

	<i>*Motion to approve and accept Jason Peaslee for the Traffic and Transportation open seat. AJ Johnson motions > Bill Podway Seconds, passes unanimously.</i>		
8.	Merchant Engagement <ol style="list-style-type: none"> Appreciation and Follow-up Protocols Mingle and Jingle Holiday Happy Hour 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"> January – Business Breakfast at The Kitchen at MCASD. Featuring Presentation: Demystifying AI for Small Businesses February – Mix and Mingle at The Conrad featuring a behind the scenes tour. March – Marketing Committee Working Meeting 	Information	Johnson
		Information	Perez Estrada
9.	Promotions (Defer to Strategic Planning) <ol style="list-style-type: none"> Digital Marketing/Social Media Update Holiday Open House Recap <u>Art Walk Themes</u> <ul style="list-style-type: none"> January – Health and Happiness February – Love March – Luck April – Earth Days May – Mama Mia! June – PRIDE July – Red, White & Blues August – Ocean 	Information Information	Maddie Mackey Jodi Rudick, Executive Director
10.	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. Break into 4 Groups (Facilitators) <ol style="list-style-type: none"> Organizations Excellence (Including Fiscal Management) – <ol style="list-style-type: none"> How can we increase participation and volunteerism at meetings, events and activities? (From board members? From merchants?) How do we make sure all board members are following City requirements and training? How do we make sure we are committed to equity, inclusion, and diversity? How to Are we including all areas of the village in our planning? How do we develop a proactive leadership succession plan and develop strong leaders? How do we generate additional revenue outside of BID fees? Enhance La Jolla (Beautification/Maintenance) Merchant Engagement/Professional Development <ol style="list-style-type: none"> How can we get more merchants to be aware of and take advantage of LJMVA resources (website, ribbon cuttings, event calendar, networking). How do we formalize the “Welcome to the Village” process to make sure we connect with every new business? How do we increase attendance at meetings, breakfasts, happy hours? How do we include ALL geographic areas of the BID? Focus on younger demographics - Host targeted groups regularly (NextGen Initiative) Promotions - Marketing – Advertising – Digital Media <ol style="list-style-type: none"> How do we get locals to be more loyal to us, do more business with us? How can we better ensure third party events support our mission? Review and recommit to 3rd party event policy. How can we motivate visitors to the Cove to spend money in the village? How do we support specific business categories (like we support galleries/arts and culture) retail, fitness, tourism; restaurants, others? Advertising/Social/Digital Media – <ol style="list-style-type: none"> How do we continue increasing engagement, followers? 	LJMVA Board Members (Proposed) Japhet Perez Bill Podway Marc Cormier AJ Johnson Chad Taggart Jason Peaslee Stephanie Thompson Maddie Mackey Jo Cullen	Other Group Members

	<ul style="list-style-type: none"> 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? <i>(KPBS Campaign starts in January 2024, 2 page spread in Travel Host Magazine)</i> 		
	<p>4. LJVMA Events/First Fridays/Arts and Culture –</p> <ul style="list-style-type: none"> a. What type of additional owned events might support our mission? b. Should we look at creating a Signature Event? <i>(Nowruz, Mar 19 2024)</i> c. How can we create strategic partnerships to add new events to our calendar <i>(Fashion Week San Diego)</i> 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. 	<p>Katey Longo</p> <p>Maddie Wallace</p> <p>Klara Chavaria</p> <p>Elnaz Iraj</p>	
	*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 Group Members (us back for additional names):

Name

Email Address

This image shows a blank sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

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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(use back for additional names)

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

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)*

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