

## LA JOLLA VILLAGE MERCHANTS ASSOCIATION

# Minutes MONTHLY MEETING

#### 8 June 2022 / 4:00 PM La Jolla Riford Library

### MONTHLY MEETING AGENDA<sup>1</sup>

1. Call to Orde	er - Monthly Board Meeting.	Action	Amber Anderson, President
Guevara, Ka Maddie Wa	Amber Anderson, Morgan Barnes (absent), Jo Cullens (absent), Gabriela atey Longo, Nicole Perez, Jen Pham, Karen Roque, Summer Shoemaker, allace, Jodi Rudick (Executive Director). To be sworn in: Bill Podway, Brandon llie Swensen. Opening Quorum is 5 members.	Action	Summer Shoemaker, Secretary
3. Approval or content/up	f May Minutes - http://lajollabythesea.com/wp- ploads/2022/06/Minutes-May-2022-ss-jr-1.pdf ions to approve, Nicole seconds, all approve	Action	Shoemaker
4. Non-Agend  • Update	a Public Comments (limited to three minutes) es from Community/Political Leaders Steve Hadley, Joe La Cava Office: Vending ordinance goes into effect 6/22. It is enforceable everywhere except the coastal zone. Some areas are not enforceable by coastal commission, including grass areas and food vending enforcement so city has been asked to do their best to enforce in these areas while coastal commission reviews ordinance. No date yet to go to the coastal commission at this time still. July 13 – end of street/sidewalk emergency ordinance, all sidewalk/patio/street dining will require a permit after July 13. See below information from Latrell also regarding. Steve has been visiting businesses to inform them and a city letter was provided and being distributed to businesses impacted outlining information and details regarding the temporary outdoor business operations (TOBO). Crenshwa, City of San Diego: Spaces to Places, economic development dept is available to assist in supporting questions. City has defined rules and regulations regarding spaces to places and review the design manual and reach out.  • VISIT: sandlego.gov/permits/spaces-as-places for more information and for resources.  • SDbusiness@sandigo.gov for questions and assistance. Response rate is currently 84% in 2 business days in May. Goal is to answer all in 2 days but technical questions, other depts it may take longer. This is a resource for assistance and great resource for funding, starting a business, other state/city entity support also.  • City point person: Chris Larsen, Development Services Dept  • Looking at providing an education session for BIDS, more information to come.  Coastal Commission Issue: City is still waiting on guidance from Coastal, encourage businesses in coastal areas to please still apply for spaces to places so they are working thru the process and when coastal commission process is complete they hope the process will be smoother for those with permits.  Jodi commented briefly on sidewalk permitting/BID enforcement on si	Information	Jodi Rudick, Executive Director

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<ul> <li>Commented on grants distributed to La Jolla Playhouse, Rotary, LJVMA and others, great for La Jolla! Looking for addl ideas on investments that would bring broad positive impact to the visitors and residents as they continue to look at opportunities to provide add'l investments/grants to the community.</li> <li>Commented on South SD beach closures and how county is looking/working to address/fine tune testing and concerns related to this serious issue.</li> <li>Commented on county review of sea level rise and impact on our coastal zones.</li> <li>All other public comments (limited to three minutes)</li> <li>Liz Edwards – San Diego Spirits Festival, at Museum of Contemporary Art Sept 24 – 25, 2022.</li> </ul>		
5. Organizational Excellence		
<ol> <li>Swearing in of Brandon Lindley, Bill Podway, Hallie Swenson – Signed Board Orientation Plan, Conflict of Interest and Swearing in statements to be collected and kept on file.</li> <li>Karen Roque swore in the 3 new board members. Welcome new board</li> </ol>	Action	Karen Roque, Executive Administrator
members!		
