



MONTHLY MEETING

9 August 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, Christophe Cevasco, Jo Cullen, Andy Fotsch, Katey Longo, Maddie Mackey, Bill Podway, Natalia Petrova, Japhet Estrada Perez, Karen Roque, Summer Shoemaker, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director),	Action	Karen Roque, Secretary
3.	Approval of July 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 – July 	Action	Bill Podway, Treasurer
6.	Organizational Excellence <ol style="list-style-type: none"> Election Mailing update Will include a promotional piece Top Ten Ways to Get More out of Your Association MOU Review - Art and Wine Festival – We are being offered a booth for the full run of the festival. Each board member will be asked to work a shift to cover the 16 total festival hours. Jodi on Vacation – August 27 – September 10. <ol style="list-style-type: none"> Art Walk Logistics (Bill) Agenda and Executive Board Meeting (Karen) Social media (Maddie) Email Marketing (Jodi to pre-schedule) 	Information Action Information	Roque Roque Rudick
7.	Merchant Engagement <ol style="list-style-type: none"> Business Breakfast – Over 60 in attendance. A huge thanks to Flowerpot Café and Bakery for their delicious hospitality. Brian Hileman from San Diego Tourism Authority and Ron Jones for running the meeting. Thanks to Karen and new Intern Kendall for registration assistance; Samantha and Maddie for social media coverage. 	Information	Anderson
8.	Promotions - <ol style="list-style-type: none"> Marketing Minutes – Request action to accept August 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"> August 22 – Beeside Balcony September – Banksy Café October – Business Breakfast (TBD) Digital Marketing/Social Media Update – Art Walk – Ocean Partnership brought 8 community groups to La Jolla. Great attendance <ol style="list-style-type: none"> September – Learn (Schools, Museums, Will also host private group from San Diego Art Museum. Bill to host.) , October – Art, Wine and Spirits Weekend, November – Gratitude, December – Holidays 	Information Information Information Information	Anderson Anderson Maddie Mackey, Social Media Manager Katey Longo, First Friday Art Walk Chair
9.	Brown Act and Ethics Training (Approximately 30 minutes)	Information	Liz Studebaker, City of San Diego
10.	Adjourn Meeting – Next meeting will take place September 13 at La Jolla Riford Library.	Action	Anderson



Marketing Business Breakfast Minutes – July 25, 2023 – The Flower Pot Café and Bakery

8:00 Registration | Networking | Coffee | Treats

8:30 Program Begins

Welcome - Ron Jones | LJVM Board Members | Flower Pot Café

Apologies from Jodi Rudick Executive Director who is with her Mom who is recovering from emergency heart surgery in Scottsdale. Jodi thanks to the many of you who came today and regrets that she was not able to be here in person. She is eagerly waiting for all of the volunteers who emerge from this meeting to get involved with upcoming events.

Marketing Committee Report – Ron Jones Marketing Chair

Social Media Update with Maddy Mackey – Everyone, please take out your phone and go to Instagram La Jolla by the Sea

1. On Instagram Follow @ lajollabythesea & remember to tag us. Also use Hash Tags: #mylajolla
2. Facebook Group: Search and Request to Join “La Jolla Village Merchants”
3. Visit our website: lajollabythesea.com
 - a. Create your Merchant profile // You can even post your seasonal & ongoing job vacancies.
 - b. Look at the LJVM Events Calendar to reference all of

What’s Happening in the Village

Merchant Engagement

Elections – Self Nominations are due September 1. There are 6 open seats. Self nomination forms are on the info table and can also be found online. A mailing will go to all current businesses in the Business Improvement District as required by our bylaws.

Subgroups/Networking Groups of LJVM – Some of these might include

- Hospitality/Travel/Tourism
- Retail/Boutiques – Looking to create an event to highlight La Jolla’s amazing boutiques and retailers. Perhaps a Fashion Walk (Use Art Walk as a model)
- “Uptown” La Jolla – A group to build a promotion to promote the businesses that are further from the coast. Upper Girard, Fay, Torrey Pines, La Jolla Boulevard.
- Young Professionals Networking Group

Ask for other ideas from the group if there is time. Need volunteers to lead the way on these initiatives and bring them to life. Art Walk succeeds because the galleries own it! More information will follow but we’re looking for **volunteers** who might want to lead a cohort group to get things off the ground. *Let Jodi know if you are interested or want to learn more. jodi@lajollabythesea.com*

Sharing Resources – Exploring the idea of host a Resource Fair? Partner Fair? Networking Fair?

- Business to Business Networking
- Vendors such as Advertising/Marketing, Technology Solutions
- Support services

Art Walk Themes

- **August – Ocean** – Eight community groups will be participating on August 4. Please make sure to come to Art Walk and support our galleries and merchants.
- **September** – Learn- Reach out to Schools.
- **October** – Spirits, Art and Wine
- **November** – Gratitude
- **December** – Holidays
- **January** – Health and Happiness

Holiday Events to add to your calendar! Get involved! Lead a committee.

- **Pillage the Village (October 31)**
- **Holiday Open House (November 19)** – Led by Adelaide’s Jerry Parent
- **Holiday Happy Hour** (Tentative Wednesday, December 6) – Looking for Committee Chair to lead this event. Any **volunteers**? Reach out to jodi@lajollabythesea.com

Old Business

SMS Alert System – In outreach phase setting up user groups and inputting numbers into system.

Famished is testing its delivery system this week. If you are a restaurant, and haven’t learned about this game changing app, please get in touch to learn more. Commission FREE! Reach out to Jodi to set up a quick meeting with the app developer. jodi@lajollabythesea.com

New Business

SDTA Presentation –

Introduce Brian Hileman, Membership Development, San Diego Tourism Authority followed by a Q and A. Sample questions... add your own!

- *What is the state of tourism in San Diego/La Jolla?*
- *What are current tourism trends?*
- *How are things different than predictions?*
- *What are the current SDTA promotions?*
- *What does SDTA do for us as individual businesses? As La Jolla?*
- *How can we get more support from SD*