

### LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## MONTHLY MEETING MINUTES

11 January 2023 / 4:00 PM

# MINUTES- MONTHLY BOARD MEETING

### Wednesday, 11 January 2023 / 4:00 PM

#### MONTHLY MEETING AGENDA

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)  Absent: Jodi Rudick, Maddie Mackey, Chad Taggart	Action	Karen Roque, Secretary
3.	Approval of December Minutes  Bill Podway – Motion to approve / Amber Anderson seconds motion – Motion passes unanimously	Action	Roque
4.	<ul> <li>Non-Agenda Public Comments (limited to three minutes)</li> <li>Updates from Community/Political Leaders</li> <li>All other public comments (limited to three minutes)         Latrell – Economic Development – LJVMA Budget is being reviewed for 5 yr agreement     </li> <li>Steve Hadley- SD City La Cava – CA Costal Spaces/Places –         Temporary out door permit auditing &gt; 1/13 vending ordinance will go in to affect &gt; Lighting replacement is still in progress         Cody – Trustee of SD Unified School Board – New Position – Grant proposal Parks &amp; Recs Elementary Playgrounds     </li> </ul>	Information	Anderson
5.	<ul> <li>Approval of Financials – December</li> <li>Income goals of auditing for the year – Current balance of the funds         Budget docs due on the.</li> <li>Brandon Lindley - Motion to approve the financials/ Jo Culled seconds the motion. Motion         passes unanimously</li> </ul>	Action	Bill Podway, Treasurer
6.	<ul> <li>Organizational Excellence</li> <li>1) There is one open board seat. Two candidates have self-nominated.</li> <li>2) Andy Fotsch, Will and Fotsch Architects and Candy Agundez, Playa Fit. Board to fill open seat through a blind ballot voting process.</li> <li>Summer Shoemaker Motion to approve the new board member/ Bill Podway seconds the motion / Motion passes unanimously</li> </ul>	Action	Karen Roque, Secretary  Karen Roque Secretary
	3) <b>Board Member Compliance</b> - National Conflict Resolution Center is looking to schedule training with LJVMA (this has been paid for and is the 2 <sup>nd</sup> 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.	Action	

	Amber Anderson Motion to approve the training and date/ Jo Cullen seconds the motion / Motion passes unanimously		
	<ul> <li>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.</li> <li>Jo Cullen Motion to approve support of the event / Bill Podway seconds the motion – Motion passes unanimously</li> </ul>	Action	
	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.	Information	
7.	Merchant Engagement  6) Monthly Marketing Happy Hour 4 <sup>nd</sup> Tuesday of each month at 4:00 (Networking from 3:30 to 4:00 ) Upcoming locations  a) January 24 - Yiddishland  b) February 28 - Cherry Wine  c) March 28 - Life Time Cafe  d) April 25 - Eppig Brewery	Information	Anderson
8.	<ol> <li>Design/Village Improvements</li> <li>Enhance La Jolla and MAD Update</li> <li>Continuing to look into painting SDGE boxes. Amber has some options.         Wayfinding – Options for the utility boxes / map or some type of direction programs. Looking at mural artists and new ideas for a concept. Presentation on the next meeting for a start date in June is possible.</li> <li>Wayfinding Action postponed till presentation till next BOD meeting</li> </ol>	Information Action	Enhance La Jolla Rudick
9.	Promotions -  1) Wellness Bingo – Twenty businesses are taking part. Over \$6000 in prizes.  Information can be found at <a href="https://www.lajollabythese.com/bingo2023">www.lajollabythese.com/bingo2023</a> . ALL board members are asked to play and promote the contest to your staff. Promotion officially launched on January 2 . Share on your personal social media.	Information	Maddie Wallace, Rudick
	2) Art Walk – February – Love First year is completed – Her intention is to reach out to the gallery and speak about how to keep this event connected and fresh for local attendees <a href="Theme">Theme</a> :	Information	Katey Longo Anderson
	February LOVE  March LUCK  April EARTH		
	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 LJVMA Facebook Events pages. We will create and send an RFP (Request for Proposal) to marketing firms to assess the best options moving forward.	Information	Anderson
	Help with our social media – Looking for bids for the new year to hire a company		
	4) <b>Strategic Plan</b> – Approve and edit strategic plan (attached) with the addition of the notes under merchant engagement.		
	Brandon Lindley motion to approve – Jo Cullen seconds the motion– Motion passes unanimously	Action	
10.	Adjourn Meeting – Next meeting will take place at La Jolla Riford Library. February 8.	Action	Anderson