



MONTHLY MEETING

10 May 2023 / 4:00 PM / La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

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1.	Call to Order - Monthly Board Meeting.	Action	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	Roque, Secretary
3.	Approval of April Minutes	Action	Roque, Secretary
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, President
5.	Financial Report <ul style="list-style-type: none"> Approval of Financials – April 	Action	Anderson, President
6.	Organizational Excellence <ol style="list-style-type: none"> Board Member Compliance Update – There are still some board members who have not completed compliance requirements which were due on 4/1/23. Since this is a city requirement, continuation to be on the BOD is dependent upon receiving these documents in a timely manner. Karen will reach out privately to those who are in violation to find out their plans. Annual Staff Performance Review Best of La Jolla Tour Administration <ol style="list-style-type: none"> Insurance for Best of La Jolla Guided Walking and Food Tour has been bound. Allows for up to 1200 guests per year. CPA has been consulted along with Mary Joseph to determine the best bookkeeping practice for tour. 	Action Action Information	Roque, Secretary Roque, Secretary Rudick, Executive Director
7.	Merchant Engagement <ol style="list-style-type: none"> Ribbon Cuttings -- LJVMA assisted with Ribbon Cutting celebrations at 4 businesses in the past month: Board and Brush, Opulence Salon Esthetics, Edna Pines Studio & Art Gallery and Banksy Café. Upcoming Ribbon Cutting's are on May 19 at Skin Alchemy, 7454 Girard. The ribbon cutting is scheduled for 1:30 pm. Thanks to everyone for encouraging new(er) businesses to host a ribbon cutting. 	Information	Lindley, Marketing Chair
8.	Design/Village Improvements <ol style="list-style-type: none"> Wayfinding - Integrated Signs has submitted permit applications for Phase One of Way finding project. Grant funds were received (\$20,000) and a check was sent to Integrated meeting the June deadline for spending funds. Enhance La Jolla and MAD (Maintenance Assessment District) Update Enhance La Jolla Day is this Saturday, May 13 from 9 AM to 11 AM. Looking for 2 volunteers to arrive around 8:30 to set up, staffing and breakdown booth. Great networking event as 15+ community groups will be participating. 	Information Information Information	Andy Fotsch Enhance La Jolla Staf Roque, Secretary

<p>9.</p>	<p>Promotions -</p> <ol style="list-style-type: none"> 1) Marketing Minutes – Request action to accept April Marketing Minutes (attached.) 2) 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"> a) May 23 – Mermaids and Cowboys b) June 27 – The Conrad with a Back Stage Tour c) July 25 – Business Breakfast Flower Pot Café and Bakery d) August 22 – Beeside Balcony e) September – Banksy Café 3) Rady’s Children’s Hospital Promotion Thanks to the 20 businesses who participated in the promotion. LJVMA and Rady’s promoted the event aggressively. Feedback from merchants is being collected. Jessica Flora will reach out to businesses regarding the accounting. 4) Best of La Jolla Tour - Tours are now live on Event Brite (full price is \$125 and includes 4 hour tour and three restaurant Happy Hour). Special discount codes are being offered to IG Followers and newsletter subscribers. (Offer Code: Jewel) to get \$20 off per ticket. The marketing plan is being developed and a script will be put into place. The tour is an evolving program with lots of flexibility. <ol style="list-style-type: none"> a) Upcoming “Fam” (Familiarization & Education) Tours <ol style="list-style-type: none"> i) San Diego Concierge Association is planning an abbreviated Best of La Jolla Tour in July. ii) Real Simple Magazine is bringing over 150 editors and guests in October. LJVMA is a sponsor of the event and will appear in all national promotional material. 5) Banner Sponsorship – Current year-round “skinny” banners need to be replaced due to normal aging. Seeking new sponsor. Cost is approximately \$7500 for first year and \$5400 for years 2 and 3. Anyone seeking more information can reach out to Jodi directly. 6) Digital Marketing – Thanks to our intern team, the lajollabythesea.com event calendar has over 120 events listed for both May & June. Job board is being updated and new business profiles are being added to keep current. <ol style="list-style-type: none"> i) Web Site Backend Upgrade – Completed a WordPress audit with Jake Craigmile, web designer and Wordpress technology team. Due to dramatic increases in traffic and broadband usage <i>lajollabythesea.com</i> no longer qualifies for lowest cost plan (designed for new businesses/sites) Good and bad news: good news is that we are up to 80,000 unique monthly visitors; bad news is that we no longer qualify for Word Press’ lowest cost plan designed for new businesses. We have migrated to an upgraded plan that meets our usage requirements. b) Social Media Update – New intern, Audrey Lopez, Bri Graney and Natalie Resendes continue to add great content to our social media. Audrey Lopez is focusing on publicity and content for LJVMA. Reels are proving to be a great draw to Social Media engagement. Analytics from Maddie Mackey. IG Followers have exceeded 7400. 7) Art Walk Themes: June – PRIDE, July – Red, White and Blues, August – Ocean, September – Learn, October – Art, Wine and Spirits Weekend, November – Gratitude, December - Holidays 	<p>Action</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Lindley, Mktg Chair</p> <p></p> <p>Jessica Flora, Rady Children’s Hospital</p> <p>Anderson, President</p> <p>Anderson, President</p> <p>Rudick, Executive Director</p> <p>Rudick, Executive Director</p> <p></p> <p>Mackey, Social Media Manager</p> <p>Katey Longo</p>
<p>10.</p>	<p>Adjourn Meeting – Next meeting will take place 4:00 pm on June 14th at La Jolla Riford Library.</p>	<p>Action</p>	<p>Anderson, President</p>



