



MONTHLY MEETING

14 June 2023 / 4:00 PM / La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

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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, Bill Podway, Natalia Petrova, Karen Roque, Summer Shoemaker, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director)	Action	Karen Roque, Secretary
3.	Approval of May 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 – May 	Action	Bill Podway, President
6.	Organizational Excellence <ol style="list-style-type: none"> Annual Staff Performance Review – Request to accept the recommendations of the Performance Review completed at a May 16 Special Meeting of the Executive Board. Mid-Year Vacancy – Review applications and appoint board member to fill open seat. Board Member Compliance, Code of Conduct and Brown Act Update – How to proceed with board members who have failed to complete requirements. 	Action Action Action	Karen Roque, Secretary
7.	Merchant Engagement <ol style="list-style-type: none"> Ribbon Cuttings -- LJVMA assisted with Ribbon Cutting celebration on May 19 at Skin Alchemy, 7454 Girard Ribbon Cutting scheduled for 1:30. Thanks to everyone for encouraging new(er) businesses to host a ribbon cutting. Request for more board members to attend these important events. Special Presentation from SDPD Officer Jessica Thrift to discuss crime prevention suggestions related to shoplifting and other property crimes. 	Information	Brandon Lindley, Marketing Chair
8.	Design/Village Improvements <ol style="list-style-type: none"> Wayfinding – Project has been submitted to City Engineers for review Enhance La Jolla and MAD (Maintenance Assessment District) Update (suggest moving to public comment) Enhance La Jolla Day was well attended. Thanks to Caroline Nonnenmacher and Elnaz Iraj from Berkshire Hathaway for volunteering and staffing the LJVMA table. Special Presentation from Mark Steele, representing La Jolla Community Foundation Street Scope Project 	Information Information Information Information	Andy Fotsch Enhance La Jolla Staff Karen Roque Mark Steele, Architect
9.	Promotions - <ol style="list-style-type: none"> Marketing Minutes – Request action to accept June Marketing Minutes (attached.) 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"> June 27 – The Conrad with a Back Stage Tour July 25 – Business Breakfast Flower Pot Café and Bakery August 22 – Beeside Balcony September – Banksy Café October – Business Breakfast (TBD) 	Action Information	Brandon Lindley, Mktg Chair

	<p>3) Check Presentation from Rady's Children's Hospital May Means Business Campaign. 21 Businesses took part.</p> <p>4) Best of La Jolla Tour – In light of high rated tour company, SoDiego launching a La Jolla Food Tour, LJVMA is entering into a collaborative, profit sharing model to promote a daily La Jolla Village Tour. LJVMA will assist with marketing and encourage direct booking of tours. SoDiego will adapt script to better promote, highlight and showcase shopping, arts and dining in the Village. Action requested to accept Introductory MOU between SoDiego and LJVMA June – December 2023)</p> <p>a) Upcoming "Fam" (Familiarization & Education) Tours</p> <p>i) San Diego Concierge Association is planning an abbreviated Best of La Jolla Tour in July.</p> <p>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.</p> <p>5) Art Walk - PRIDE Update – Six community groups took part in the PRIDE themed event. CBS8 was on the scene covering Art Walk for almost 4 full hours, 4 segments between 4:00 and 7:00 featuring Jodi, Artist Jim Yuran, Katey Longo and Krista Schumacher. Total airtime – almost 16 minutes. Huge thanks to the two photo journalists, producers, meteorologist and on air personalities who brought Art Walk to all of San Diego!</p> <p>Themes: July – Red, White and Blues (Partners – Veteran's Organization), August – Ocean (Surf Clubs, Coastal Groups) September – Learn (Schools) , October – Art, Wine and Spirits Weekend, November – Gratitude, December – Holidays</p> <p>6) Future Event Partnerships</p> <p>a) Promotional Partnerships/MOU between</p> <p>i) San Diego Spirits Festival and LJVMA</p> <p>ii) Art and Wine Festival</p> <p>b) Exploratory Ad Hoc Committee – Amber is taking the lead on exploring the possibility of have LJVMA take ownership of the Porches on Prospect event during the Concours Weekend.</p> <p>7) 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.</p> <p>8) Digital Marketing/Social Media Update Thanks to intern team lajollabythesea.com event calendar has over 120 events listed in upcoming summer months with similar numbers in June. Job board is being updated and new business profiles are being added to keep current.</p> <p>a) Social Media Update – Interns Bri Graney, Natalie Resendes and new to the team, Audrey Lopez continues to do great work on publicity and content. Reels are proving to be a great draw to Social Media engagement. Analytics from Maddie Mackey. IG Followers exceed 7400.</p>	<p>Information</p> <p>Action</p> <p>Information</p> <p>Action</p> <p>Action</p> <p>Information</p> <p>Action</p> <p>Information</p>	<p>Rady's Staff/Lindley Lindley Jodi Rudick, Executive Director</p> <p>Rudick</p> <p>Katey Longo, First Friday Art Walk Chair Rudick</p> <p>Rudick</p> <p>Anderson</p> <p>Maddie Mackey, Social Media Manager</p>
10.	Adjourn Meeting – Next meeting will take place July 12 at La Jolla Riford Library.	Action	Anderson



