



MONTHLY MEETING

8 February 2023 / 4:00 PM / La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

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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) To be sworn in: Andy Fotscha	Action	Karen Roque, Secretary
3.	Approval of January Minutes	Action	Roque
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 – January Budget Update – All budget documents were reviewed and approved by city staff at an online meeting with Jodi and Bill staff from the Economic Development Department on January 12. 	Action Information	Bill Podway, Treasurer
6.	Organizational Excellence <ol style="list-style-type: none"> Swearing in of Andy Fotsch. Board Member Compliance – Empress Hotel has offered Garden Patio. 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 training courses with another organization as it is a great opportunity to get to know one another in a unique and personal setting. 	Information Information	Karen Roque, Secretary Karen Roque Secretary
7.	Merchant Engagement <ol style="list-style-type: none"> Virtual Workshop – Is Your Website Putting Your at Risk? – ADA Compliance Issues You Need to Know. Two will be scheduled this month. 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"> February 28 – Lifetime Cafe March 28 – Cherry Wine April 25 – Eppig Brewery May 23 – Mermaids and Cowboys Business Breakfasts – Consider alternating Marketing Happy Hours with Business Breakfasts in order to include people unable to attend afternoon meetings. Suggest that the format of the breakfasts include a “hot topic” or educational component as well as a marketing agenda. Sample Topics: <ol style="list-style-type: none"> Tourism with SDTA Staff or Panel The Future of Social Media Staffing Issues How to Get More Out of LJVMA – Benefits and Resources (Could be combined with City of San Diego Economic Development, see below.) 	Information Information Action	Summer Shoemaker, Vice President

	e. Small Business Trends and Predictions Action requested to alternate time of marketing committee meeting to allow breakfasts as well as happy hours. All times will be posted as required.		
8.	Design/Village Improvements 1. Wayfinding - Meeting took place on January 31 with architects Mark Steele, Trace Wilson and Andy Fotsch to create the wayfinding signage program originally presented to County of San Diego to receive grant award. 2. Enhance La Jolla and MAD Update	Action Information	Andy Fotsch Enhance La Jolla
9.	Promotions - 1) Marketing Minutes – Request action to accept Marketing Minutes as attached. 2) Social Media Update (See below) – Review attached recap and determine next steps. 3) Annual Member Appreciation Happy Hour – This was an event held last year on the Tuesday after the Concours at La Valencia. Is this an event to repeat? This year the Tuesday after Concours is April 25. Could also be an opportunity to recognize newer businesses, too? 4) La Jolla High Ambassador Program – In conjunction with Rotary’s High School Interact Club run by Craig Schniepp, create a Visitors Information Program in which students/volunteer would wear uniforms to be easily identified and help answer questions for visitors at the Cove, coastline, Scripps Park, etc. Details will be worked out to ensure that students are well trained, have promotional materials and that Parks and Beaches supports idea. 5) “Fam Tour” Intern Natalie Resendes, former tour guide in La Jolla Shores, is putting together a Spring tour and inviting various La Jolla activities guides (kayak, bike, segways, etc.) to take part. These tour guides are face to face “influencers” in the same way as concierges. Once developed, this plan can be scaled for other organizations. 6) Art Walk – Yesterday, February 7, BFree Studio hosted and Katey facilitated a brainstorming meeting for all galleries and others involved in Art Walk. a) Upcoming themes - March – Spring, April – Earth, May – Moms 7) Wellness Bingo Recap – Twenty businesses took part and \$6000 in prizes were pledged. Consumer outcome was very disappointing only 9 entries. Lots of social media, newsletter promotion, engagement from participating merchants. Survey has been sent to participating merchants for input, feedback, and recommendations. More information will follow with recommendations.	Action Action Action Information Information Information	Brandon Lindley, Mktg Chair Rudick Katey Longo, Art Walk Chair/Bill Podway, Co Chair Maddie Wallace
10.	Adjourn Meeting – Next meeting will take place March 8 at Empress Hotel at 4:00 PM The meeting will be followed (4:45 to 6:15) by our annual Diversity, Equity and Inclusion.	Action	Anderson

