



MONTHLY MEETING

13 September 2023 / 4:00 PM / La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	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) Attendance Report	Action Information	Roque, Secretary Roque
3.	Approval of August Minutes	Action Information	Roque Roque
4.	Non-Agenda Public Comments (limited to three minutes) • Updates from Community/Political Leaders • All other public comments (limited to three minutes)	Information	Anderson
5.	Financial Report • Approval of Financials – August	Action	Podway, Treasurer
6.	Organizational Excellence 1. Election Update – Deadline to submit Self Nomination was September 7. Candidate Ballot will be prepared along with Slide Deck that will be posted online. Voting will take place at the LJVMA offices on October 2 – 4. Refreshments will be served to all who vote. 2. Board Candidate Introductions – 1 minute per candidate 3. Election Process Details – How to vote and deadlines. (See attached Timeline) 4. Election Committee To Be Established – Who is eligible to volunteer? 5. Appoint the Inspector of Elections 6. Annual Report Presentation	Information Information Action Action Action	Roque Anderson Anderson Rudick
7.	Merchant Engagement 1. Marketing Happy Hour attracted 38 people to Beeside Balcony. Thanks to Christophe and his team for a lovely event in the Hive. 2. Ad Hoc Committee – Porsche on Prospect not a LJVMA event.	Information	Anderson
8.	Design and Beautification – MAD Update Wayfinding Update	Information Information	Enhance La Jolla Andy Fotsch
9.	Promotions - 1) Marketing Minutes – Request action to accept August Marketing Minutes (attached) 2) Marketing Meeting Format – After discussion at Marketing happy hour, the groups suggested trying a new format. See minutes for details and proposed times. Asking the BOD for feedback. 3) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00) Upcoming locations a) September 26 – Banksy Café b) October 24 – CC Patio (Business Breakfast) c) November 28 - Spiro's d) December 6 th – LJVMA Mingle and Jingle Event? e) January – Business Breakfast f) February – Oppenheim Group TBD 4) Digital Marketing/Social Media Update	Information Information Feedback Information	Anderson Anderson Maddie Mackey, Social

	<p>5) SMS Marketing Update – Testing System to be used to capture phone numbers for sms marketing. Proposed loyalty program will be implemented to reward people for attendance at LJVMA meetings and event.</p> <p>6) Art and Wine Festival Volunteers Needed (October 7th & 8th)– We will have a booth for the full run of the festival. Each board member will be asked to work a shift to cover. Coverage still needed for mid-day/afternoon shifts for both Saturday and Sunday. See QR Code or SignUpGenius.com</p> <p>7) <u>Art Walk Themes</u></p> <ul style="list-style-type: none"> • October – Spirits, Art and Wine • November – Gratitude • December – Holidays • January – Health and Happiness <p>8) <u>Holiday Events</u></p> <p>Holiday Open House (November 19) – Led by Adelaide’s Jerry Parent. Met with Jerry this week and are looking to bring on as many Girard Avenue businesses as possible.</p> <p>Creepy Candy Crawl – October 31</p>	<p>Information</p> <p>Information</p> <p>Information</p>	<p>Media Manager</p> <p>Rudick</p> <p>Rudick</p> <p>Rudick</p>
10.	<p>Adjourn Meeting – Next meeting will take place November 8 at La Jolla Riford Library. This is also our annual meeting where ballots will be opened at the meeting and results announced.</p>	Action	Anderson



Become Part of the La Jolla's Future – Self Nominate to Join Our Board of Directors

August 2023

To: Members of the La Jolla Village Merchants Association
From: La Jolla Village Merchants Association (LJVMA)
Re: Nominations for Board of Directors

The La Jolla Village Merchants Association is a thriving organization and, each year its members are encouraged to run for election as members of the Board of Directors. Nominations are being solicited to fill open seats on the Board for a two-year term. Currently there are several open seats. Directors are elected by those paying the La Jolla BID assessment. If you are interested in improving your business community by serving on the LJVMA Board of Directors, please complete the enclosed Self Nomination form. All business owners or their representatives are eligible to run, provided the business has paid the annual assessment to the La Jolla BID.

