



MONTHLY MEETING

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

AGENDA – MONTHLY BOARD MEETING

MONTHLY MEETING AGENDA

1.	Call to Order - Monthly Board Meeting.	Action	Shoemaker, Vice President
2.	Roll Call - Amber Anderson, Morgan Barnes, Dusty Bowder, Jo Cullen, Andy Fotsch, 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	Roque, Secretary
3.	Approval of February Minutes	Action	Roque, Secretary
4.	Non-Agenda Public Comments (limited to three minutes) • Updates from Community/Political Leaders • All other public comments (limited to three minutes)	Information	Shoemaker, Vice President
5.	Financial Report • Approval of Financials – January (Tabled from last month) • Budget is moving through various committees of City Council. Is being heard by Economic Development Committee today.	Action Information	Podway, Treasurer
6.	Organizational Excellence 1) Board Member Compliance –All are welcome to join us today after or abbreviated meeting to attend our training with National Conflict Resolution Center. If you are not attending this evening’s DEI training, you must proof that you have completed this training elsewhere by April 1, 2023.	Information	Roque, Secretary
7.	Merchant Engagement 1. Virtual Workshop – Is Your Website Putting Your at Risk? – ADA Compliance Issues You Need to Know. Two will be scheduled this month. 2. Business Breakfast Every quarter we will replace one with a Marketing Happy Hour with Marketing Business Breakfast.	Information Information	Rudick, Executive Director
8.	Design/Village Improvements 1. Wayfinding - Meeting took place on February 15 with Integrated Signs and Andy Fotsch. Locations and sign content was mapped out for Phase One of project utilizing the \$20,000 grant funding (FY 2023) Jodi also secured another \$10,000 from City to reimburse for City fees and permits related to the project. 2. Enhance La Jolla and MAD Update	Information Information	Podway, Treasurer Enhance La Jolla Rep
9.	Promotions - 1) Marketing Minutes – Request action to accept Marketing Minutes as attached. 2) Updates a) Cove Crew - La Jolla High Ambassador Program – Test group went out into the COVE on February 11. Weather was dreary and students mostly took photos. b) “Fam Tour” – Natalie’s first tour took place on 2/20 with tour guides from La Jolla Shores. Five companies represented. Next tour invites will be to LJ Village front desk/concierge’s c) Scavenger Hunt – This Sunday, March 12th 11-2 pm. Check in is at Sotheby’s for map and game. Thank you to all of our sponsors. Volunteers are needed the day of the event. Please see Jodi if you can help with set up, balloon distribution or act as host.	Action Information Information	Lindley, Mktg Chair

	d) Concours d'Elegance April 21-23. Porsches on Prospect is Saturday 4/22 from 5-9pm. See website for ticket information and details. 3) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00) Upcoming locations a) March 28 – Life Time Cafe b) April 25 – Eppig Brewery c) May 23 – Mermaids and Cowboys 4) Guided Tour Initiative -Arts + Culture Branding – Group of galleries and arts organizations are working on creating a guided Arts and Culture Tour of La Jolla Village. Could be combined with the Best of La Jolla Tour. (see #4) 5) Cove and Cocktails Culinary Tour – Goal: bring people from the Cove to the Village. Create a guided tour of the Cove including a mini taste of La Jolla cuisine & specialty cocktails from three+ restaurants located on “Lower Girard.” Action requested to support this project allowing committee/staff to work out logistics pricing and marketing plan. Need volunteers to participate in Test Tour.	Information Information Action	Longo, Art Walk Chair/Podway, Co-Chair Rudick
10.	Adjourn Meeting – Next meeting will take place April 12 at La Jolla Riford Library at 4pm. Adjourn meeting in order to begin annual Diversity, Equity and Inclusion Training.	Action	Shoemaker, Vice President