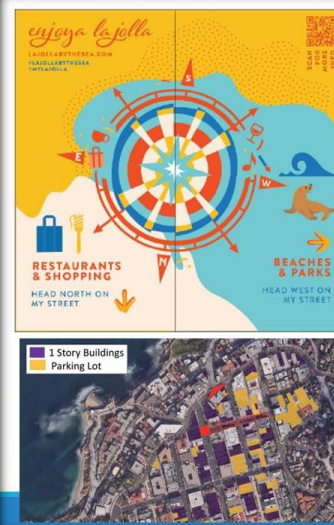
- ☑ Participate in Enhance La Jolla Day
- ☑ Communicate with merchants on behalf of EIL

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.parklajolla.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 parklajolla.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

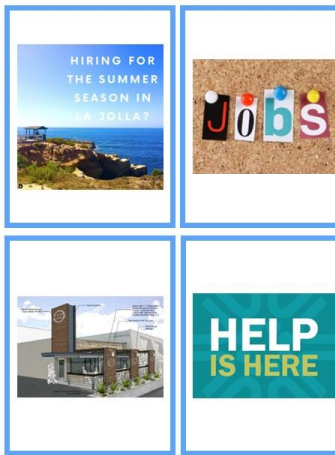
Promoted Merchant Discount Parking Program – Approaching 100 Merchants taking advantage of program

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
- ☑ TOS 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

WE WANT

YOUR

FEEDBACK



www.lajollabythesea.com

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

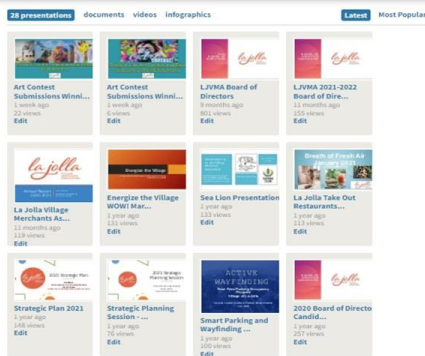
Average Score:

9.25

Marketing and Promotions



Edit profile
29 SlideShares
2 Followers
1 Clipboard



Increase Presence on Slide Share
Allow Easy Equitable Access to Information

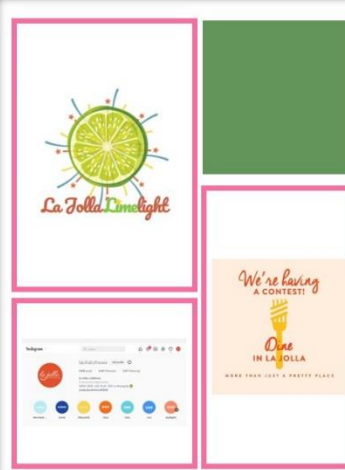
29 Presentations Posted | 2711 Views

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 eblast 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.lajollabizhubs.com #MyLaJolla
 - Facebook/Lajollabizhubs | Instagram/Lajollabizhubs
 - 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

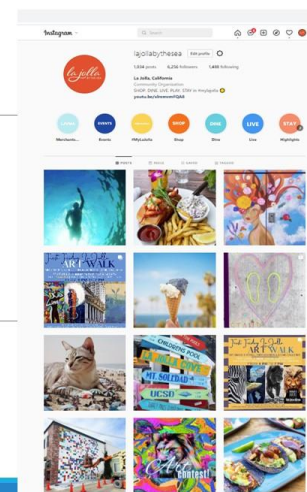
Facebook—2183 Followers

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

First Friday La Jolla ART WALK
 SNACK & STROLL THROUGH NEW & ICONIC LA GALLERIES

DECEMBER 3 FROM 4 PM TO 7 PM
 ANY FREE PARKING WITH ADVANCE REGISTRATION
 PLEASE NOTE: ADVANCE REGISTRATION IS REQUIRED FOR ALL FIRST FRIDAY ART WALKS

YOUR 2022 CALENDAR FOR ALL OF FIRST FRIDAY
 JUNE 3 / JULY 1 / AUG 5 / SEPT 2 / OCT 7

THIS MONTH'S THEME: RED, WHITE AND BLUES
JULY 1 PARTICIPATING LOCATIONS INCLUDE:

- Artemis Fine Art
- BFree Studio
- Contemporary Fine Arts Gallery
- Cosmopolitan Art Gallery
- Cove House
- Greg Lawson Gallery
- Krista Schumacher Art Gallery
- Legends Gallery
- Lik Fine Art
- Mangelsen Images of Nature
- Martin Lawrence Galleries
- Modernist Cuisine
- Michael Seewald Gallery
- National Gallery of Fine Art
- Pacific Sotheby's Int'l Real Estate
- She's Art & Soul
- Thumbprint Gallery
- Yiddishland California

LA JOLLA VILLAGE
 MAP PICK UP AT ANY PARTICIPATING GALLERY

First Friday La Jolla ART WALK
 JUNE 3 • THIS MONTH'S THEME: PRIDE

PROUDLY FEATURING THESE LGBTQ+ COMMUNITY ORGANIZATIONS

GLSEN
 Gay Lesbian Straight Education Network

PFLAG
 PRIDE San Diego
 Rainbow Spaces
 TransFamily Support Network

LA JOLLA VILLAGE
 MAP PICK UP AT ANY PARTICIPATING GALLERY

*Galleries subject to change. For the most updated list of galleries PLUS a FREE parking pass visit www.lajollabythessa.com

Your Safe Place
 A Family Violence Center

CHILDREN'S HALLOWEEN COSTUME DRIVE

SUPPORTING FAMILIES IMPACTED BY DOMESTIC VIOLENCE

ACCEPTING NEW COSTUMES, MASKS, HALLOWEEN CRAFTS, SMALL TOYS, CANDY, AND \$10 GIFT CARDS

NO PURCHASE NECESSARY. DROPOFF DATES: OCTOBER 1 - 2022

YOUR SAFE PLACE
 1100 BROADWAY, SUITE 200
 SAN DIEGO, CA

FOR MORE INFORMATION, CONTACT: SC@SAFEANDSOUND.ORG

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 UNIMA 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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