<ul> <li>Two Open Board Seats</li> <li>Self-Nominations to Consider:         <ul> <li>i) Vahid Moradi, CW Charles (no candidate statement) – not in attendance</li> <li>ii) Chad Taggart, Lobster West (Candidate Statement Attached)</li> <li>Excited to be part of La Jolla community and have Lobster West in La</li> </ul> </li> </ul>	Action	Amber Anderson, President
Jolla complete and open!  iii) Tamar Goldman-Sachs, Cormorant – Director of Digital Marketing  Would like to be involved and know the community, brings  marketing skills and digital knowledge and here to contribute.  • Kate Longo motions for Chad Taggart, Bill Podway seconds. No abstentions or		
<ul> <li>nays. Motion passes.</li> <li>Bill motions for Tamar with Cormorant, Nicole seconds, no abstentions or nays. Motion passes.</li> <li>i) Chad &amp; Tamar – welcome to the LJVMA Board!!</li> </ul>		
3) Annual By-laws review – Karen Roque and Summer Shoemaker will conduct annual review and make recommendations, if any at next month's meeting.	Information Action	Summer Shoemaker Anderson
<ul> <li>Summer commented that on review, there was no concern. Karen will complete additional review for final recommendation next month</li> <li>Jodi Rudick Performance Review. Request action to accept Executive Board</li> </ul>	Action	Anderson
<ul> <li>recommendation.</li> <li>Katey Longo commented on her performance and support.</li> <li>Katey motions to provide the increase retractive to anniversary date, Nicole seconds. Role: Amber Anderson, yes, Jo Cullens (absent), Gabriela Guevarayes, Katey Longo -yes, Nicole Perez- yes, Jen Pham-yes, Karen Roque - yes,</li> </ul>		
<ul> <li>Summer Shoemaker – yes, Maddie Wallace -yes,</li> <li>Motion passes. Performance review will be provided separately by members of the Executive Board.</li> </ul>		
<ul> <li>Financial Report – Jo Cullen, Treasurer</li> <li>April/May Financials</li> <li>Ways and Means – Conducted a join meeting of La Jolla Community Group with County Grants office.         Amber motions, Karen seconds. New members abstain, no nays. Motion     </li> </ul>	Action Information	Jo Cullen, Treasurer Rudick
passes.		
7. Design/Village Improvements  1. Enhance La Jolla – Mary commented on still exploring vinyl work for electrical	Information	Enhance La Jolla
boxes around town but they are expensive. They have also located a vendor for the hanging flower baskets that are past their useful life.  2. Amber asked about painting the boxes by local artists. Mary commented that this		
is also a possibility and reviewing options for Elementary schools to paint also.		

	3.	Wayfinding Proposal (Attached)  O Jodi commented on new proposal submitted and process continuing.	Information	Rudick
Q	Mercha	nt Engagement – Happy Hour attracted about 20 attendees. Bfree Gallery was a	Information	Amber Anderson
8.		cation. Food provided by Small Goods.	Intornation	Alliber Allucison
	greatio	Excellent attendance last month and great success and conversation! Thank you		
		Bfree Gallery!!		
9.	Promot	·		
٦.	1)	Marketing Chair Update – Morgan is focusing energies on new work	Action	Anderson
	±,	commitments. Brandon Lindley has volunteered to take on Marketing Chair role.	Action	Anderson
		Others are invited to volunteer. Action: Vote on new Marketing Committee Chair.		
		Motion for Brandon to become new marketing chair. Bill motions to accept		
		Brandon as Marketing Chair, Katey seconds. No abstentions or nays. Motion	Information	Katey Longo, Art
		passes.		Walk Chair
	2)	Upcoming Art Walk Themes:		
	-/	June Art Walk – Recap		
		Huge success! Theme of pride was great. Multiple LGBTQ groups		
		attended also. Great attendance and lots of theme involvement. F&B		
		Partnership in almost all galleries!!		
		July – Red, White and Blues		
		August – Akuna Matata OR Conservation Theme (Lion King tie-in)		
		September – Learn (Tie in with Spirit Festival. Cocktail making lessons. Mini		
		workshops about art? Collecting? )		
		October – Spirts (La Jolla Art and Wine Festival is same weekend. Discuss with Art		
		Walk Planning Group		
		November – Gratitude		
		December – Holidays (Jingle Bells, Giving,)		
		January – Wellness (Live, Health, Longevity)		
	۵)	February – Love (Amour, Crush, Cherish)	1	Day id Managan
	3)	First VIP Art Walk Experience to be held in August with University Club Art	Information	David Morgan
		<b>Group.</b> They will be bringing up to 40 art patrons/enthusiasts to Art Walk one		
		hour early for a curated tour of four or five galleries. They will have time to visit other galleries on their own and will meet for a wine tasting and dinner. No cost		
		to association. Dinner will be paid for by guests. Looking for restaurants		
		interested in hosting the wine/spirit tasting. If interested contact Jodi.		
