



## MONTHLY MEETING MINUTES

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**14 December 2022 / 4:00 PM****MINUTES – MONTHLY BOARD & Annual Strategic Planning MEETING**

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**Wednesday, December 14 2022 / 4:00 PM**MONTHLY MEETING AGENDA<sup>1</sup>

1.	<b>Call to Order - Monthly Board Meeting.</b>	Action	Amber Anderson, President
2.	<b>Roll Call</b> - 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)  <b>Absent:</b> Summer Shoemaker, Jen Pham, Dr. Maddie Wallace and Natalia Petrovia	Action	Karen, Roque, Secretary
3.	<b>Approval of November Minutes</b> Bill Podway motion to approve Amber Anderson to second. Minutes approved unanimously.	Action	Roque,
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <ul style="list-style-type: none"><li>• Updates from Community/Political Leaders</li><li>• All other public comments (limited to three minutes)</li></ul> <a href="mailto:EPiatanesi@sandiego.gov">Emily Piatanesi</a> <a href="tel:619-964-6637">619-964-6637</a> – New Rep Todd Gloria Rep District  <a href="#">Steve Hadley</a> – Joe La Cava office – Discussed city street light update <a href="#">Coast Commission</a> – spaces and places is still pending <a href="#">Vending ordinance</a> went through – 1/5/23 Parks and Recs to start to enforce  <a href="#">New guest</a> – Retailer – Dress shop on Ivanhoe <a href="#">Oscar Cherry Wine Restaurant</a> <a href="#">Home Life</a> – On Girard – Store owner <a href="#">ORli Hotel</a> – New guest	Information	Anderson, President
5.	<b>Financial Report</b> <ul style="list-style-type: none"><li>• Approval of Financials – Morgan to motion – Katey Second. Financial accepted unanimously</li></ul>	Action	Bill Podway, Treasurer
6.	<b>Organizational Excellence</b> <ol style="list-style-type: none"><li>1) There is one open board seat. Two candidates have self-nominated. Andy Fotsch, Will and Fotsch Architects and Candy Agundez, Playa Fit. Board to fill open seat through a blind ballot voting process. <a href="#">Board agreed to add this to the agenda for January 2023.</a> <a href="#">Karen Roque</a>, Secretary added to next meeting agenda</li><li>2) Acceptance of Annual Report – (Item carried over from last month's agenda) <a href="#">Bill Podway to motion to approve – Jo Cullen second the motion passes</a></li><li>3) Request for support from La Jolla Concours d'Elegance – Annual request to support event which requires street closures the weekend of April 21- 23. <a href="#">Item Tabled to agenda for January 2023</a></li></ol>		Jodi Rudick, Executive Director

7.	<p><b>Merchant Engagement</b></p> <p>4) Monthly Marketing Happy Hour attracted almost 30 attendees to The LOT which put on a wonderful event for us with delicious food and beverages. No Marketing Committee Meeting this month.</p> <p>5) <b>Merchant Holiday Happy Hour Recap</b> – 65 people attended. A huge thanks to Orli La Jolla for a wonderful evening of catered food, beverages and live entertainment. <b>The Volunteer of the Year Award</b> was given to Bill Podway for his over 200 hours of service to LJVMA this past year.  <a href="#">LJVMA - Thanked the hotel for hosting us – Wildflower Catering</a></p> <p>6) <b>Holiday Window Decorating Contest</b> – Professional judges made up of interior designers, artists and others will be walking the village between December 14 and December 25 looking for the most festive windows this holiday season. Winning merchants will be announced in January. Judges will be looking for windows that are engaging and festive! Winning Window will receive prizes.</p>	<p>Information</p> <p>Information</p> <p>Information</p>	<p>Anderson, President</p> <p>Rudick, ED</p> <p>Rudick, ED</p>
8.	<p><b>Design/Village Improvements</b></p> <p>1. <b>Enhance La Jolla and MAD Update</b>  <b>Ed Witt discussed trip/falls side walk issues.</b></p> <p>2. Request to allow amending wayfinding grant to support and assist with funding for Welcome to La Jolla sign with Rotary. Will apply for FY 2023 grant based on Strategic Planning outcomes.  <a href="#">Table this for next month's meeting – January meeting</a></p>	<p>Information</p> <p>Action</p>	<p>Enhance La Jolla</p> <p>Rudick</p>
9.	<p><b>Promotions -</b></p> <p>1) <b>Marketing Minutes Attached for Review.</b> Action items included on the agenda.  <a href="#">Motion Jo Cullen to approve – Bill Podway seconds – Marketing Meeting Minutes are Approved Unanimously.</a></p> <p>2) <b>Wellness Bingo</b> – Subgroup is finalizing Bingo Card and participating merchants.  <a href="#">11 business involved – fitness related apparel, services</a>  <a href="#">Bingo card has been approved</a></p> <p>3) <b>Other Marketing items will be discussed during Strategic Planning Meeting</b></p>	<p>Action</p> <p>Information</p>	<p>Brandon Lindley, Mktg Chair</p> <p>Rudick</p>
10.	<p><b>Strategic Planning Meeting – Our Mission: We bring business to La Jolla Village Businesses. Each group will commit to one or two key initiatives by end of session. All groups review PRE-Covid previous strategic plans.</b></p> <p>Break into 6 Groups (Facilitators)</p> <ol style="list-style-type: none"> <li>Organizations Excellence (Including Fiscal Management) – <b>Amber Anderson, Bill Podway</b> <ol style="list-style-type: none"> <li>How do we generate additional revenue outside of BID fees?</li> <li>How do we make sure all board members are following City requirements and training</li> <li>How do we make sure we are committed to equity, inclusion, and diversity?</li> <li>Are we including all areas of the village in our planning?</li> <li>How do we develop a proactive leadership succession plan and develop strong leaders?</li> </ol> </li> <li>Merchant Engagement/Professional Development – <b>Steve Gamp, Jo Cullen, Karen Roque</b> <ol style="list-style-type: none"> <li>How can we get more merchants to be aware of and take advantage of LJMVA resources (website, ribbon cuttings, event calendar, networking).</li> <li>How do we increase attendance at meetings?</li> <li>How do we include ALL geographic areas of the BID? (<i>Discuss with Promotions Group lead by Summer and Brandon</i>) (SoVille/Uptown) not just the Prospect/Girard area?)</li> </ol> </li> <li>Promotions – <b>Brandon Lindley, Maddie Mackey</b> <ol style="list-style-type: none"> <li>How can we better ensure third party events support our mission? Review and recommit to 3<sup>rd</sup> party event policy.</li> <li>Can we motivate visitors to the Cove to spend money in the village?</li> </ol> </li> </ol>		