Marketing Happy Hour Agenda – May 23, 2023 – Mermaids and Cowboys

10 Second Introductions - Recognize first time attendees & new businesses

Welcome from Host - Mermaids and Cowboys. Welcome from new owner and Executive Chef Dwayne Gale.

Recaps, Upcoming Events and Activities

1. **Rady Children's Hospital** – Recap from Merchant Surveys. Rady's marketing efforts were very late (no messaging leading up to the event, everything dropped after the event (April 29 – May 7 had begun); little business from Rady's contacts, businesses like the feel-good aspect. Takeaway: work directly with marketing (not development) for future cause-marketing campaigns; partner with another non-profit (one suggestion is La Jolla school foundations to connect with local families; involve private schools)
2. **Social Media Update** – Brandon Lindley, Marketing Committee Chair
 - a. On Instagram Follow @lajollabythesea & remember to tag us. Also use Hash Tags: #mylajolla (7426 followers)
 - b. Facebook Group: Search and Request to Join "La Jolla Village Merchants"
 - c. Visit our website: lajollabythesea.com
 - i. Create your Merchant profile // You can even post your seasonal & ongoing job vacancies.
 - ii. Look at the LJVMA Events Calendar to reference all of **What's Happening in the Village**
3. **Best of La Jolla Tour** –
 - a. Jodi discussed alternate strategy considering SoDiego creating and marketing a similar Food Tour. Possibility of LJVMA partnership with SoDiego to promote and support their tour by adding a Shopping, Art & Culture Component. Owner of So Diego, Bianca talked about the partnership potential and her company.
4. **Parking Promotion** – Jodi discussed a campaign in development to promote all day Village parking. (\$4.95/day) Encouraging all merchants, event promoters and tour companies to promote in media, event links and consumer PR. Social, press releases, merchant outreach, etc.
5. **Commission Free online ordering for restaurants** – Jodi shared that **Famished** has been working on this technology for about 13 months and now ready for test launch. This is a huge game changer as laws are being implemented nationwide to eliminate these types of "junk fees." Famished is looking for 5-6 restaurants wanting to get in on the test launch.
6. **Future Monthly Board/Membership Meeting Guest Speakers** – Brandon shared that in order to encourage greater participation at Monthly Meetings, special guest speakers will be invited to give presentations about hot topics. Send topic ideas to Jodi to pursue.
 - a. June – SDPD Jessica Thrift will discuss crime prevention tactics for small businesses considering a string of burglaries, shoplifting, etc. Mark Steele will be discussing the Street Scape Plan.
 - b. July – Parking Update with Brad Elsass.
7. **Upcoming Marketing Happy Hours/Marketing Breakfasts** – Brandon
 - a. June 27 –The Conrad
 - b. July 25. 8:00 – 9:30am Business Breakfast – Flowerpot Café and Bakery (Topic: Tourism with Brian Hileman)
 - c. August 22 – Beeside Balcony
 - d. September 26 - Banksy Cafe
 - e. October 24
8. Upcoming **Ribbon Cuttings** (Always check the business's website for the most up to date info)
 - a. None scheduled at this time. Request a Ribbon Cutting by completing the e-form on lajollabythesea.com

Old Business

Ribbon Cutting – Congratulations to these businesses on wonderful Ribbon Cutting events this past month.

- b. April 26 - Opulence Salon Esthetics 909 Prospect
- c. April 30 – Edna Pines Studio -
- d. May 19 – Skin Alchemy, 7454 Girard

New Business

San Diego Spirits Festival – Promotional Partnership Request. Liz Edwards was unable to be at the meeting.

Concours d'Elegance/Porches on Prospect 2024 – LJVMA Involvement. Board President Amber Anderson discussed having LJVMA take over the Porches on Prospect event at the 2024 Concours. Brandon suggested an exploratory committee be formed to look at logistics and feasibility. Amber volunteered to lead this project.

Adjourn

Art Walk Themes:

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