Social Media Proposal Recap – January 2023

- 1) Three proposals have been received outlining social media management and costs. Summary of Proposals:
 - i) SoCal Social - \$1200/month (does not include content creation. Will only post content we submit. \$2300/month for content creation and other services.
 - ii) LaJolla.com - \$1500 month for social media management. \$5000 month for web management and SEO.
 - iii) Media on the Rise - \$0 - Maddie Mackey, Board Member who creates marketing and social media strategies professionally (Media on the Rise) has submitted presented her \$1000/month social media management package and has offered to waive her fees as an in-kind donation to LJMVA. Maddie has been assisting and training interns weekly as we move through the decision-making process.
- 2) LJMVA annual total marketing budget is \$18,000/year. Our budget for social media has been \$400/monthly.
- 3) Interns have taken on a very active role in both member outreach and SM.
 - a) They have posted Tik Toks, IG reels and are connecting Facebook to IG consistently.
 - b) Facebook Events will be a priority for Phoebe Colonel, an intern who is working remotely.
 - c) Limelight program relaunched this week (Cherry Wine) thanks to Natalie Resendes.
- 4) Detailed social media calendar has been drafted by intern, Natalie which is being used to guide content with input from Jodi, Molly and Maddie.
- 5) Action requested for Board to Choose Social Media Management Company and create a one-year MOU/agreement.



Marketing Happy Hour Minutes – January 24, 2023 – Yiddishland, CA

10 Second Introductions by all attendees. Warm welcome by Yiddishland.

Public Comments/Updates – Shoreline Community Services Executive Director Caryn Blanton shared information about their decal program in which merchants can put a decal/qr code in their window in order that people can access information and homeless services.

Old Business

Great Season of Successful Events!

Holiday Open House on Girard
First Friday Art Walk – December/January
Black Friday Weekend
Small Business Saturday – LJVMA Booth at Sotheby's
Holiday Festival/Christmas Parade
Merchant Holiday Open House – Orli
Window Decorating Contest – Adelaide's Winner
Wellness BINGO

Intern Projects and Introductions

Focus on Integrated Marketing Approach

Merchant Outreach/Publicity Project – Monthly Promotions to Tie into Art Walk Theme/Holidays

Social Media – Maddie Mackey, Board Member and Owner of Media on the Rise is helping organize and train interns on best practices. Added Tik Tok to our regular posting schedule. SM calendar is populated for the entire year. Natalie Resendes, intern, shared social media Calendar and an overview of upcoming content.

First Friday Art Walk – Confirm/Brainstorm Themes

December – Holidays	May 5 – Mothers	September – Learn
January 6– Renew (Last Year was LIVE)	June – Pride	October – Spirits and Wine
February 3– Love	July – Red, White and Blues/Freedom/Stars and Stripes	November – Gratitude
March 3 - -Spring	August – Ocean	December - Holidays
April 7 – Earth		

All Village New Business Celebration – Last held one in June of 2021. Schedule for June 2023.

Public Networking Event/Silent Disco – No presentation as Maddie Mackey, Media on the Rise was not at meeting.

Fitness Challenge/Bingo Game for January – Great response from Wellness Community. Entries are coming in slowly despite tons of social media and several email blasts specific to promotion. Each studio is promoting. Hoping lots will come this week but **PLEASE play!**

Strategic Plan Review

Social Media Proposals – Two social media proposals have been sent to Amber Anderson. They will be reviewed prior to next board meeting.

Ways and Means -- Wayfinding - Murals – Amber said she had been in touch with the owner of Jersey Mike's building and he is interested in a mural. Murals of La Jolla has also been in touch with him. Jodi explained that a meeting was being set up to discuss the original wayfinding signage with architects Mark Steele, Trace Wilson and Andy Fotsch.

Business Breakfasts – Look at putting these back on the calendar.

Upcoming Marketing Happy Hour Locations

February 28 – Cherry Wine

March 28 – Life Time Cafe

April 25 – Eppig Brewing with Lobster West

May – Mermaids and Cowboys