



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## JULY MEETING MINUTES

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

# MONTHLY MEETING MINUTES

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1.	<b>Call to Order - Monthly Board Meeting.</b>	Action	Roque, Secretary
2.	<b>Roll Call</b> - 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  <i>Absent: Amber Anderson, Jo Cullen, Andy Fotsch, (Brandon resigned), Maddie Mackey, Chad Taggart</i>	Action	Roque, Secretary
3.	<b>Approval of June Minutes</b> Motion to approve the June Minutes – Bill Podway motions, Morgan Barnes to second Abstain Natalia Petrova – Motion passes, minutes approved.	Action	Roque, Secretary
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <ul style="list-style-type: none"> <li>Updates from Community/Political Leaders</li> </ul> <i>Enhance La Jolla / 5 news trees in front of the Rec Center</i> <i>High Power Sidewalk street power washing to be back in full action</i> <i>Get IT Done / Use the app to report repairs / help to the citizen/neighborhood.</i> <i>Board of directors meeting July 20<sup>th</sup> at 4pm</i>  <i>Tasha Burner Office – Mariah</i> <i>Friday – Summer session break for August 14<sup>th</sup> Bills finalized / Sept 14<sup>th</sup> new term begins to sign or veto</i>  <i>Latrell – City Eco Devp Dept &gt; July is busy but slow, good time to refresh the new fiscal year – New agreement cycle / finalize contracts</i> <i>City small business community – budget is being finalized.</i> <b>*Wayfinding engineering permit – to be paid*</b>  <i>Steve Hadley – Joe LaCava Councilman</i> <i>No date on the space and places for the Coastal Commission permit requirements working on getting the parking spaces back from street dining.</i> <i>Priority items that we want to put on a list to ask for funding</i> <i>(Shovel Ready Project) items needed by 9/15/23</i> <i>Emily Linch – replacing Steve in September</i> <b>*We need to recognize Steve for his hard work and magic in the Village*</b> <ul style="list-style-type: none"> <li>All other public comments (limited to three minutes)</li> </ul> <i>-Encanto – Patricia owner introduced herself / menu and offered a coupon card</i> <i>-United Legacy – Karla – Ribbon cutting this Friday at 11 am</i> <i>-AJ Johnson Financial Advisors introduction, new to La Jolla</i>	Information	Roque, Secretary

	-Stephanie CC Patio – Custom outdoor furniture – Show room here in the Village Located off the Fed Ex on Herschel / Ribbon cutting August		
5.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>Approval of Financials – June No outstanding bills / all seems to be in order <i>Summer Shoemaker to motion / Natalia Petrova to second – No abstentions Motion passes, minutes approved</i></li> <li>NRP Grant Notification – Request action to accept NRP Grant FY 2024 for \$25,000 to pay for Phase Two of Wayfinding program. Paperwork was in board packet. <i>Summer Shoemaker to motion, Dusty Bowder seconds. No abstention's. Motion passes fiscal year 2024</i></li> </ul>	Action          Action	Bill Podway, Treasurer Podway
6.	<b>Organizational Excellence</b> <ol style="list-style-type: none"> <li><b>Swearing in of Christophe Cevasco and Japhet Estrada Perez by Katey Longo.</b> <i>Christophe and Japhet read the swearing in statement and provide the paperwork for the new board positions</i></li> <li><b>Result of Annual Bylaws Review</b> - 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.</li> <li><b>Approval of Election Timeline (attached)</b> <i>Motion to approve the election timeline. Bill Podway to motion, Christophe to second, no abstentions. Motion passed to approve the election timeline.</i></li> <li><b>Board Member Compliance, Code of Conduct and Brown Act Update</b> – 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.</li> <li><b>Request for Support of Street Closures</b> <ol style="list-style-type: none"> <li><b>Art and Wine Festival</b> - 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. <i>One time change is that the time of the streets is closing is 4pm Motion Karen Roque to motion / Bill Podway seconds – One discussion item LJVMA welcoming committee booth has been secured. No abstentions. Motion passes to support the Art and Wine Festival street closures and event.</i></li> </ol> </li> </ol>	Action          Action          Action	Roque, Secretary          Roque, Secretary Roque, Secretary          Roque, Secretary to present documents
7.	<b>Merchant Engagement</b> <ol style="list-style-type: none"> <li><b>Ribbon Cuttings</b> – United Legacy – July 14 at 11:00 PM. Please attend!</li> </ol>	Information	Roque, Secretary

8.	<b>Promotions -</b>		
	2) <b>Marketing Committee Leadership</b> – Request to Approve Ron Jones as Chair of Committee as proposed by Brandon and unanimously approved by Marketing Committee.	Action	Podway, Treasurer
	<i>Karen Roque to motion – / Japhet Perez to second – No abstention motion passes- Ron Jones to be the leader of our committee</i>	Action	Podway, Treasurer
	3) <b>Marketing Minutes</b> – Request action to accept June Marketing Minutes (attached.) <i>Bill Podway to motion, Katey Longo seconds -all in favor No abstentions Marketing minutes approved.</i>		
	4) <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 a) July 25 – Business Breakfast Flower Pot Café and Bakery i) 8:00 – 8:30 AM – Networking and Registration ii) 8:30 – 9:30 – Marketing Committee Meeting with presentation from Brian Hileman, San Diego Tourism Authority b) August 22 – Beeside Balcony c) September – Banksy Café d) October – Business Breakfast (TBD) <i>(C&amp;C Patio potential for AM mtg) Talk about what we want to do for the Holidays</i>	Information	Rudick, ED
	5) <b>Add Text Messaging Outreach Strategies</b> – Request approval to invest approximately \$400 for annual OPT-IN SMS marketing program with <i>Textedly</i> . Jodi researched 5 different services. a) Phase One - Will start by getting merchant signed on to help with critical updates re: traffic, safety, security, election reminders, etc. b) Phase Two – merchant season promotional opportunities c) Phase Three – Consumer based LJVMA owned information (Art Walk, Scavenger Hunt) d) Phase Four – Sponsored content (Spirits Festival, Concours announcements) <i>Summer Shoemaker to motion / Morgan Barnes to second – All in favor / no abstentions. Motion passes to move forward with Text Message Outreach</i>	Action	Rudick, ED
	6) <b>Best of La Jolla Tour – Update</b>	Information	Rudick, ED
	7) <b>Fam Tour Update – Visit California, San Diego Fashion Week</b>		
	8) <b>Art Walk – Fashion Week Partnership – 3 designers brought models and designs. Themes:</b> a) August – Ocean (Surf Clubs, Coastal Groups) b) September – Learn (Schools, Museums, <b>Will also host private group from San Diego Art Museum</b> ) , October – Art, Wine and Spirits Weekend, November – Gratitude, December – Holidays <i>Partnerships are a big part of this event</i>		Katey Longo, First Friday Art Walk Chair  Rudick  Maddie Mackey, Social Media Manager
	9) <b>Digital Marketing/Social Media Update</b>		
9.	<b>Adjourn Meeting</b> – Next meeting will take place August 9th at La Jolla Riford Library. <i>Meeting adjourned at 5:45 pm</i>	Action	Shoemaker, Vice President



## 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](http://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](http://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