	4)	Lion King Promotion – Update from David Morgan, Disney promotions		
	7)	All of July and beginning of August – Photo Safari in La Jolla Village		
		La Valencia to host poolside screening of Lion King animated movie		
		Trails Clean Up – Friends of Coast Walk Trail		
		Themed menu items/cocktails/merchandise in restaurants/shops		
	5)	La Jolla Restaurant and Event App – Presentation by Abdi Chattergee		
	3,	Jodi updated group on this App and current status of signing the licensing		
		agreement to help visitors find what restaurants to go to based on their		
		preferences.		
		Summer motions, Nicole seconds. Two abstentions/Amber and new	Action	Famished Team
		members. Motion passes.		Rudick
	6)	Marketing Happy Hours Thanks to BFree Studio for hosting May Marketing		
	,	Happy Hour. Food provided by Small Goods. Happy Hour Locations and sponsors		
		have been secured for the next several meetings.		
		• June 28 – Piazza 1909		
		July 26 – Birdseye Rooftop Restaurant & Bar	Info	Chapter /D !!
		August 23 – Host Needed	Information	Shoemaker/Rudio
		September – Cove House		
	7)	<b>100DaysofSummer.fun</b> – Redirect to Event Calendar is now live. Focus on La Jolla		
		as we fill up our event calendar.		
	8)	Jigsaw Puzzle update – Artwork for puzzle and box have been completed and		
		production is moving along.		
10	_	Meeting. July 12, 4:00 PM, La Jolla Riford Library	Action	Anderson
	Meeting	g adjourns: 5:28pm	<u> </u>	

# STRATEGIC PLAN 2022

Alternate Revenue Tactics  Alternate Revenue Scolal Media and Video  Marketing  Develop Limits Merchant  Alternate Revenue Tactics  Alternate Revenue Scolal Media and Video  Marketing  Develop Limits Merchant  Program  Ouperont Scolal Madia and Video  Marketing  Develop Limits Merchant  Program  Ouperont Scolal Madia And Video  Marketing  Develop Limits Merchant  Program  Ouperont Scolal Madia And Video  Algian Map. City  Add New Blog Features (La Jolla Promote Employer)  Add New Blog Features (La Jolla Promote Employer)  Add Ne				
Sell advertising on website monthly meetings monthly meetings monthly meetings   Increase Attendance at Marketing Happy Hours to Event Group)   Increase participation in election process, committees   Increase participation in election process, jigsaw puzzle, cookbook   Fill board vacancies immediately to insure forward momentum   Sidewalk Cafes   Promote Job Board   Promote J	ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION
Sell advertising on website monthly meetings monthly meetings monthly meetings   Increase Attendance at Marketing Happy Hours to Event Group)   Increase participation in election process, committees   Increase participation in election process, jigsaw puzzle, cookbook   Fill board vacancies immediately to insure forward momentum   Sidewalk Cafes   Promote Job Board   Promote J				
Fundraising Campaigns	Alternate Revenue Tactics	Membership Engagement	Storefront/Window Display	Advance Social Media and Video
Fundraising Campaigns   Increase Attendance at Marketing Happy Hours to Event Group)   Increase participation in election process, committees   Increase participation in election process   Increase participate in Enhance   Increase participate in	☐ Sell advertising on	☐ Increase attendance at	Improvements	_
□ Ticketed Events (Defer to Event Group) □ Create La Jolla Branded items □ T-shirts, polos hats, jigsaw puzzle, cookbook □ Toketed Event La Jolla □ Focus on ther La Jolla □ Business Breakfasts □ Appoint only members who are active in association □ Appoint only members who are active in association □ Increase Volunteerism □ Student/Interns □ Community Members □ Continue Virtual Outreach Program to keep merchants informed and connected [during COVID CRISIS] □ Community Members □ Community Members □ Continue Virtual Outreach Program to keep merchants informed and connected [during COVID CRISIS] □ Sponsorship □ Sponsors	website	monthly meetings	-	□ Develop Limelight Merchant
