



MONTHLY MEETING

12 April 2023 / 4:00 PM / La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Amber Anderson, 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	Karen Roque, Secretary
3.	Approval of March 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 – February/March • Request from Rotary to contribute to La Jolla Welcome Garden. Discretionary funds would need to be used as the project is outside the BID boundaries. Recommendation to donate \$1000 to Welcome Garden. • County Neighborhood Redevelopment Grant submitted for FY 2024. Grant focused on continuation of Wayfinding project. 	Action Action Information	Bill Podway, Treasurer Bill Podway Jodi Rudick, Executive Director
6.	Organizational Excellence <ol style="list-style-type: none"> 1) Board Member Compliance Completed. 24 People attended the training which was though-provoking. Deadline for those board members who did not attend training to forward proof/statement of completion was April 1. Please forward to Jodi or Karen ASAP. 2) Annual Appointment/Confirmation of La Jolla Joint Committee Assignments. Who is interested in serving on these committees for the coming year? (May 2023 – April 2024)? One-year terms, no term limit. <ol style="list-style-type: none"> a) PDO (Planned District Ordinance)– 3 Seats (Currently Andy Fotsch (LJMVA BOD), Bill Podway (LJVMA BOD Japhet Perez (Volunteer research analyst for LJVMA, works at UCSD, Small business owner). b) T&T (Traffic and Transportation)– 2 Seats - Currently Natalie Aguirre (former merchant), Bill Podway. c) La Jolla Coastal Access and Parking – 3 Seats (Currently Bill Podway, Japhet Perez, OPEN SEAT.) This committee is on hiatus but will likely meet in the next few months. 3) Request for Support – La Jolla Kiwanis Half Marathon 	Information Action Action	Karen Roque, Secretary Bart Calame, Kiwanis
7.	Merchant Engagement <ol style="list-style-type: none"> 1. Art and Culture Coffee at Museum of Contemporary Art honoring CM Joe La Cava’s support of the arts in the FY 2024 budget. Thanks to Dunkin’ for “dough-nating” and MCASD for the beautiful space. Goal is to develop a co-hort group of Arts and Culture businesses and organizations to develop marketing and other valuable collaboration. 31 People attended. La Jolla Arts and Culture Task Force is being developed, supported by LJVMA (as per strategic plan) to create collaborations/partnerships around promotion, fundraising and programming. 2. Upcoming Ribbon Cuttings (Always check the business’s website for the most up to date info). Please put these on your calendar. <ol style="list-style-type: none"> a. April 16 – Board and Brush 1:00 (Ribbon Cutting around 1:30) b. April 26 - Opulence Salon Esthetics 909 Prospect 6:00 PM (Ribbon Cutting Around 6:30) c. May 19 – Skin Alchemy, 7454 Girard Ribbon Cutting scheduled for 1:30 	Information Information	Rudick Brandon Lindley, Marketing Chair

8.	<p>Design/Village Improvements</p> <p>1. Wayfinding - RFP was sent to 11 sign companies. Three proposals were received: Integrated Signs, CP Richards, Lucid Productions (aka Signs of La Jolla). After reviewing proposals two met the specifications of the RFP (Integrated and CP Richards). Signs of La Jolla's cost estimate was lowest but submitted pricing for an alternate material rather than aluminum which is required for outdoor longevity.)</p> <p>Of the two proposals that met the specifications, Integrated Signs was the lowest bid and met all other requirements of the RFP. Recommend awarding project to Integrated Signs as both the lowest qualified bid and the company that has worked pro bono to help engineer the project.</p> <p>2. Enhance La Jolla and MAD (Maintenance Assessment District) Update – Enhance La Jolla Day will be May 13, 9 AM to 11 AM with a focus on all La Jolla Community Groups and presenting the Streetscape Project. Jodi is assisting with graphics and promotion. Board members needed to staff booth.</p>	<p>Action</p> <p>Information</p>	<p>Andy Fotsch</p> <p>Enhance La Jolla</p>
9.	<p>Promotions -</p> <p>1) Marketing Minutes – Request action to accept March Marketing Minutes (attached.)</p> <p>2) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00) Upcoming locations</p> <p>a) April 25 – Eppig Brewery with Lobster West</p> <p>b) May 23 – Mermaids and Cowboys</p> <p>c) June 27 – The Conrad with a Back Stage Tour</p> <p>d) July 25 – Business Breakfast Flower Pot Café and Bakery</p> <p>3) Rady's Children's Hospital Promotion Will kick off on April 29 with an indoor cycling" event at Life Time. Businesses are invited to create a fundraising event/opportunity to raise money for Rady's. In exchange Rady's will ask their contacts, staff, donors, etc. to shop at participating La Jolla stores. Businesses can sign up to be featured on the lajollabythesea.com website. Request approval to continue partnership with Rady Children's Hospital</p> <p>4) Best of La Jolla Tour - First test tour was last Thursday. Rack cards are printed and will be hand delivered to hotels in La Jolla Coastal and UTC. Initial plan: LJVMA will post and promote the event on Eventbrite. Jodi has been working with insurance company, CPA, Mary Joseph (bookkeeper) and Bill to finalize accounting set up. All have agreed that the tour is both a marketing and fundraising recurring event and falls without our scope of services.</p> <p>5) "Fam" (Familiarization & Education) Tour – Jodi participated in two additional FAM (Familiarization and Education) tours</p> <p>a) San Diego Professional Tour Guides Association</p> <p>b) SDTA (San Diego Tourism Authority) s sales and marketing team (at The Conrad)</p> <p>6) Publicity Update – Welcome to Howard Hain, travel writer who is volunteering his time to help with LJVMA articles; especially related to Travel/Tourism.</p> <p>7) Social Media Update – Analytics and calendar updates, features to include focus on the people of the village starting with LJVMA board members.</p> <p>8) Art Walk Themes: May – Mom, June – PRIDE, July – Red, White and Blues, August – Ocean, September – Learn, October – Art, Wine and Spirits Weekend, November – Gratitude, December - Holidays</p> <p>9) Concours D'Elegance April 21- 23; Window Decorating Contest – Merchants can win VIP tickets to the event. Check the Concours website for the times and activities. Porsches on Prospect is a free Saturday evening event. All merchants are encouraged to stay open a little later to take advantage of the people sure to attend.</p>	<p>Action</p> <p>Information</p> <p>Action</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Brandon Lindley, Mktg Chair</p> <p>Jessica Flora, Rady Children's Hospital</p> <p>Rudick</p> <p>Rudick</p> <p>Rudick</p> <p>Maddie Mackey, Social Media Manager</p> <p>Katey Longo, Art Walk Chair</p> <p>Amber Anderson</p>
10.	<p>Adjourn Meeting – Next meeting will take place May 10 at La Jolla Riford Library. This is the same day as the SDTA Annual Meeting at the SD Zoo so meeting will be brief as several board members plan to attend. Anyone who would like to join the LJVMA "delegation" can contact Jodi for the registration link. We can carpool to the Zoo after the meeting.</p>	<p>Action</p>	<p>Anderson</p>