Election Timeline and Deadlines

Monday, July 31, 2023 - Date of Record to Self-Nominate. *(In order to be considered for a board position candidate must have an active City of San Diego Business Tax Certificate within the La Jolla BID and assessments must be current by this date.)*

Friday, September 8 - Self Nomination Forms will be available online and mailed to all members by August 16, 2023. Completed nominations must be received by 3:00 p.m. via:

1. US Postal Service, 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 or
2. Hand delivered to LJVMA office at 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 .

Deadline strictly enforced. **Self-nomination forms will not be accepted after the deadline.**

Saturday, September 30 - **Date of Record to Vote**, La Jolla BID Assessment must be paid by this date to be eligible to vote in this year's election.

Monday, October 2 - Wednesday, October 4 – Secret ballots must be cast **in-person** at the office of **La Jolla Village Merchants Association**, 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 between the hours of 10:00 AM and 4:00 PM. Deadline strictly enforced. One vote per business/business management representative. Ballots will be sealed with Business Tax ID OR Business Name. Eligibility will be verified against City of San Diego September BID List . No absentee, proxy, mail, text or email ballots are accepted.

Wednesday, October 11 - Ballots will be publicly opened and counted beginning at 3:00 p.m. at the LJVMA Annual Meeting/Board Meeting at the La Jolla Riford Library, 7555 Draper Avenue, La Jolla.

An Inspector of Elections will verify nomination forms to ensure that the nominee's business has paid the La Jolla BID assessment, and that the nominee is either (a) the owner/owner's agent of the business, or (b) the owner's/owner's agent's authorized candidate.

In addition to this mailer, Self-Nomination Forms are available on the La Jolla Village Merchants Association website at www.LaJollabytheSea.com. For more information, feel free to contact any board member, or contact Jodi Rudick, Executive Director at 858-230-2725 | jodi@lajollabythesea.com. We look forward to your involvement.

Sincerely,

Jodi L. Rudick, Executive Director

La Jolla Village Merchants Association

Enclosure



Marketing Happy Hour Minutes – August 22, 2023 – Beeside Balcony

3:30 Registration | Networking

4:00 Meeting Begins

Welcome - Introductions

Marketing Committee – 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 LVMA Events Calendar to reference all of

What's Happening in the Village

Merchant Engagement

Elections – Election mailing went out on August 14 and have hit most mailboxes. Self-Nominations are due September 7. There are 6 open seats.

Young Professional Networking Group – Looking for volunteers to explore this idea.

SMS Alert System – Thanks to Five Star for their sponsorship of our SMS outreach system. Short Five Star Presentation.

Upcoming Events – Please review the @lajollabythesea event calendar to get the big picture of the hundreds of upcoming events taking place in the village. Some highlights:

- Ribbon Cutting (Tomorrow) August 23 at Queenstown, 5PM to 7 PM; Ribbon Cutting around 5:30
- Ribbon Cutting September 1 | Klara Chavarria Gallery during Art Walk | Ribbon Cutting at approximately 6:00 PM | 7920 Ivanhoe
- La Jolla Cove Open Water Swim – September 10
- La Jolla Art and Wine Festival – Oct 7-8 – **Volunteers Needed to work LVMA booth. Sign up sheet is going around.**
- San Diego Spirits Festival – October 7 – 8

Marketing Committee Format – Options:

- Happy Hour Meeting Format will adjust to a reverse schedule: 3:30 Marketing Committee Meeting
4:30: Merchant Mixer
- Track attendance of meeting between now and the end of the year. Consider having more breakfasts and less happy hours. Still stick to the monthly schedule.
- Stay flexible, be open to new ideas

Marketing Meeting Dates/Locations

September 26 – Banksy Cafe

October 24 – Business Breakfast – CC Patio

November 28 – Spiros

December Holiday Happy Hour (Tentative December 6)

January – *Breakfast* (Location TBD)

February – Oppenheim Group (tentative)

March –

Art Walk Themes

- **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.

- **Creep Candy Crawl (October 31)**
- **Holiday Open House (November 19)** – Led by Adelaide's owner, Jerry Parent. Met with Jerry last week and are looking to bring on as many Girard Avenue businesses as possible.
- **Holiday Happy Hour** (Tentative Wednesday, December 6) – Looking for Someone to lead this event. Any **volunteers**? Reach out to jodi@lajollabythesea.com

Old Business

New Business – Lisa Harrison, discussed the idea of doing digital coupons. She also said she was disappointed that the Holiday Open House didn't include the whole village.