to Event Group)  Create La Jolla Branded items  T-shirts, polos hats, jigsaw puzzle, cookbook  Education  Education  Education  Education  Fromotional Use of PROW  Sidewalk Sales  Sidewalk Cafes  Promote Job Board  Promote Job Promote Job Board  Promote Job Board  Promote Job Promote Job Board  Promote Job Board  Promote Job Promo	☐ Fundraising Campaigns	☐ Increase Attendance at	-	Program
□ Create La Jolla Branded Items □ T-shirts, polos hats,	☐ Ticketed Events (Defer	Marketing Happy Hours	Prizes	
Branded items T-shirts, polos hats, jigsaw puzzle, cookbook Forward momentum  Education Sidewalk Cafes Sporiative Sidewalk Cafes Sidewalk Caf	to Event Group)	<ul> <li>Increase participation in</li> </ul>		
T-shirts, polos hats, jigsaw puzzle, cookbook   Silvand Fromotional Use of PROW   Sidewalk Sales   Sidewalk Cafes   Promote #mylajolla   Promote #mylajol	□ Create La Jolla	-	-	
immediately to insure forward momentum  Forward sales  Forward momentum  Forward basis and ads  Capitalize on Murals  Forward basis and ads  Connect with Influencers  Forward basis and gone  Formote Fromote Event Calendar  Promote #mylajolla  Formote #mylajolla  Forward ads  Formation ads  Formation ads  Forward basis and ads  Connect with Influencers  Forward basis and prome  La Jolla Day  Attractions  La Highlight Current Marketing Magnets - Natural Resources are Natural  Attractions  La Everage our most popular attractions (Seals, Sea Lions, Scenery)  Formotional use for forward and with media  Forward and weeting and events  Forward and events  Forward tweeting formance and promote  Forgarm to keep  merchants informed and connected [during COVID CRISIS]  Forward Daries  Forward Influencers  Forward Daries  Forward Salibacian  Forward Marketing Magnets - Natural  Attractions  La Velverage our most popular attractions (Seals, Sea Lions, Scenery)  Forward Daries  Forward La Jolla  Forward Marketing Magn	Branded items			
cookbook    Forward momentum				
Sidewalk Cafes				•
Liaisons to other La Jolla Community Groups  ☑ Appoint only members who are active in association Increase Volunteerism ☑ Community Members ☑ Community Members ☑ Food and beverage sponsors ☑ BoD Ethics Training ☑ Consistent BOD onboarding process ☑ Capitalize on Murals ☑ Promote Job Board ☑ Participate in Enhance La Jolla Day ☐ Profesation Board ☐ Increase attendance at meetings and events ☐ Facility Tours ☑ Food and beverage sponsors ☑ Wayfinding ☑ When allowed - Live pop-up performances, encourage buskers ☐ Influencers ☐ Influencers ☐ Community Members ☑ Community Members ☑ Community Members ☑ Community Members ☑ Food and beverage Sound Design - Music Ithroughout the village ☐ When allowed - Live pop-up performances, encourage buskers ☐ Influencers ☐ Influencers ☐ Interease Volunteering ☐ Interease Volunteering ☐ Wayfinding ☐ Unique Virtual Outreach program to keep merchants informed and connected [during COVID CRISIS] ☐ Purchase and promote ☐ Www.parklajolla.com ☐ Website ☐ Align with overall ☐ Wayfinding Plan ☐ Unique Virtual Outreach programs, projects, and devents ☐ Align with overall ☐ Wayfinding Plan ☐ Unique Virtual Outreach programs, projects, and devents ☐ Two Year Update of SDSU 2019 ☐ Visitors Survey ☐ Two Year Update of SDSU 2019	cookbook	forward momentum		
Liaisons to other La Jolla Community Groups  Appoint only members who are active in association  Appoint only members who are active in association  Increase Volunteerism  Student/Interns Community Members  Community Members  Block Captains  Community Members  Drofessionalism  Block Captains  Consistent BOD onboarding process  Consistent BOD onboarding process  Ways and Means Explore new grants  Susport Enhance La Jolla Participate in Enhance La Jolla Day Communicate with merchants on behalf of EJL  Support Enhance La Jolla Participate in Enhance La Jolla Day Aprairicipate in Enhance La Jolla Day Aprairicipate in Enhance La Jolla Day Aptricipate in Enhance La Jolla Day Aptricipate in Enhance La Jolla Day Association  Wayfinding Sound Design - Music throughout the village When allowed - Live pop-up performances, encourage