

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

JUNE MEETING MINUTES

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

С	all to Order - Monthly Board Meeting.	Action	Amber Anderson, President
B R (E	DII Call - Amber Anderson, Morgan Barnes, Dusty Bowder, Jo Cullen, Andy Fotsch, randon Lindley. Katey Longo, Maddie Mackey, Bill Podway, Natalia Petrova, Karen oque, Summer Shoemaker, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick xecutive Director) ratalia Petrova – Absent	Action	Karen Roque, Secretary
Α	oproval of May Minutes	Action	Roque
B	ll Podway motion to approve, Amber Anderson second, Dusty Bowder and Dr.		
N	addie Wallace abstain – Motion passes, minutes are approved		
N	on-Agenda Public Comments (limited to three minutes)	Information	Anderson
•	Updates from Community/Political Leaders		
	 Steve Hadley – Space and Place – Outdoor dining in the streets – Coast Zone 		
	Permit		
	What is the difference between the coastal zone and the parking zone? Map		
	disbursed to the BOD. Prospect Street companies will need to provide spaces		
	 9 business that have permit applications – Parking replacement. Mariah – State update as the budget has been approved – Business coffee – 		
	 Mariah – State update as the budget has been approved – Business coffee – we need a home/location > Approx 20 people and looking for a fall date 		
	 Tara Reimer Lawson– June 26th – Budget on the county 27th board meeting 		
	for the report on the approved budget. 7/1 Small business grants - go to the website and apply. Board vacancies – positions are open and ready to fill		
•	All other public comments (limited to three minutes)		
	 Cindy Goodman Thank you for the sign and donation for the Welcome to La Jolla 		
	\circ Cal Torey – Seal Society, training volunteer docent for seals and sea lions &		
	working with UCSD students and a program for the public.		
	 Brian – Enhance La Jolla – Great event and had a full turn out. 		
	Power washing still in affect after the street re-paving / Painting of the street		
	light polls		
	Wood benches and install the replacement bars		
	 Holly with Spectrum – Services the LJ area 92037 New Store Opening – Carles and Marilum Ivice Café La Jalla – Sheeting for 		
	 New Store Opening – Carlos and Marilyn Juice Café La Jolla – Shooting for July Opening 		
	 Sasa Potapon – LJ Grad – Sneak Summer Classic July 8th 9 am to 5 pm. 		
	Basketball @ LJ Rec Center		
	 LJ Music Society – Conrad – Welcome and thank you for the Art Walk and 		
	Collaboration		
	 Chantal Smart Fit Method – Event tonight Marketspace LJ 		
	 Sunny Thomson – Sunny Fit local community person – Friends with the Juice Café 		
	 Brenda Fake – Friends of Coast Walk Trail – Working on raising the bridge – 		
	need funds – Save the date for fundraiser – September 9/29/23		
	 Shawn Lee – New community member and wanted to introduce himself and 		
	new to town		

Fin	ancial Report		
	Approval of Financials – May	Action	Bill Podway, President
	Katey Long motion to pass, Amber Anderson seconds the motion.		
	No abstentions – Motion passes financials are approved		
Org	ganizational Excellence		
1)	Annual Staff Performance Review – Annual Staff Performance Review – Request to accept the recommendations of the performance review including the opportunities within each area of focus and salary increase. <i>Karen Roque asked for a motion to approve the ED staff performance and salary</i> <i>increase. Bill Podway gives the motion, Katey Longo seconds. BOD open to</i> <i>discussion. BOD members voted. 11 Yes 2 No</i> <i>Motion passes to accept the performance review and ED salary increase.</i>	Action	Karen Roque, Secretary
2)	BOD member resignation – Brandon Lindley. Motion to accept this resignation. Dusty to motion, Maddie to second. Resignation accepted. BOD member position to fill Mid-Year Vacancy – Motion to fill the mid-year vacancy. Bill Podway to motion, Amber Anderson to second. Motion passes to fill this.	Action	
3)	Mid-Year Vacancy – Review applications and appoint board member to fill open seat vacated by Jen Pham. 4 Applications. Japhet Perez, Christophe Cevasco, Brett Murphy and Dwayne Gale	Action	
	<u>First Vote Count</u> Japhet Perez 8		
	Dwayne Gale 6		
	Brett Murphy 6		
	Christophe Cevasco 6		
	Tie Breaker Between Cevasco, Murphy and Gale		
	Christophe 5		
	Brett 5		
	Dwayne 2		
	Second Tie Breaker – Roll Call Vote		
	Christophe 7		
	Brett 5		
4)	Board Member Compliance, Code of Conduct and Brown Act Update – City staff will conduct a 30-minute workshop immediately following July or August board meeting to discuss Open Meeting and Ethics Laws. All board members are required to attend.	Information	
Me	rchant Engagement		
1.	e	Information	Brandon Lindley,
	Alchemy, 7454 Girard. Brandon has created a Ribbon Cutting protocol to		Marketing Chair
2.	increase attendance and awareness of Ribbon Cuttings. (Attached to agenda) Special 10 Minute Presentation from SDPD Officer Jessica Thrift to discuss crime prevention suggestions related to shoplifting and other property crimes. <i>Update on crime in the Village, how to prevent and where to go for help</i>	Information	Officer Jessica Thrift
De	sign/Village Improvements		
1.	Wayfinding – Project has been submitted to City Engineers for review. Artwork is in final stages	Information	Andy Fotsch
2.	Enhance La Jolla Day was well attended. Thanks to Caroline Nonnenmacher and Elnaz Iraj from Berkshire Hathaway for volunteering and staffing the LJVMA table.	Information	Karen Roque
3.	Special 10 Minute Presentation from Mark Steele, representing La Jolla Community Foundation Street Scape Project <i>Presentation and video on what Girard can look like – Goal is to start project in</i> <i>the Fall of 2024.</i>	Information	Mark Steele, Architect

