

LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING Minutes

13 December 2023 | La Jolla Riford Library

Adjusted Strategic Planning Meeting Schedule

3:30 - -4:30 Strategic Planning Session

4:30 - 5:15 Board Meeting

5:15 – 5:30 – Strategic Planning Small Group Reports

MONTHLY MEETING MINUTES

MONTHLY MEETING AGENDA **Call to Order - Monthly Board Meeting** Action Japhet Perez Estrada, President 2. **Pledge of Allegiance** 3. Action AJ Johnson, Secretary Roll Call - 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) *Absent: Marc Cormier, Jo Cullen, Katey Longo, Stephanie Thompson, Maddie Mackey 4. **Approval of November Minutes** Action Johnson *Motion to approve the November Minutes: Jason Peaslee > Bill Podway to second > Approved unanimously. 5. Non-Agenda Public Comments (limited to one minute) Information Perez Updates from Community/Political Leaders All other public comments (limited to one minute) *Officer Jessica Thrift will visit LJVMA next month 6. **Financial Report** Podway, Treasurer Approval of Financials – September/October Motion to approve: Japhet Perez Action Action Rudick Estrada > Jason Peaslee Seconds. Approved unanimously. Information Rudick Approval of FY 2023 Audit Motion to approve: Bill Podway > AJ Johnson seconds, Motion passes unanimously; Jason Peaslee abstains. Site Visit Update/Budget Timeline 7. **Organizational Excellence** 1. Ratify Election Results Action AJ Johnson/Karen *Motion to approve and ratify the election results Bill Podway > Chad Taggart seconds, Roque, Past Secretary Passes Unanimously. 2. Fill Two Board Vacancies - Nominations can be submitted up until time of voting Self nominations received a. Scott Blaul – General Manager, Inn by the Sea b. Chas. Dye – La Jolla Historic Walking Tours Johnson c. Mark McDonald, Delegate, Pacific Sotheby's Action d. Karly Matzen, Owner, Sweet Paper e. Jordan Gafa, Manager, Orli Hotel *Jordan Gafa, Manager of the Orli Hotel, and Scott Blaul, General Manager of Inn by the Sea, win the election and fill two board vacancies. 3. Fill Open Seat on Traffic and Transportation

	*Motion to approve and accept Jason Peaslee for the Traffic and Transportation open seat.		
	AJ Johnson motions > Bill Podway Seconds, passes unanimously.		
8.	Merchant Engagement		
	Appreciation and Follow-up Protocols	Information	Johnson
	2. Mingle and Jingle Holiday Happy Hour attracted over 70 people, many who had never		
	attended an LIMVA event in the past. A huge thanks to Amber Hunt, Realtor,		
	Oppenheim Group.		
	 January – Business Breakfast at The Kitchen at MCASD. Featuring Presentation: Demystifying AI for Small Businesses 		
	b. February – Mix and Mingle at The Conrad featuring a behind the scenes tour.		
	c. March – Marketing Committee Working Meeting		
	c. Water - Warkering Committee Working Weeting	Information	Perez Estrada
9.	Promotions (Defer to Strategic Planning)	IIIIOIIIIacioii	T CTCZ EStrada
<i>J</i> .	1) Digital Marketing/Social Media Update	Information	Maddie Mackey
	Holiday Open House Recap	Information	Jodi Rudick, Executive
	3) Art Walk Themes	Intermediati	Director
	January – Health and Happiness		
	February — Love		
	March – Luck		
	April – Earth Days		
	May – Mama Mia!		
	• June – PRIDE		
	July – Red, White & Blues		
	August – Ocean		
10.	Strategic Planning Meeting – Our Mission: We bring business to La Jolla Village Businesses.	LJVMA	Other Group
	Each group will commit to one or two key initiatives by end of session.	Board	Members
	Break into 4 Groups (Facilitators)	Members	
	Organizations Excellence (Including Fiscal Management) —	(Proposed)	
	a. How can we increase participation and volunteerism at meetings, events	la a la a t	
	and activities? (From board members? From merchants?)	Japhet Daves	
	b. How do we make sure all board members are following City requirements and training?	Perez	
	c. How do we make sure we are committed to equity, inclusion, and	Bill Podway	
	diversity?	Bill I Gaway	
	d. How to Are we including all areas of the village in our planning?	Marc	
	e. How do we develop a proactive leadership succession plan and develop	Cormier	
	strong leaders?		
	f. How do we generate additional revenue outside of BID fees?		
	g. Enhance La Jolla (Beautification/Maintenance)		
	2. 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).	AJ Johnson	
			I
	b. How do we formalize the "Welcome to the Village" process to make sure		
	we connect with every new business?	Chad	
	we connect with every new business? c. How do we increase attendance at meetings, breakfasts, happy hours?	Chad Taggart	
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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?

magazine advertising, tourism publications? (KPBS Campaign

- starts in January 2024, 2 page spread in Travel Host Magazine)
 LIVMA Events/First Fridays/Arts and Culture
 - a. What type of additional owned events might support our mission?
 - b. Should we look at creating a Signature Event? (Nowruz, Mar 19 2024)

iv. Should we explore mass media advertising such as radio,

- c. How can we create strategic partnerships to add new events to our calendar (Fashion Week San Diego)
- d. How can we support businesses that share our mission (tour operators, hotels, attractions, meeting planners, etc.)
- e. How can we build on First Friday to brand La Jolla as Arts and Culture destination?
- f. Focus on key demographics Host targeted groups regularly.

Katey Longo

Maddie Wallace

Klara Chavaria

Elnaz Iraj

*Meeting adjourned at approximately 5:15 pm

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 Gro Name	p Members (us back for additional names): 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?
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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 3rd 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

Name Email Address				
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