

MONTHLY MEETING MINUTES

11 January 2023 / 4:00 PM

MINUTES- MONTHLY BOARD MEETING

Wednesday, 11 January 2023 / 4:00 PM

MONTHLY MEETING AGENDA

[illegible]

	<p><i>Amber Anderson Motion to approve the training and date/ Jo Cullen seconds the motion / Motion passes unanimously</i></p> <p>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. <i>Jo Cullen Motion to approve support of the event / Bill Podway seconds the motion – Motion passes unanimously</i></p> <p>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.</p>	Action	
7.	<p>Merchant Engagement</p> <p>6) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00) Upcoming locations</p> <p>a) January 24 - Yiddishland</p> <p>b) February 28 – Cherry Wine</p> <p>c) March 28 – Life Time Cafe</p> <p>d) April 25 – Eppig Brewery</p>	Information	Anderson
8.	<p>Design/Village Improvements</p> <p>1. Enhance La Jolla and MAD Update</p> <p>2. 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. <i>Wayfinding Action postponed till presentation till next BOD meeting</i></p>	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 . Share on your personal social media.</p> <p>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 <u>Theme:</u> February LOVE March LUCK April EARTH</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 LJVMA Facebook Events pages. We will create and send an RFP (Request for Proposal) to marketing firms to assess the best options moving forward. Help with our social media – Looking for bids for the new year to hire a company</p> <p>4) Strategic Plan – Approve and edit strategic plan (attached) with the addition of the notes under merchant engagement. <i>Brandon Lindley motion to approve – Jo Cullen seconds the motion– Motion passes unanimously</i></p>	Information Information Information Action	Maddie Wallace, Rudick Katey Longo Anderson Anderson
10.	Adjourn Meeting – Next meeting will take place at La Jolla Riford Library. February 8.	Action	Anderson