



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## MONTHLY MEETING

**13 December 2023 | La Jolla Riford Library**

### Adjusted Strategic Planning Meeting Schedule

**3:30 - 4:00** Strategic Planning Overview

**4:00 - 4:30** Abbreviated Board Meeting

**4:30 - 5:30** Strategic Planning Work Session

## AGENDA – MONTHLY BOARD MEETING

### MONTHLY MEETING AGENDA

1.	<b>Call to Order - Monthly Board Meeting</b>	Action	Japhet Perez Estrada, President
2.	<b>Pledge of Allegiance</b>		
3.	<b>Roll Call</b> - Klara Chavarria, Marc Cormier, Jo Cullen, Elnaz Iraj, AJ Johnson, Katey Longo, Maddie Mackey, Jason Peaslee, Japhet Perez Estrada, Bill Podway, Chad Taggart, Stephanie Thompson Dr. Maddie Wallace, Jodi Rudick (Executive Director)	Action	AJ Johnson, Secretary
4.	<b>Approval of November Minutes</b>	Action	Johnson
5.	<b>Non-Agenda Public Comments</b> (limited to one minute) <ul style="list-style-type: none"> <li>Updates from Community/Political Leaders</li> <li>All other public comments (limited to one minute)</li> </ul>	Information	Perez
6.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>Approval of Financials – September/October</li> <li>Approval of FY 2023 Audit</li> <li>Site Visit Update/Budget Timeline</li> </ul>	Action Action Information	Podway, Treasurer Rudick Rudick
7.	<b>Organizational Excellence</b> <ol style="list-style-type: none"> <li><b>Ratify Election Results</b></li> <li><b>Fill Two Board Vacancies</b> - Nominations can be submitted up until time of voting Self nominations received <ol style="list-style-type: none"> <li>Scott Blaul – General Manager, Inn by the Sea</li> <li>Chas. Dye – La Jolla Historic Walking Tours</li> <li>Mark McDonald, Delegate, Pacific Sotheby's</li> <li>Karly Matzen, Owner, Sweet Paper</li> </ol> </li> <li>Fill Open Seat on Traffic and Transportation</li> </ol>	Action  Action	AJ Johnson/Karen Roque, Past Secretary  Johnson
8.	<b>Merchant Engagement</b> <ol style="list-style-type: none"> <li>Appreciation and Follow-up Protocols</li> <li><b>Mingle and Jingle Holiday Happy Hour</b> attracted over 70 people, many who had never attended an LJMVA event in the past. A huge thanks to Amber Hunt, Realtor, Oppenheim Group. <ol style="list-style-type: none"> <li>January – Business Breakfast at The Kitchen at MCASD. Featuring Presentation: Demystifying AI for Small Businesses</li> <li>February – Mix and Mingle at The Conrad featuring a behind the scenes tour.</li> <li>March – Marketing Committee Working Meeting</li> </ol> </li> </ol>	Information  Information	Johnson  Perez Estrada
9.	<b>Promotions (Defer to Strategic Planning)</b> <ol style="list-style-type: none"> <li><b>Digital Marketing/Social Media Update</b></li> <li>Holiday Open House Recap</li> <li><b>Art Walk Themes</b></li> </ol>	Information Information	Maddie Mackey Jodi Rudick, Executive Director

