



MONTHLY MEETING

11 October 2023 / 4:00 PM / La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

ANNUAL MEETING AGENDA

Call to Order – Annual Board Meeting		Amber Anderson, President
Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof	Action	Karen Roque, Secretary
Podway – Cullens, with no quorum present. 8-0-0		
Approval of 2022 Annual Meeting Minutes – Not applicable as no quorum was established.	Information	Roque
Not applicable – no quorum present		
Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official. Action request to defer ballot counting to monthly meeting which takes place immediately following adjournment. Action to confirm sealed ballots, to monthly meeting immediately following. No annual meeting has taken place because we never (rarely) have the annual meeting quorum. Action to count the ballots at the monthly meeting. Podway – Perez; 8-0-0	Action	Susan Monk, Election Official
Adjourn to Monthly Meeting	Action	Anderson

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Anderson, President
2.	Roll Call - Amber Anderson NO, Morgan Barnes NO, Dusty Bowder NO, Christophe Cevalasco NO, Jo Cullen YES, Andy Fotsch YES, Katey Longo NO, Maddie Mackey YES, Bill Podway YES, Natalia Petrova NO, Japhet Estrada Perez YES, Karen Roque YES, Summer Shoemaker NO, Chad Taggart YES, Dr. Maddie Wallace YES, Jodi Rudick YES (Executive Director)	Action	Roque, Secretary
3.	Approval of September Minutes Podway – Cullen; Passes 6-0-2 (wallace, perez recuse)	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 • Fotsch – Cullen, 9-0-0 (Petrova joined mtg) • Follow up with Mary	Action	Podway, Treasurer
6.	Organizational Excellence 1. Election Report/Ballot Count - a) Ballots were delivered in sealed envelopes and were opened by volunteers beginning at 3:00 today under the guidance of Election Officer, Susan Monk. Results will be announced at the conclusion of today's meeting. Amber Anderson resigned and asked to be removed from the ballot. Attach her resignation email. Candy Agundez also asked to remove from the ballot. Podway – Wallace; 9-0-0; Top 7 ballots take the positions.	Information	Roque/Podway

	<p>b) Polling was open 10 – 4 for three full days. Donuts and coffee provided by Dunkin. 67 Ballots submitted, 61 met requirements, 24 golf round trip golf cart rides were given to voters. Thanks to La Jolla Golf Cart. A huge thanks to the candidates who pounded the streets of the village contacting more merchants than ever before.</p> <p>c) Recognition of Candidates</p> <p>2. Resignation from Dusty Bowder. Suggest seating 7 board members based on the top 7 vote getters from today's election.</p> <p>3. Annual Merchant Survey – distributed via email, in person. Please complete your survey. All who complete it by October 30 will be entered to win a \$100 gift card to Queenstown Village. Need 100 responses.</p>	<p>Action</p> <p>Information</p>	<p>Roque</p> <p>Rudick</p>
7.	<p>Merchant Engagement</p> <p>1. Marketing Happy Hour attracted 22 people to Banksy Cafe Balcony. Thanks to Enoch and his team for wonderful afternoon. No motion: not action item.</p>	Information	Anderson
8.	<p>Design and Beautification – Wayfinding Update</p>	Information	Andy Fotsch
9.	<p>Promotions -</p> <p>2) Marketing Minutes – Request action to accept September 26 Marketing Minutes (attached)</p> <p>3) Marketing Meeting Format – Marketing Committee Format – Alternate three formats to occur 4th Tuesday of the month</p> <p>a) Business Breakfast - January, April, July, October</p> <p>b) Marketing Happy Hour – February, May, August, November</p> <p>c) Marketing Committee Meeting – March, June, September, December (combine with strategic planning meeting) Sub groups can meet/report as needed.</p> <p>The committee agreed that this was a good format to try in 2024 and suggested moving to this schedule January 1st. Request action from Board to approve this schedule.</p> <p>Fotsch – Perez: 9-0-0</p> <p>4) Advertising/Publicity Updates</p> <p>a) Real Simple Magazine Visit – October 19 – 22</p> <p>b) Travel Host Magazine – Complimentary Full Page and + Full Page Article in November Issue</p> <p>5) Monthly Marketing Happy Hour 4th Tuesday of each month at 4:00 (Networking from 3:30 to 4:00) Upcoming locations</p> <p>a) October 24 – CC Patio (Business Breakfast)</p> <p>b) November 28 - Holiday Happy Hour – Oppenheim Group, 4:30 – 6:30 Proposed time with Networking and brief presentations including our Annual Volunteer of the Year Award!</p> <p>c) January – Business Breakfast</p> <p>6) Digital Marketing/Social Media Update</p> <p>7) Art and Wine Festival/Spirits Festival Recap – Thank volunteers and festival organizers.</p> <p>8) Art Walk Themes</p> <ul style="list-style-type: none"> • November – Gratitude – Non profit organizations are invited to table at galleries. • December – Holidays • January – Health and Happiness • February – Love <p>9) Upcoming Holiday Events (Hundreds more are listed on Event Calendar) Creepy Candy Crawl – October 31 Holiday Open House (November 19) – Led by Adelaide's Jerry Parent.</p>	<p>Information</p> <p>Action</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Anderson</p> <p>Rudick</p> <p>Rudick</p> <p>Rudick</p> <p>Maddie Mackey Podway</p>
10.	<p>Election Results Announced Klara Chavarria, Marc Cormier, Elnaz Iraj, AJ Johnson, Jason Peasley, Japhet Perez, Stephanie Thompson</p>	Information	Susan Monk, Election Officer
11.	<p>Adjourn Meeting – Next meeting will take place November 8 at La Jolla Riford Library. This meeting will include the swearing-in ceremony of our new or re-elected board members. We will also elect our board officers. Adjourned</p>	Action	Anderson