buskers Encourage recorded music Encourage recorded music Www.parklajolla.com website  Social sharing links in all media Connect with Influencers Natural Resources are Natural Attractions  Leverage our most popular attractions (Seals, Sea Lions, Scenery)  Collaborate  Sound Design - Music throughout the village When allowed - Live pop-up performances, encourage buskers Encourage buskers Encourage recorded music Encourage recorded music Www.parklajolla.com website  Support Enhance La Jolla Wayfinding Wattractions  Leverage our most popular attractions (Seals, Sea Lions, Scenery)  Collaborate  Description the Cove to the Village with onsite marketing  Professionalism  Encourage recorded music  Www.parklajolla.com website  Align with overall Wayfinding Plan  Wayfinding Plan  Collaborate  Collaborate  Description the Cove to the Village with onsite marketing  Coupon promotion with print media.  Wayfinding  Encourage recorded music  Attractions  Leverage our most popular attractions (Seals, Sea Lions, Scenery)  Encourage buskers  Promote 3 Kutactions  Encourage recorded  Music				
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Support only members who are active in association   Appoint only members who are active in association   Appoint only members who are active in association   Increase attendance at association   Increase Volunteerism   Support Enhance La Jolla Day   Attractions   Leverage our most popular attractions (Seals, Sea Lions, Scenery)   Leverage our most popular attractions (Seals, Sea Lions, Scenery)   Leverage our most popular attractions (Seals, Sea Lions, Scenery)			Capitalize of Murais	G
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association  Appoint only members who are active in association  Increase attendance at meetings and events  Student/Interns  Community Members  Block Captains  Consistent BOD onboarding process  Ways and Means Explore  New grants  Sponsors hip  Ways and Means Explore  new grants  Sponsorship  Block Captains  Create SOul Collaborate  Sponsorship  Website  La Jolla Day  Communicate with merchants on behalf of EJL  Mayfinding  Sound Design - Music throughout the village  Wayfinding  Sound Design - Music throughout the village  When allowed - Live pop-up performances, encourage buskers  pop-up performances, encourage buskers  Encourage recorded music  Www.parklajolla.com  website  Align with overall  Wayfinding Plan  Wayfinding Plan  Coupon promotion with print overall wayfinding Plan  Eleverage our most popular attractions (Seals, Sea Lions, Scenery)  Collaborate  Collaborate  O Galleries  O Photographers/IG  Influencers  Implement strategies to move people from the Cove to the Village with onsite marketing  Coupon promotion with print media.  Wayfinding Plan  Attractions  Leverage our most popular attractions (Seals, Sea Lions, Scenery)  Collaborate  No Galleries  Influencers  Eleverage our most popular attractions (Seals, Sea Lions, Scenery)  Eleverage our most popular attractions (Seals, Sea Lions, Scenery)  Eleverage our most popular attractions (Seals, Sea Lions, Scenery)  Eleverage our most popular attractions (Seals, Sea Lions, Scenery)  Eleverage our most popular attractions (Seals, Sea Lions, Scenery)  Food and beverage Sound Paigr attractions (Seals, Sea Lions, Scenery)  Eleverage our most popular attractions (Seals, Sea Lions, Scenery)  Collaborate  Collaborate  Popp-up performances, encourage buskers  Implement strategies to move people from the Cove to the Village with onsite marketing  Coupon promotion with print media.  Salva Align with overall  Wayfinding Plan  Wayfinding Plan  Eleverage our most popular  Attractions  La Jolla Day  La Jolla		•		Highlight Current Marketing Magnets -
X Appoint only members who are active in association   Increase attendance at meetings and events   Increase Volunteerism   X Facility Tours   X Student/Interns   X Food and beverage sponsors   X Student/Interns   X Food and beverage   X Sound Design - Music throughout the village   X Community Members   X Continue Virtual Outreach program to keep merchants informed and connected [during COVID ondors new grants   X Sponsorship   X Sponsors		•	•	
