



JUNE MEETING MINUTES

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

MONTHLY MEETING MINUTES

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	Call to Order - Monthly Board Meeting.	Action	Amber Anderson, President
	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) <i>Natalia Petrova – Absent</i>	Action	Karen Roque, Secretary
	Approval of May Minutes <i>Bill Podway motion to approve, Amber Anderson second, Dusty Bowder and Dr. Maddie Wallace abstain – Motion passes, minutes are approved</i>	Action	Roque
	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> Updates from Community/Political Leaders <ul style="list-style-type: none"> 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 – we need a home/location > Approx 20 people and looking for a fall date 2023 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) <ul style="list-style-type: none"> Cindy Goodman Thank you for the sign and donation for the Welcome to La Jolla 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 – 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 	Information	Anderson

[illegible]

<p>Promotions -</p> <p>1) Marketing Minutes – Request action to accept June Marketing Minutes (attached.) Motion to Accept by Karen Roque, Second – Maddie Mackey. Minutes accepted unanimously.</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> <ul style="list-style-type: none"> 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) <p>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</p> <p>4) Best of La Jolla Tour – In light of high rated tour company, So Diego 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. So Diego will adapt script to better promote, highlight and showcase shopping, arts and dining in the Village.</p> <p>Action requested to accept Introductory MOU between So Diego and LJVMA June – December 2023) – Andy Fotsch to motion, Bill Podway to second. Motion passes unanimously.</p> <ul style="list-style-type: none"> a) Upcoming “Fam” (Familiarization & Education) Tours <ul 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. <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, L&G Projects, Katey Longo and 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 HERE. 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</p> <p>6) Future Event Partnerships</p> <ul style="list-style-type: none"> a) Promotional Partnerships/MOU between <ul style="list-style-type: none"> i) San Diego Spirits Festival and LJVMA. Motion to Accept MOU made by Bill Podway. Jo Cullen Seconds. Passes Unanimously. <p>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 LJVMA 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 provided to the board at the next meeting in July.</p> <p>8) 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</p> <p>9) Digital Marketing/Social Media Update - Maddie Mackey – All BOD interviews are done. IG followers are up to 7500. Amber praised Maddie for her quality work.</p>	<p>Action</p> <p>Information</p> <p>Information</p> <p>Action</p> <p>Information</p> <p>Information</p> <p>Action</p> <p>Action</p> <p>Information</p> <p>Information</p>	<p>Brandon Lindley, Mktg Chair</p> <p>Caitlin Donahue, Rady’s</p> <p>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>Rudick</p> <p>Maddie Mackey, Social Media Manager</p>
<p>Adjourn Meeting – Next meeting will take place July 12 at La Jolla Riford Library.</p>	<p>Action</p>	<p>Anderson</p>



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

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 So Diego creating and marketing a similar Food Tour. Possibility of LJVMA 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.
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 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 – Holidays