Marketing Happy Hour Minutes September 26, 2023 – Banksy Cafe

3:30 Registration | Networking

4:00 Meeting Begins

Welcome - Introductions. Special Introductions from Candidates.

Marketing Update – Ron Jones Marketing Chair

Merchant Engagement

1. New Promo Piece - Merchant Information News and Events
2. Thanks to Candidate "Street Teamers"
3. **Survey** – Everyone scan and take survey NOW
4. **Elections** – Elections are October 2 – 4. Coffee, doughnuts, golf cart rides.
5. Next Gen Professional Networking Group Update
6. **Looking for coupons, prizes** to distribute at Art and Wine Festival and in Real Simple Weekend Gift Bags.

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**
 - Thursday, September 28 at CC Patio, 4:30 – 7:30 (Ribbon cutting around 6:00)
 - October 14, Windansea Pilates
- **La Jolla Art and Wine Festival** – Oct 7-8 – Still need a few volunteers. Please sign up for a shift.
- **San Diego Spirits Festival** – October 7 – 8
- **Creepy Candy Crawl** – October 31, 3:00 – 6:00. Partnership with REBA, Coldwell Banker, Geppetto's, Dog-o-Ween (October 28, 9 AM to 1:00 PM at Rec Center)

Social Media Update—On Instagram Follow @lajollabythesea & remember to tag us. Also use Hash Tags: #mylajolla

1. Facebook Group: Search and Request to Join "La Jolla Village Merchants"
2. 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 **What's Happening in the Village**

Marketing Committee Format – Alternate three formats

- 1) **Business Breakfast** - January, April, July, October
- 2) **Marketing Happy Hour** – February, May, August, November
- 3) **Marketing Committee Work Group** – March, June, September, December (combine with strategic planning meeting) Sub groups can meet/report as needed.

Marketing Meeting Dates/Locations

October 24 – Business Breakfast – CC Patio

November 28 – TBD. Committee Agreed that this was a good idea and would format the November Marketing Happy Hour into a Holiday Happy Hour. **Bring to BOD to approve change at October Meeting.**

January – *Breakfast* (Location TBD)

February – Oppenheim Group (tentative)

March –

Art Walk Themes

- **October** – Spirits, Art and Wine
- **November** – Gratitude
- **December** – Holidays
- **January** – Health and Happiness
- **February** - Love

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

- **Creepy Candy Crawl (October 31)**
- **Holiday Open House (November 19)** – Led by Adelaide's Jerry Parent. Physical flyers will be given to all Girard Businesses.

Old Business - None

New Business - None



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