	<ul style="list-style-type: none"> <li>c. How do we support specific business categories (like we support galleries/arts and culture) retail, fitness, tourism; restaurants, others?</li> <li>d. What type of additional owned events might support our mission?</li> </ul> <p>4. First Fridays/Arts and Culture – <b>Katey Longo, Bill Podway</b></p> <ul style="list-style-type: none"> <li>a. Can we build on First Friday to brand La Jolla as Arts and Culture destination (similar to Santa Fe, Laguna).</li> <li>b. How do we get more partners to participate in First Fridays?</li> <li>c. Should we develop additional programs such as walking tour, working artists art tour that begins and ends in La Jolla Village?</li> <li>d. Focus on key demographics - Host VIP groups regularly -</li> </ul> <p>5. Advertising/Social/Digital Media – <b>Morgan Barnes, Chad Taggart</b></p> <ul style="list-style-type: none"> <li>a. Should we continue social media strategy – contests, merchant support, limelight?</li> <li>b. Show we invest in advertising or publicity campaigns to meet our mission?</li> <li>c. Should we focus marketing energy to reaching tourists? Strengthen relationship with regional hotels, concierges?</li> <li>d. Should we explore mass media advertising such as radio, magazine advertising, tourism publications?</li> </ul>		
11.	<p><b>Adjourn Meeting</b> – Next meeting will take place at La Jolla Riford Library. January 11. This is our annual strategic planning meeting. Meeting will run from 4:00 to 5:30.</p>	Action	Anderson

## Strategic Planning Worksheet

### By end of session: Prioritize ONE – TWO key initiatives

Part One: Brainstorm – Part Two: Prioritize – Part Three: Assess for Feasibility Part Four: Present

#### Possible Questions to Consider

1. Organizations Excellence (Including Fiscal Management ) – **Amber Anderson, Jen Pham, Bill Podway**
  - a. How do we generate additional revenue outside of BID fees?
  - b. How do we make sure all board members are following City requirements and training?
  - c. What can we do to make new board members feel more engaged?
  - d. How do we make sure we are committed to equity, inclusion, and diversity?
  - e. How do we develop a proactive leadership succession plan and develop strong leaders?

List Names and Email Addresses of All Group Members (us back for additional names):

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  - a. How can we get more merchants to be aware of and take advantage of LJMVA resources (website, ribbon cuttings, event calendar, networking).
  - b. How do we increase attendance at meetings?
  - c. How do we include ALL geographic areas of the BID? (*Discuss with Promotions Group lead by Summer and Brandon*) (SoVille/Uptown) not just the Prospect/Girard area?

