



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

8 November 2023 / 4:00 PM / La Jolla Riford Library

AGENDA – MONTHLY MEETING MINUTES

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1.	Call to Order - Monthly Board Meeting.	Action	Bill Podway, Treasurer
2.	Roll Call - Morgan Barnes, 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: Morgan Barnes, Christophe Cevasco, Natalia Petrova, Andy Fotsch, Katey Longo, Maddie Mackey, Summer Shoemaker, Chad Taggart</i> Attendance Report –Board Compliance.	Action Information	Karen Roque, Secretary Roque
3.	Approval of October Minutes - https://lajollabythesea.com/wp-content/uploads/2023/10/Minutes-October-2023-jr-af.pdf <i>*Motion to approve the October minutes Bill Podway > Jo Cullen to Second > Approved unanimously</i>	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	Podway
5.	Financial Report <ul style="list-style-type: none"> • Approval of Financials – September • Financial Report Overview 	Action Information	Podway, Treasurer Mary Joseph, LJVMA Bookkeeper
6.	Organizational Excellence <ol style="list-style-type: none"> 1. Ratify Election Results – Clarify that Elnaz Iraj has changed brokers and has been assigned the delegate seat by Coldwell Banker. 2. Swearing in of newly elected board members – Klara Chavarria, Marc Cormier, Elnaz Iraj, AJ Johnson, Jason Peaslee, Japhet Estrada Perez, Stephanie Thompson, Conflict of Interest and Swearing In Statements have been signed. All newly elected board members must complete the items on the Orientation Plan by next month's meeting including Brown Act Training and DEI Training. <i>*Motion to approve and accept the newly elected board members > Karen Roque to motion > Bill Podway to second. Approved unanimously.</i> 3. Election of Officers (Officers will assume roles next month. Karen will continue with Secretary duties for today's meeting) <ol style="list-style-type: none"> a. President – Japhet Perez b. Vice President – Stephanie Thompson c. Treasurer – Bill Podway d. Secretary – AJ Johnson <i>*Motion to accept the executive board nominations> Marc Cormier motion > Jason Peaslee to second > New executive board is approved unanimously.</i>	Information Action Action Action Action	Roque Assembly Member Tasha Boerner Roque Roque Roque

	<p>4. Resignation from Summer Shoemaker & Natalia Petrova who have accepted a position outside of the BID and has resigned from the board. Request action to regretfully accept Summer's & Natalia resignation. Jodi has reached out to all election candidates letting them know of the upcoming vacancy to make sure they knew they could re-submit their self-nomination. Seat will be filled at December meeting. <i>Action to motion and accept – Bill Podway to Motion and Jo Cullen to Second</i></p> <p>5. Strategic Planning Meeting is next month (December 13) during our regular meeting. We will have a very short Board meeting followed by strategic planning. Adapt meeting schedule to allow ample time for strategic planning.</p> <ul style="list-style-type: none"> a. 3:30 - 4:00 Strategic Planning Overview b. 4:00 – 4:30 Abbreviated Board Meeting c. 4:30 – 5:30 – Strategic Planning Work Session <p><i>*Motion to approve the time and planning meeting – Jo Cullen to motion 2nd Jason Peaslee. Approved unanimously.</i></p> <p>6. * Request for Support - La Jolla Concours D'Elegance – MOVE THIS TO DECEMBER AGENDA</p>	Action	
7.	<p>Merchant Engagement</p> <p>1. Annual Merchant Survey – Intern Kalo Grimsby will share a summary of results from our Annual Survey so that this information can be used for next month's strategic planning meeting. Link to this is on the blog – Results of what we have for stats 78% awareness of LJVMA Third party event data to show the impact of the vendors for the events Impact and future of how business will be – hopeful and positive outlook for the next year Challenges are having consumers come to LJ in the off season</p> <p>2. Business Breakfast on October 24 attracted 53 people to CC Patio and featured a wonderful DISC (personality assessment) presentation and interactive networking activities facilitated by Stephanie Thompson.</p> <p>3. Mingle and Jingle Holiday Happy Hour hosted by Amber Hunt, Realtor, Oppenheim Group. Amber is looking for businesses who would like to donate food, beverage or funds to offset costs. Any businesses who would like to help can contact Amber directly at amber@ogroup.com. November 28th from 4:30pm – 6:30pm.</p>	<p>Information</p> <p>Information</p> <p>Information</p>	<p>Jodi Rudick/Kalo Grimsby</p> <p>Stephanie Thompson</p> <p>Jodi Rudick</p>
8.	<p>Promotions</p> <p>1) Digital Marketing/Social Media Update 9K followers</p> <p>2) Holiday Open House (November 19 from 11 AM to 4 PM) –Record number of participating businesses throughout the village. The event was opened to include Upper Girard and businesses on Ivanhoe. Next year, this might become a village wide event thanks to the interest from businesses throughout La Jolla.</p> <p>3) Marketing Events Recap</p> <ul style="list-style-type: none"> a) Real Simple Magazine Visit –Extremely successful with over 150 visitors and great media coverage. Various community groups were part of the itinerary including Friends of Coast Walk Trail and Murals of La Jolla. b) Creepy Candy Crawl(Thank you to REBA for sponsorship)/Dog O Ween c) Discussed upcoming fashion event February with Fashion Week SD <p>4) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00 pm) Upcoming locations</p> <ul style="list-style-type: none"> a) November 28 - Holiday Happy Hour – Oppenheim Group, 4:30 – 6:30 pm b) December 13 – Strategic Planning Meeting 4:00 – 5:30 pm c) January – Business Breakfast at The Kitchen at MCASD. Featuring Presentation: Demystifying AI for Small Businesses d) February – Mix and Mingle at The Conrad featuring a behind the scenes tour. 	<p>Information</p> <p>Information</p> <p>Information</p>	<p>Jodi Rudick</p> <p>Podway</p> <p>Podway</p>

	<p>5) <u>Art Walk Themes</u></p> <ul style="list-style-type: none">• December – Holidays (2nd Anniversary of Art Walk)• January – Health and Happiness• February – Love• March – Luck• April – Earth Days• May – Mama Mia!• June – PRIDE• July – Red, White & Blues• August - Ocean		
9.	<p>Adjourn Meeting – Next meeting will take place December 13 at La Jolla Riford Library. Is our Annual Strategic Planning meeting. Time 4pm</p>	Action	Podway