who are active in association       Increase attendance at meetings and events       merchants on behalf of EJL       Leverage our most popular attractions (Seals, Sea Lions, Scenery)         Increase Volunteerism       ☑ Facility Tours       ☑ Food and beverage sponsors       Wayfinding       Scenery)       ☑ Collaborate         ☑ Community Members       Block Captains       ☑ When allowed - Live pop-up performances, encourage buskers       ○ Photographers/IG         ☑ BOD Ethics       ☑ Continue Virtual Outreach Program to keep merchants informed and conboarding process       ☑ Encourage recorded [during COVID CRISIS]       ☑ Encourage recorded music       Implement strategies to move people from the Cove to the Village with onsite marketing         Ways and Means Explore new grants       ☑ Assist Merchants with CoVID Orders       Welcome Packet       Wayfinding Plan       Gather Data via Valid Research Studies to support programs, projects, and decisions         ☑ Sponsorship       ☑ BID Compliance       ② Create S01 (c)3 to       ☑ City Permits       ☑ Focus on parking in tourism publications       ☑ Two Year Update of SDSU 2019       ☑ Two Year Update of SDSU 2019		the wheeli y	· ·	
association Increase Volunteerism  Student/Interns  Community Members  Block Captains  Consistent BOD onboarding process  Process  CRISIS]  CRISIS]  CRISIS]  Create New Business  Wayfinding  Sound Design - Music throughout the village  Sound Design - Music throughout the village  When allowed - Live pop-up performances, encourage buskers  EIL  attractions (Seals, Sea Lions, Scenery)  Collaborate  O Galleries  Photographers/IG  Influencers  Implement strategies to move people from the Cove to the Village with onsite marketing music  Purchase and promote  Www.parklajolla.com  Website  New www.parklajolla.com  Website  New grants  Sponsorship  Welcome Packet  Derations (Seals, Sea Lions, Scenery)  Collaborate  O Galleries  Photographers/IG  Influencers  Implement strategies to move people from the Cove to the Village with onsite marketing music  Purchase and promote  Www.parklajolla.com  Website  Gather Data via Valid Research Studies to support programs, projects, and decisions  Align with overall  Wayfinding Plan  Coupon promotion with print media.  Sponsorship  Welcome Packet  Operations Assistance  Create 501 (c)3 to  Create 501 (c)3 to  Create Sound Design - Music  Nayfinding  Purchase allowed - Live  pop-up performances, encourage buskers  EIL  Astractions (Seals, Sea Lions, Scenery)  Collaborate  O Collaborate  O Photographers/IG  Influencers  Implement strategies to move people from the Cove to the Village with onsite marketing  With onsite marketing  Wwww.parklajolla.com  Wayfinding Plan  A Collaborate  O Photographers/IG  Influencers  Implement strategies to move people from the Cove to the Village  With onsite marketing  With onsite marketing  Coupon promotion with print media.  Focus on parking in tourism publications		Increase attendance at	merchants on behalf of	<ul> <li>Leverage our most popular</li> </ul>
Increase Volunteerism		meetings and events	EJL	attractions (Seals, Sea Lions,
Student/Interns       ☑ Food and beverage sponsors       Wayfinding Sound Design - Music throughout the village       Collaborate         Professionalism       Block Captains       ☑ When allowed - Live pop-up performances, encourage buskers       ☐ Influencers         Training       Program to keep merchants informed and onboarding process       ☐ Encourage recorded music       ☐ Implement strategies to move people from the Cove to the Village with onsite marketing         Ways and Means Explore new grants       ☑ Assist Merchants with COVID Orders       ☐ Www.parklajolla.com website       ☐ Gather Data via Valid Research Studies to support programs, projects, and decisions         ☑ Sponsorship       ☑ Create New Business Welcome Packet       ☐ Align with overall Wayfinding Plan       ☐ Sound Design - Music throughout the village with online in tourism publications         ☑ Sponsorship       ☐ Create 501 (c)3 to       ☑ City Permits       ☐ Focus on parking in tourism publications       ☑ Two Year Update of SDSU 2019		_		Scenery)