Marketing Happy Hour Minutes – April 25, 2023 – Eppig *Beirhaus*

10 Second Introductions

Upcoming Events and Activities

1. **Rady Children's Hospital** – May Means Business Promotion – April 25 was the final day for merchants to be included on print materials. Event kicks off on Saturday with Ride of a Life Time. All merchants are invited to take advantage of this major cross-marketing effort.
2. **Social Media Update** – Maddie gave a report on social media analytics. Strong growth and engagement.
3. **Best of La Jolla Tour** –
 - a. Final test tour is scheduled for this Thursday (April 27) with possible weekend tour for influencers/photo shoot. Waiting for insurance to be finalized for public tours to launch. There is room available for Thursday if anyone wants to join us. Response has been very positive. Been adjusting along the way.
 - b. Fam Tour – San Diego Concierge Association is planning to take part in a shorter version of the tour in July.
4. **Website Updates and Committee Activity** - Hundreds of summer events have been added to LJMVA event calendar. Adding LJVMA events to media calendar with great response. Job board is being updated to support merchants looking to fill summer positions.
5. **Marketing Happy Hours/Marketing Breakfasts** –
 - a. May 23 – Mermaids and Cowboys
 - b. June 27 – The Conrad
 - c. July 25. 8:00 – 9:30 Business Breakfast – Flowerpot Café and Bakery (Topic: Tourism)
 - d. August 22 – Happy Hour
 - e. September 26 - Happy Hour
 - f. October 24 Business Breakfast
6. **Ribbon Cuttings** (Always check the business's website for the most up to date info)
 - a. April 26 - Opulence Salon Esthetics 909 Prospect (5:30)
 - b. April 30 – Edna Pines Studio -
 - c. May 19 – Skin Alchemy, 7454 Girard (1:30)
7. **Summer Promotions**

Old Business

Concours d'Elegance – Congratulations to Be Boutique (2nd Place) and L & G Projects (1st Place in window decorating contest.) Not other windows were decorated despite much outreach. Two other pairs of tickets were used for social media promotion with generated great response. Suggest using any promo tickets for consumer promotion rather than window decorating contest.

Ribbon Cutting – Board and Brush (April 16). Congrats to Sam and Doug on a beautiful opening! Please put these dates on your calendar as merchants so appreciate support from LJVMA board and committee member.

New Business

Adjourn

Art Walk Themes:

May – Mom
June – Pride
July – Red, White and Blues
August – Water (National Water Quality Month)
September – Learn

October – Art and Wine (This is the same weekend as Art and Wine Festival.)
November – Gratitude
December – Holiday