



## MONTHLY MEETING MINUTES

9 August 2023 / 4:00 PM / La Jolla Riford Library

## AUGUST MINUTES – BOARD MEETING

MONTHLY MEETING AGENDA<sup>1</sup>

1.	<b>Call to Order - Monthly Board Meeting.</b>	Action	Shoemaker VP
2.	<b>Roll Call</b> - 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), <i>Absent: Amber Anderson, Christophe Cevasco, Natalia Petrova, Japhet Estrada Perez, Chad Taggart</i>	Action	Roque, Secretary
3.	<b>Approval of July Minutes</b> <i>Bill Podway motion to approve, Summer Shoemaker second the motion. Abstain was Maddie Mackie and Andy Fotsch not present at July – Abstain from the vote. Motion passes minutes are approved.</i>	Action	Roque
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <ul style="list-style-type: none"><li>Updates from Community/Political Leaders LaTrell SD City &gt; Small Business Portfolio – New team mate to help with the outreach  Jama UCSD student and intern with LaTrell Mariah &gt; Tasha Burner Office is in summer recess  Steve Hadley will be replaced by Emily Lynch Council Man Joe La Cava Office Spaces/Places New Regs went into effect yesterday – Have to replace space for place. They must have a permit for this – in violation as of July 17<sup>th</sup>  LJVMA presented Steve Hadley with a thank you gift from La Valencia and Bird's Eye Congrats to his retirement and we welcome his replacement.  <b>All other public comments (limited to three minutes)</b> Community introductions: Juice Café on Wall Street – Carlos Ribbon Cutting _TBD – Ask Jodi  Dollie Catlin Spiro's Mediterranean Cuisine Sept 21<sup>st</sup> – first event for the new team Follow them on IG  Amber Hunt – Oppenheim Group Official grand opening was in June  Stephanie Thompson – CC Patio Grand Opening on 9/28<sup>th</sup> at 4:30-7:30 pm Show room space can be used as a meeting space.</li></ul>	Information	
5.	<b>Financial Report</b> <ul style="list-style-type: none"><li>Approval of Financials – July Bills paid on time and nothing going out for this month expenses. Bulk mailing as been paid for. We are moving forward with our auditor and our “discount” is no longer being</li></ul>	Action	Bill Podway, Treasurer

	<p>offered. Under \$5k under the threshold</p> <p>Annual Report – Will be voted on at next meeting in September.</p> <p>Jo Cullen motion to approve the July financials. Dusty Bowder to second the motion. Andy Fotsch and Maddie Mackie abstain. Motion passes, July financials approved.</p>		
6.	<p><b>Organizational Excellence</b></p> <p>1. <b>Election Mailing update</b> Will include a promotional piece Top Ten Ways to Get More out of Your Association – <b>extend the deadline to September 8<sup>th</sup></b> Nominate or be a delegate to a business or vendor Ballots are to be cast by 10/2-10/4</p> <p>2. <b>MOU Review - Art and Wine Festival</b> – 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. <b>10/7 and 10/8</b> <i>Bill Podway – Motion to approve the MOU to support the event and have a booth. Katey Longo seconds the motion. Motion passes. Minutes reflect support of the MOU.</i></p> <p>3. <b>Jodi on Vacation – August 27 – September 10.</b></p> <ul style="list-style-type: none"> <li>a. Art Walk Logistics (Bill)</li> <li>b. Agenda and Executive Board Meeting (Karen)</li> <li>c. Social media (Maddie)</li> <li>d. Email Marketing (Jodi to pre-schedule)</li> </ul>	<p>Information</p> <p>Ruddick</p> <p>Action</p> <p>Roque</p> <p>Information</p> <p>Rudick</p>	
7.	<p><b>Merchant Engagement</b></p> <p>1. <b>Business Breakfast</b> – 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.</p> <p>2.</p>	<p>Information</p> <p>Shoemaker</p>	
8.	<p><b>Promotions -</b></p> <p>1) <b>Marketing Minutes</b> – Request action to accept August Marketing Minutes (attached.) <i>Andy Fotsch motion to approve, Maddie Mackie seconds the motion. No abstains. Marketing minutes approved.</i></p> <p>2) <b>Monthly Marketing Happy Hour 4<sup>th</sup> Tuesday of each month at 4:00 (Networking from 3:30 to 4:00 )</b> Upcoming locations</p> <ul style="list-style-type: none"> <li>a) August 22 – Beeside Balcony</li> <li>b) September – Banksy Café</li> <li>c) October – Business Breakfast (TBD)</li> </ul> <p>3) <b>Digital Marketing/Social Media Update</b> – Link to fill out the form for assistance with social media and highlighting the business. Analytics – Link clicks over 912 profile visits up to Art Walk – IG Live and new content are increasing click &amp; shares to outside followers.</p> <p>4) <b>Art Walk – Ocean Partnership</b> brought 8 community groups to La Jolla. Great attendance. Feedback – Friends of Coast Walk Trail were at Peter Lik</p> <ul style="list-style-type: none"> <li>a) 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</li> </ul> <p><i>Fam Tours – Coming Up &gt; Magazine REAL SIMPLE – coming to LJ to highlight them as a national magazine and we are listed as a sponsor.</i></p>	<p>Information</p> <p>Shoemaker</p> <p>Information</p> <p>Shoemaker</p> <p>Information</p> <p>Maddie Mackey, Social Media Manager</p> <p>Information</p> <p>Katey Longo, First Friday Art Walk Chair</p>	
9.	Brown Act and Ethics Training (Approximately 30 minutes)	Information	Liz Studebaker, City of San Diego
10.	<b>Adjourn Meeting</b> – Next meeting will take place September 13 at La Jolla Riford Library.	Action	Shoemaker



## 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 | LJVMA 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 LJVMA Events Calendar to reference all of

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

### **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 LJVMA – 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 this 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

### 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.

- **Trick or Treating in 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*