

MONTHLY MEETING

11 January 2023 / 4:00 PM

AGENDA – MONTHLY BOARD MEETING

Wednesday, 11 January 2023 / 4:00 PM

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Amber Anderson, President
2.	Roll Call - Amber Anderson, Morgan Barnes, Dusty Bowder, Jo Cullen, Brandon Lindley, Katey Longo, Maddie Mackey, Jen Pham, Bill Podway, Natalia Petrova, Karen Roque, Summer Shoemaker, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director)	Action	Summer Shoemaker, Secretary
3.	Approval of December Minutes	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) 	Information	Anderson
5.	Financial Report <ul style="list-style-type: none"> • Approval of Financials - December 	Action	Bill Podway, Treasurer
6.	Organizational Excellence <ol style="list-style-type: none"> 1) There is one open board seat. Two candidates have self-nominated. 2) Andy Fotsch, Will and Fotsch Architects and Candy Agundez, Playa Fit. Board to fill open seat through a blind ballot voting process. 3) Board Member Compliance - National Conflict Resolution Center is looking to schedule training with LJVMA (this has been paid for and is the 2nd part of the training conducted last year.) Training can take place immediately following the abbreviated board meeting in February or March. All board members should attend even if they have taken similar trainings with another organization as it is a great opportunity to get to know one another in a unique and personal setting. Invite other community groups to participate. Request motion to schedule training on March 8. 4) Request for support from La Jolla Concours d'Elegance – Annual request to support event which requires street closures the weekend of April 21-23. 5) Intern Update – 65 Applications, 18 Zoom Interviews, Intern Orientation was held on Friday, January 6. Interns will be working on publicity, social media and merchant outreach. Fantastic group. 	Action Action Action Information	Karen Roque, Secretary Karen Roque Secretary Laurel McFarlane Rudick
7.	Merchant Engagement <ol style="list-style-type: none"> 6) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00) Upcoming locations <ol style="list-style-type: none"> a) January 24 - Yiddishland b) February 28 – Cherry Wine c) March 28 – Life Time Cafe d) April 25 – Eppig Brewery 	Information	Anderson
8.	Design/Village Improvements <ol style="list-style-type: none"> 1. Enhance La Jolla and MAD Update Continuing to look into painting SDGE boxes. Amber has some options. 	Information Action	Enhance La Jolla Rudick

9.	<p>Promotions -</p> <p>1) Wellness Bingo – Twenty businesses are taking part. Over \$6000 in prizes. Information can be found at www.lajollabythese.com/bingo2023. ALL board members are asked to play and promote the contest to your staff. Promotion officially launched on January 2 .</p> <p>2) Art Walk – February – Love,</p> <p>3) Social Media Update – Thanks to Maddie Mackey who has agreed to lead the Social Media task force as we look at options for future Social Media management. The goal is to create a social media calendar and integrated marketing plan. Immediate improvement to Facebook will include adding all events to LIVMA Facebook Events pages. We will create and send an RFP (Request for Proposal) to marketing firms to assess the best options moving forward.</p> <p>4) Strategic Plan – Approve and edit strategic plan (attached)</p>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Action</p>	<p>Maddie Wallace, Rudick</p> <p>Katey Longo Rudick, Maddie Mackey</p> <p>Anderson</p>
10.	Adjourn Meeting – Next meeting will take place at La Jolla Riford Library. February 8.	Action	Anderson