throughout the village         Professionalism       Block Captains       When allowed - Live       Influencers         Image: Imag				<ul> <li>Collaborate</li> </ul>
Professionalism       Block Captains       ☑ When allowed - Live pop-up performances, encourage buskers       Influencers         ▼ BOD Ethics Training       Program to keep Program to keep onboarding process       Encourage buskers       Implement strategies to move people from the Cove to the Village with onsite marketing music         ▼ Consistent BOD onboarding process       CRISIS]       Purchase and promote music       Coupon promotion with print media.         ▼ Assist Merchants with new grants       COVID Orders       Www.parklajolla.com website       Gather Data via Valid Research Studies         ▼ Sponsorship       Welcome Packet       Wayfinding Plan       to support programs, projects, and decisions         ▼ BID Compliance       Operations Assistance       Focus on parking in tourism publications       ▼ Two Year Update of SDSU 2019         ▼ Create 501 (c)3 to       © City Permits       Tourism publications		sponsors	_	
BOD Ethics   Training   Program to keep   Pro				= -
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☑ Consistent BOD onboarding process       merchants informed and connected [during COVID CRISIS]       ☑ Encourage recorded music       with onsite marketing         Purchase and promote process       ☑ Assist Merchants with COVID Orders       www.parklajolla.com website       media.         Ways and Means Explore new grants       ☑ Create New Business       ☑ Align with overall Wayfinding Plan       Gather Data via Valid Research Studies to support programs, projects, and decisions         ☑ Sponsorship       ☑ Welcome Packet       Wayfinding Plan       ☑ Two Year Update of SDSU 2019         ☑ Create 501 (c)3 to       ☑ City Permits       Tourism publications       ☑ Two Year Update of SDSU 2019			1 1 1	-
onboarding process  CRISIS]  Assist Merchants with COVID Orders  New grants  Sponsorship  BID Compliance  BID Compliance  Create 501 (c)3 to  CRISIS]  Connected [during COVID Purchase and promote  www.parklajolla.com website  Www.parklajolla.com website  Align with overall Wayfinding Plan Wayfinding Plan  Create 501 (c)3 to  Create 501 (c)3 to  Coupon promotion with print media.  Gather Data via Valid Research Studies to support programs, projects, and decisions  Wayfinding Plan  Create 501 (c)3 to  Create 501 (c)3 to  City Permits  Coupon promotion with print media.  Tooupon promotion with print media.  Square website  Gather Data via Valid Research Studies to support programs, projects, and decisions  Two Year Update of SDSU 2019 Visitors Survey				
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Ways and Means Explore new grants  Sponsorship  BID Compliance  Create 501 (c)3 to  Assist Merchants with COVID Orders  website  Website  Align with overall Wayfinding Plan  Wayfinding Plan  Wayfinding Plan  Create 501 (c)3 to  Create 501 (c)3 to  Www.parklajolla.com website  Align with overall Wayfinding Plan  Wayfinding Plan  Focus on parking in tourism publications  Visitors Survey  Wisher Data via Valid Research Studies to support programs, projects, and decisions  Two Year Update of SDSU 2019 Visitors Survey	<del>-</del>	_		
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4	qualify for grants,	☑ TOB Guidance		☑ Merchant Survey to Activate the
donations not   PROW Permits  Village		☑ PROW Permits		Village
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✓ Joint promotions ✓ Nonprofit partnerships				•
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o Rotary o La Jolla Community Center o Sierra Club			OVVC	

MERCHANTS ASSOCIATION