



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING

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

AGENDA – MONTHLY BOARD MEETING

MONTHLY MEETING AGENDA¹

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| 1. | Call to Order - Monthly Board Meeting. | Action | Summer Shoemaker, Vice 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) To be sworn in: Christophe Cevasco, Japhet Estrada Perez | Action | Karen Roque, Secretary |
| 3. | Approval of June 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 | Shoemaker |
| 5. | Financial Report <ul style="list-style-type: none"> Approval of Financials – June NRP Grant Notification – Request action to accept NRP Grant FY 2024 for \$25,000 to pay for Phase Two of Wayfinding program. | Action Action | Bill Podway, Treasurer Podway |
| 6. | Organizational Excellence <ol style="list-style-type: none"> Swearing in of Christophe Cevasco and Japhet Estrada Perez by Katey Longo. Result of Annual Bylaws Review - As required by City of San Diego Contract, LJVMA bylaws were reviewed by Karen Roque, Summer Shoemaker, Bill Podway and Jodi Rudick on July 5, 2023. It was determined that the bylaws need to be updated to modernize communication and technology methods. Karen will draft new language and present to the Board for approval over the next few months. Approval of Election Timeline (attached) Board Member Compliance, Code of Conduct and Brown Act Update – Liz Studebaker, Deputy Director, Economic Development Department is scheduled to present 30-minute training required for all Board Members. Will take place immediately following the August board meeting. All members of the public are invited to attend. Request for Support of Street Closures <ol style="list-style-type: none"> Art and Wine Festival - Laurel McFarlane, McFarlane Promotions has sent documents regarding Street Closures for Art and Wine Festival October 7-8 with set up on October 6. Action requested to approve letter of support. | Action Action Action Information Action | Roque Roque Roque Roque Roque to present documents |
| 7. | Merchant Engagement <ol style="list-style-type: none"> Ribbon Cuttings – United Legacy – July 14 at 1:00 PM. Please attend! | Information | Roque |

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| <p>8.</p> | <p>Promotions -</p> <p>2) Marketing Committee Leadership – Request to Approve Ron Jones as Chair of Committee as proposed by Brandon and unanimously approved by Marketing Committee.</p> <p>3) Marketing Minutes – Request action to accept June Marketing Minutes (attached.)</p> <p>4) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00) Upcoming locations</p> <p>a) July 25 – Business Breakfast Flower Pot Café and Bakery</p> <p>i) 8:00 – 8:30 AM – Networking and Registration</p> <p>ii) 8:30 – 9:30 – Marketing Committee Meeting with presentation from Brian Hileman, San Diego Tourism Authority</p> <p>b) August 22 – Beeside Balcony</p> <p>c) September – Banksy Café</p> <p>d) October – Business Breakfast (TBD)</p> <p>5) Add Text Messaging Outreach Strategies – Request approval to invest approximately \$400 for annual OPT-IN SMS marketing program with <i>Textedly</i>. Jodi researched 5 different services.</p> <p>a) Phase One - Will start by getting merchant signed on to help with critical updates re: traffic, safety, security, election reminders, etc.</p> <p>b) Phase Two – merchant season promotional opportunities</p> <p>c) Phase Three – Consumer based LJVMA owned information (Art Walk, Scavenger Hunt)</p> <p>d) Phase Four – Sponsored content (Spirits Festival, Concours announcements)</p> <p>6) Best of La Jolla Tour – Update</p> <p>7) Fam Tour Update – Visit California, San Diego Fashion Week</p> <p>8) Art Walk – Fashion Week Partnership – 3 designers brought models and designs. Themes:</p> <p>a) August – Ocean (Surf Clubs, Coastal Groups)</p> <p>b) September – Learn (Schools, Museums, Will also host private group from San Diego Art Museum) , October – Art, Wine and Spirits Weekend, November – Gratitude, December – Holidays</p> <p>9) Digital Marketing/Social Media Update</p> | <p>Action</p> <p>Action</p> <p>Information</p> <p>Action</p> <p>Information</p> | <p>Podway</p> <p>Podway</p> <p>Rudick</p> <p>Rudick</p> <p>Rudick Katey Longo, First Friday Art Walk Chair Rudick</p> <p>Maddie Mackey, Social Media Manager</p> |
| <p>9.</p> | <p>Adjourn Meeting – Next meeting will take place August 9 at La Jolla Riford Library.</p> | <p>Action</p> | <p>Anderson</p> |



Marketing Happy Hour Minutes – June 25, 2023 – The Conrad

Welcome from Host - The Conrad. Welcome from Ted Shultz, CEO

10 Second Introductions - All attendees introduces themselves.

Recaps, Upcoming Events and Activities

1. **Social Media Update** – Jodi Rudick. All attendees were asked to take out phones and follow us on IG.
 - a. On Instagram Follow @lajollabythesea & remember to tag us. Also use Hash Tags: #mylajolla
 - 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**
2. **POP Marketing** – New Directories and maps throughout the village thanks to Brandon’s suggestion and Bill’s distribution.
3. **Arts and Culture Map Completed** – Thanks to Katy and Bill for their hard work and assistance. Bill has distributed through the village and to hotel. They will also be distributed to hotels. beyond La Jolla.
4. **Best of La Jolla Tour** – Board approved partnership with So Diego. Update Report.
5. **Fam Tours – Visit California Consulting Group, Fashion Week San Diego**
6. **Commission Free online ordering for restaurants** – All restaurants who have reviewed information have confirmed that they would like to be part in the launch. Beeside Balcony, Taste of Himalayas, Lobster West, Olive and Basil. Still looking for additional restaurants.
7. **Upcoming Marketing Happy Hours/Marketing Breakfasts** –
 - a. July 25. 8:00 – 9:30am Business Breakfast – Flowerpot Café and Bakery (Topic: Tourism with Brian Hileman)
 - b. August 22 – Beeside Balcony
 - c. September 26 - Banksy Cafe
 - d. October 24
8. Upcoming **Ribbon Cuttings** (Always check the business’s website for the most up to date info)
 - a. United Legacy Request a Ribbon Cutting by completing the e-form on lajollabythesea.com
9. **Porches on Prospect 2024** – LJVMA Involvement. Board approved ad hoc committee.
10. **Marketing Committee Leadership** – Brandon’s Announcement. Appoint new chairperson: Ron Jones volunteered and was approve unanimously.

Old Business

Rady Children’s Hospital – Check Presentation - \$9862 was raised and presented to Rady’s at last Board Meeting

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