	<ul style="list-style-type: none"> <li>• <b>January</b> – Health and Happiness</li> <li>• <b>February</b> – Love</li> <li>• <b>March</b> – Luck</li> <li>• <b>April</b> – Earth Days</li> <li>• <b>May</b> – Mama Mia!</li> <li>• <b>June</b> – PRIDE</li> <li>• <b>July</b> – Red, White &amp; Blues</li> <li>• <b>August</b> – Ocean</li> </ul>		
10.	<p><b>Strategic Planning Meeting – Our Mission: We bring business to La Jolla Village Businesses. Each group will commit to one or two key initiatives by end of session.</b></p> <p>Break into 4 Groups (Facilitators)</p> <ol style="list-style-type: none"> <li>Organizations Excellence (Including Fiscal Management) – <ol style="list-style-type: none"> <li>How can we increase participation and volunteerism at meetings, events and activities? (From board members? From merchants?)</li> <li>How do we make sure all board members are following City requirements and training?</li> <li>How do we make sure we are committed to equity, inclusion, and diversity?</li> <li>How to Are we including all areas of the village in our planning?</li> <li>How do we develop a proactive leadership succession plan and develop strong leaders?</li> <li>How do we generate additional revenue outside of BID fees?</li> <li>Enhance La Jolla (Beautification/Maintenance)</li> </ol> </li> <li>Merchant Engagement/Professional Development <ol style="list-style-type: none"> <li>How can we get more merchants to be aware of and take advantage of LJMVA resources (website, ribbon cuttings, event calendar, networking).</li> <li>How do we formalize the “Welcome to the Village” process to make sure we connect with every new business?</li> <li>How do we increase attendance at meetings, breakfasts, happy hours?</li> <li>How do we include ALL geographic areas of the BID?</li> <li>Focus on younger demographics - Host targeted groups regularly (NextGen Initiative)</li> </ol> </li> <li>Promotions - Marketing – Advertising – Digital Media <ol style="list-style-type: none"> <li>How do we get locals to be more loyal to us, do more business with us?</li> <li>How can we better ensure third party events support our mission? Review and recommit to 3<sup>rd</sup> party event policy.</li> <li>How can we motivate visitors to the Cove to spend money in the village?</li> <li>How do we support specific business categories (like we support galleries/arts and culture) retail, fitness, tourism; restaurants, others?</li> <li>Advertising/Social/Digital Media – <ol style="list-style-type: none"> <li>How do we continue increasing engagement, followers?</li> <li>Show we invest in advertising or publicity campaigns to meet our mission?</li> <li>Should we focus marketing energy to reaching tourists? Strengthen relationship with regional hotels, concierges?</li> <li>Should we explore mass media advertising such as radio, magazine advertising, tourism publications? (<i>KPBS Campaign starts in January 2024, 2 page spread in Travel Host Magazine</i>)</li> </ol> </li> </ol> </li> <li>LJMVA Events/First Fridays/Arts and Culture – <ol style="list-style-type: none"> <li>What type of additional owned events might support our mission?</li> <li>Should we look at creating a Signature Event? (<i>Nowruz, Mar 19 2024</i>)</li> <li>How can we create strategic partnerships to add new events to our calendar (<i>Fashion Week San Diego</i>)</li> <li>How can we support businesses that share our mission (tour operators, hotels, attractions, meeting planners, etc.)</li> <li>How can we build on First Friday to brand La Jolla as Arts and Culture destination?</li> <li>Focus on key demographics - Host targeted groups regularly.</li> </ol> </li> </ol>	<p>LJMVA Board Members (Proposed)</p> <p>Japhet Perez</p> <p>Bill Podway</p> <p>Marc Cormier</p> <p>AJ Johnson</p> <p>Chad Taggart</p> <p>Jason Peaslee</p> <p>Stephanie Thompson</p> <p>Maddie Mackey</p> <p>Jo Cullen</p> <p>Katey Longo</p> <p>Maddie Wallace</p> <p>Klara Chavarria</p> <p>Elnaz Iraj</p>	Other Group Members

## Strategic Planning Worksheet

### By End of Session: Prioritize 1 – 2 key initiatives.

Part 1: Brainstorm | Part 2: Prioritize | Part 3: Assess for Feasibility | Part 4: Present

#### Possible Questions to Consider

### Organizational Excellence (Including Fiscal Management)

- a. How can we increase participation and volunteerism at meetings, events and activities? (From board members? From merchants?)
- b. How do we make sure all board members are following City requirements and training?
- c. How do we make sure we are committed to equity, inclusion, and diversity?
- d. How to Are we including all areas of the village in our planning?
- e. How do we develop a proactive leadership succession plan and develop strong leaders?
- f. How do we generate additional revenue outside of BID fees?
- g. Design, Beautification, Maintenance
  - a. How do we work with City services and Enhance La Jolla to improve lighting and
  - b. What communication methods should be used to educate merchants about Get it Done?
  - c. How can merchants be part of the solution rather than the problem when it comes to maintenance, design and beautification?
  - d. How can we transfer responsibility of things like holiday lighting (it uses almost 10% of our total budget) to the proper community groups? For example: "Seasons Greeting" sign on bridge is not in the BID but we pay for it. Could holiday lighting become an Enhance La Jolla/Town Council/Service Club program?

List Names and Email Addresses of All Group Members (us back for additional names):

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Email Address

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### Merchant Engagement/Professional Development –

- a. How can we get more merchants to be aware of and take advantage of LJMVA resources (website, ribbon cuttings, event calendar, networking).
- b. How do we formalize the “Welcome to the Village” process to make sure we connect with every new business?
- c. How do we increase attendance at meetings, breakfasts, happy hours?
- d. How do we include ALL geographic areas of the BID?
- e. Focus on younger demographics - Host targeted groups regularly (NextGen Initiative)

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### Promotions – Marketing – Advertising - Digital Media

- e. How do we get locals to be more loyal to us, do more business with us?
- f. How can we better ensure third party events support our mission? Review and recommit to 3<sup>rd</sup> party event policy.
- g. How can we motivate visitors to the Cove to spend money in the village?
- h. How do we support specific business categories (like we support galleries/arts and culture) retail, fitness, tourism; restaurants, others?
- i. Advertising/Social/Digital Media –
  - i. How do we continue increasing engagement, followers?
  - ii. Show we invest in advertising or publicity campaigns to meet our mission?
  - iii. Should we focus marketing energy to reaching tourists? Strengthen relationship with regional hotels, concierges?
- iv. Should we explore mass media advertising such as radio, magazine advertising, tourism publications? *(KPBS Campaign starts in January 2024, 2 page spread in Travel Host Magazine)*

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### LJVMMA Events/First Fridays/Arts and Culture

- j. What type of additional owned events might support our mission?
- k. Should we look at creating a Signature Event? (*Nowruz*, Mar 19 2024)
- l. How can we create strategic partnerships to add new events to our calendar (*Fashion Week San Diego*)
- m. How can we support businesses that share our mission (tour operators, hotels, attractions, meeting planners, etc.)
- n. How can we build on First Friday to brand La Jolla as Arts and Culture destination?
- o. Focus on key demographics - Host targeted groups regularly.

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