Marketing Happy Hour Minutes

Marketing Happy Hour Agenda – March 28, 2023 – Life Time Cafe

10 Second Introductions

Upcoming Events and Activities

1. **Best of La Jolla Tour –**
 - a. Initially Tours will be weekly at 12:30 starting at The Conrad.
 - b. See tour brochures for complete list of tour stops. Tour is very adaptable. We've met with all tour hosts and everyone is very excited.
 - c. Combines arts, culture, shopping, food, seals, sea lions, scenic views, history and architecture. This is a true La Jolla community collaboration.
 - d. Initial cost of tour: \$125, allows for price incentives for resale/discounting/etc.
 - e. Includes Taste of the Cove Happy Hour at 3 restaurants: Taste of Himalaya Cherry Wine, Olive and Basil)
 - f. LJMVA will handle all aspects of the tour during introductory phase and assess as the tours evolve.
 - g. As a nonprofit all proceeds will be reinvested back into the organization
 - h. Will begin "test tours" beginning April 6. All marketing committee members are invited to sign up for a test tour.
2. **Fam Tours – looking to do these monthly with influencers (media, social media, hospitality)** Jodi was part of the San Diego Professional Tour Guides Association La Jolla tour with 12 tour guides who were introduced to lesser-known treasures of La Jolla.
3. **Rady Children's Hospital – May Means Business Promotion – Charitable partnership promotion.** Businesses can participate in whatever way works for them and their POS system. See attached. Businesses will be listed on Rady's channels and LJMVA.
4. **Concours d'Elegance – Window Decorating Contest.** Winning business will receive two VIP tickets for Sunday's event, runner up will get 2 GA tickets for Sunday's event. Businesses are encouraged to add Concours' car-themed items and décor to windows, menus, merchandise. Anyone interested in getting involved with the Concours should reach out to them directly for remaining opportunities. We will do a contest via our social media/email list to promote event (away additional tickets - 2 VIP, 4 GA)
5. **Social Media Update – Maddie Mackey/Natalie Resendes**
6. **Marketing Happy Hours/Marketing Breakfasts –**
 - a. April 25 – Eppig Bierhaus with Lobster West
 - b. May 23 – Mermaids and Cowboys
 - c. June 27 – (Tentative) The Conrad
 - d. July 25. 8:00 – 9:30 Business Breakfast – Flowerpot Café and Bakery (Topic: Tourism)
 - e. August 22 – Happy Hour
 - f. September 26 - Happy Hour
 - g. October 24 Business Breakfast
7. **Ribbon Cuttings (Always check the business's website for the most up to date info)**
 - a. April 16 – Board and Brush 1:00 (Ribbon Cutting around 1:30)
 - b. April 26 - Opulence Salon Esthetics 909 Prospect 6:00 PM (Ribbon Cutting Around 6:30)
 - c. May 19 – Skin Alchemy, 7454 Girard (not sure of time)

Old Business

1. **Scavenger Hunt – March 1** - Attracted around 100 families. Less than prior Scavenger Hunts but weather was gloomy. Will talk with library about doing the event two or one time each year.
2. **Seal Popping Season –** Cross promotion of Sierra Club's free tours. Attract 10 – 20 people each week. These continue into April

New Business

Lots of upcoming events. Check our event calendar and blog for the most up to date information.

Adjourn