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3. Promotions – **Brandon Lindley, Maddie Mackey, Natalia Petrova**
- a. How can we better ensure third party events support our mission? Review and recommit to 3<sup>rd</sup> party event policy.
  - b. Can we motivate visitors to the Cove to spend money in the village?
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### Email Address

[illegible]

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#### Possible Questions to Consider

5. Advertising/Social/Digital Media – Summer Shoemaker, Morgan Barnes, Chad Taggart
  - a. Should we invest in advertising or publicity campaigns to meet our mission?
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## Marketing Happy Hour AGENDA – November 15, 2022 – The LOT

### 10 Second Introductions

Businesses represented –  
Public Comments/Updates –

[BOD member to follow LJVMA IG Accounts](#)  
[Block Captain Campaign Postponed Till 2023](#)

### Old Business

#### Great Month of Successful Events!

Dog-O-Ween - 150  
Creepy Candy Crawl – # Estimates?  
Fall Back Storytime Scavenger Hunt 400

### Upcoming Events and Promotions

Girard Silverado Holiday Open House – This Sunday,  
November 20  
Black Friday/Small Business Saturday - November 25-26  
Holidays in La Jolla – 4 days of Holiday Festivities  
Thursday, Dec 1 – La Valencia Tree Lighting  
Friday Dec 2 – First Friday Art Walk (Holiday  
Theme)  
Saturday, Dec 3 - Santa Paws - Decker's and La  
Jolla Loves Pets Foundation is doing a Holiday  
Event at The Lot.  
LJVMA has been asked to be a promotional  
partner. Warwick's is also having a Holiday Dog  
Party  
Sunday – Christmas Parade and Holiday Festival.

Black Friday Weekend/Small Business Saturday Update  
– Brandon - La Jolla Light is working on a special  
Advertising Section.

MERCHANT Holiday Open House – Orli La Jolla will be  
sponsoring the Holiday Happy Hour on December 7  
following the Executive Board Meeting. Event from 4 – 6.  
RSVPs needed.

[Concours d'Elegance April 21-24<sup>th</sup>, 2023](#)  
[Amber Anderson – asked if LJVMA wanted to sponsor a  
merchant event on Saturday 4/22](#)

### First Friday Art Walk – Confirm/Brainstorm Themes?

December – Holidays  
January 6– Renew (Last Year was LIVE)  
February 3– Love  
March 3 Luck  
April 7 – (Concours d'Elegance April 21 -23)  
May 5 – Fiesta – [Or Mother's Day Theme](#)

### June – Pride

#### Branding La Jolla as Art Destination (Laguna, Santa Fe, etc.)

- 1) Could this be Strategic Plan Initiative (see below)
- 2) Gallery Map Published – New map is being created with  
updates. Will also include galleries open by appointment  
only.
- 3) New Project - [Self Guided Gallery Tour](#)- Printed, Online,  
Phone App. Review Voice Map or others.  
[Add this to the Strategic Planning meeting](#)

All Village New Business Celebration – Last held one in June of  
2021. Could this be an annual celebration?  
[Added to December Agenda BOD to Vote On](#)

#### Strategic Plan Workshop- December 14 during regular membership meeting at Library– PLEASE attend!

- 1) Organizational Excellence
- 2) Economic/Merchant Development
- 3) Design and Beautification
- 4) Marketing and Events
  - i) Year of Nuts-and-Bolts Marketing? Help more  
merchants take advantage of EXISTING LJVMA  
benefits (website, events, ribbon cuttings, job  
listings, networking, Limelight)
  - ii) Continue building social media engagement
  - iii) Build on Success of First Fridays?
  - iv) Add events to include other business categories?
    - (a) [Fitness – Industry Discount/ Marketing to  
local schools / coupon codes](#)
    - (b) Retail (Holiday Open House)
    - (c) Pet Friendly
    - (d) Ideas?

### Save These Dates! Upcoming Events for All

There's something for everyone 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

[Girard/Silverado Holiday Open House – Nov 20](#)  
[Black Friday/Small Business Saturday – Nov 25-26](#)  
[Happy Holiday Weekend - December 1 – 4](#)  
[Merchant Holiday Happy Hour – Dec 7](#)  
[Concours d'Elegance – April 21 -23](#)

**LJUMA Marketing Meeting 11/15/2022**

**Attendance Roster**

**Jerry Flanagan – Tour Freely**

**Jana – Yiddishland**

**Jo Cullen & Kailee– Lifetime**

**Brandon Lindley – Havaianas**

**Amber Anderson – Sotheby's Agent**

**Craig Schneip – BHHS agent**

**Marc Cormiere @ The Smart Fit Method**

**Melissa Villa Gomez – Women's Family Services**

**Karen Roque – Team Chodorow**

**Hugo De Bernardo – Team Chodorow**

**Edna Pines – Artist**

**Chery Jackson – Mermaids & Cowboys**

**Maddie Mackie – LJ Social**

**Jodi Ruddick – ED LVM**

**Bill Podway – BOD**

**Ron Jones – Voice of LJ**

**Ryan Warden – Lajolla.com**

**Shante Oneil – Smart Fit Method**