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	motions -		
1)	Marketing Minutes – Request action to accept June Marketing Minutes	Action	Brandon Lindley, Mktg
	(attached.) Motion to Accept by Karen Roque, Second – Maddie Mackey.		Chair
	Minutes accepted unanimously.	Information	
2)	Monthly Marketing Happy Hour 4 th Tuesday of each month at 4:00 (Networking		
	from 3:30 to 4:00) Upcoming locations		
	a) June 27 – The Conrad with a Back Stage Tour		
	b) July 25 – Business Breakfast Flower Pot Café and Bakery		
	c) August 22 – Beeside Balcony		
	d) September – Banksy Café		
	e) October – Business Breakfast (TBD)	Information	Caitlin Donahue, Rady's
3)	Check Presentation from Rady's Children's Hospital May Means Business		
	Campaign. 21 Businesses took part. Check presentation - \$9652 amount		
	presented to Rady's Children's Hospital on behalf of La Jolla Village Merchants		
4)	Best of La Jolla Tour – In light of high rated tour company, So Diego launching a	Action	Jodi Rudick, Executive
	La Jolla Food Tour, LJVMA is entering into a collaborative, profit sharing model to		Director
	promote a daily La Jolla Village Tour. LJVMA will assist with marketing and		
	encourage direct booking of tours. So Diego will adapt script to better promote,		
	highlight and showcase shopping, arts and dining in the Village.		
	ion requested to accept Introductory MOU between So Diego and LIVMA June –	Information	Rudick
	cember 2023) – Andy Fotsch to motion, Bill Podway to second. Motion passes		
una	animously.		
	a) Upcoming "Fam" (Familiarization & Education) Tours		
	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)	Art Walk - PRIDE Update – Six community groups took part in the PRIDE themed	Information	Katey Longo, First Friday
	event. CBS8 was on the scene covering Art Walk for almost 4 full hours, 4		Art Walk Chair
	segments between 4:00 and 7:00 featuring Jodi, L&G Projects, Katey Longo and		Rudick
	Krista Schumacher. Total airtime – almost 16 minutes. Huge thanks to the two		
	photojournalists, producers, meteorologist and on-air personalities who brought		
	Art Walk to all of San Diego! Access new videos <u>HERE.</u>		
	https://lajollabythesea.com/cbs8-celebrates-june-2-art-walk-with-live-coverage/		
	Themes: July – Red, White and Blues , August – Ocean (Surf Clubs, Coastal		
	Groups) September – Learn (Schools) , October – Art, Wine and Spirits		
	Weekend, November – Gratitude, December – Holidays		
6)	Future Event Partnerships	Action	Rudick
	a) Promotional Partnerships/MOU between		
	i) San Diego Spirits Festival and LJVMA. Motion to Accept MOU made by		
	Bill Podway. Jo Cullen Seconds. Passes Unanimously.	Action	Anderson
7)	Exploratory Ad Hoc Committee – Amber is requesting that the board approve an		
	Ad Hoc Committee to explore the possibility of having LJVMA take ownership of		
	the Porches on Prospect event during the Concours Weekend. Amber spoke		
	about the value of the event. Jo Cullen and Andy Fotsch said that it was		
	important to be open to new ideas. Jodi explained that she had not been		
	contacted by anyone from The Concours asking for LIVMA to take over the event.		
	She also expressed concerns about Conflict of Interest as Amber Anderson is on		
	the Board of the Concours and works for Sotheby's where the Porches on		
	Prospect Private Party has been hosted. Andy Fotsch made a motion to form the		
	committee. Katey Longo seconds the motion. Motion passes with 7-5. Ad Hoc		
	Committee is approved. Names of those involved will need to be assigned and	Information	Rudick
٥١	provided to the board at the next meeting in July.	mormation	NULICK
8)	Banner Sponsorship – Current year-round "skinny" banners need to be replaced due to pormal aging). Socking new sponsor. Cost is approximately \$7500 for first		
	due to normal aging.) Seeking new sponsor. Cost is approximately \$7500 for first year and \$5400 for years 2 and 3		
9)	Digital Marketing/Social Media Update -	Information	Maddie Mackey, Social
(9)	Maddie Mackey – All BOD interviews are done. IG followers are up to 7500.	mormation	Media Manager
	Amber praised Maddie for her quality work.		incula mallagei
Adi	ourn Meeting – Next meeting will take place July 12 at La Jolla Riford Library.	Action	Anderson
Auj	our meeting with take place bury 12 at La Julia kiloru Libidi y.	70000	Anderson



Marketing Happy Hour Minutes – 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

- 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 So Diego creating and marketing a similar Food Tour. Possibility of LIVMA partnership with So Diego 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.
- 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." <u>Famished is looking for 5-6 restaurants wanting to get in on the test launch.</u>
- 6. **Future Monthly Board/Membership Meeting Guest Speakers** Brandon shared that 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 – LIVMA Involvement. Board President Amber Anderson discussed having LIVMA 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 memes.	
September – Learn	November – Gratitude
October – Art and Wine (This is	December – Holidays
the same weekend as Art and	
Wine Festival.)	
	October – Art and Wine (This is the same weekend as Art and

Art Walk Themes