



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING

10 JANUARY 2023 | La Jolla Riford Library

MONTHLY MEETING MINUTES

1.	Call to Order - Monthly Board Meeting	Action	Japhet Perez Estrada, President
2.	Pledge of Allegiance		
3.	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) <i>Absent: Marc Cormier, Jo Cullen, Maddie Mackey, Bill Podway, Stephanie Thompson.</i>	Action	AJ Johnson, Secretary
4.	Approval of December Minutes <i>Motion to approve: Jason Peaslee motions, Japhet Perez-Estrada seconds. Katey Longo abstains. Passes unanimously.</i>	Action	Johnson
5.	Non-Agenda Public Comments (limited to one minute) <ul style="list-style-type: none">• Updates from Community/Political Leaders• All other public comments (limited to one minute)	Information	Perez Estrada
6.	Financial Report <ul style="list-style-type: none">• Approval of Financials – November• Budget Timeline/Update <i>Motion to approve: Jason Peaslee motions, Dr. Maddie Wallace seconds. Approved unanimously.</i>	Action Information	Bill Podway, Treasurer Jodi Rudick, Executive Director
7.	Organizational Excellence <ol style="list-style-type: none">1. Swearing In<ol style="list-style-type: none">a. Scott Blaul – General Manager, Inn by the Seab. Jordan Gafa, General Manager, Orli La Jolla<i>*Scott Blaul was sworn in by Latrell Crenshaw, Jordan Gafa was absent.</i>2. Meeting Time and Place <i>*No motion made, no second to the motion. Did not become an action item.</i>3. Board Resignations – One or more board members have submitted resignations. Self-nominations will be considered next month. <i>*Marc Cormier and Maddie Mackie have resigned. Japhet Perez-Estrada motions to accept regretfully accept their resignations, AJ Johnson seconds. Passes unanimously.</i>4. Strategic Plan Review <i>*Motion to approve: Japhet Perez-Estrada motions, AJ Johnson seconds. Passes unanimously.</i>5. Discuss Moving LJVM Meeting Location to The Living Room in February <i>*Motion to approve: Dr. Maddie Mackey motions, Katey Longo seconds. Passes unanimously.</i>	Action Action Action	Johnson Perez Estrada Perez Estrada Perez-Estrada
8.	Community Spotlight Presentation– San Diego Police and Public Safety	Information	Officer Jessica Thrift
9.	Merchant Engagement <ol style="list-style-type: none">1. Volunteer of the Year Presentation <i>*Moved to next month, Volunteer of the Year was absent.</i>	Information Information	Rudick Johnson

	<p>2. Street Team Meeting</p> <p>3. Upcoming Merchant Events</p> <ul style="list-style-type: none"> a. 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 d. April – Breakfast e. May – Happy Hour f. June – Marketing Committee Working Meeting 	Information	Johnson
10.	<p>Promotions</p> <p>1) Digital Marketing/Social Media Update</p> <p>2) Views of Nowruz — New Community Event (see attached plan)</p> <ul style="list-style-type: none"> a) March 19, 2024 - 4:30 – 7:30 b) La Jolla Cove Rooftop <p>3) Fashion Week Partnership – Community Spring Fashion Show to be held at Beeside Balcony.</p> <p>4) Art Walk Themes and Partnerships</p> <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 	<p>Information</p> <p>Action</p> <p>Action</p> <p>Information</p>	<p>Jodi Rudick, Executive Elnaz Iraj</p> <p>Gwen Bates, Fashion Week San Diego Katey Longo</p>
11.	<p>Meeting Adjourn – Next meeting to take place on February 14 at 4:00 at La Jolla Riford Library <i>*Meeting adjourned at approximately 5:30 pm</i></p>	Action	Perez Estrada

Views of Nowruz – An International Ocean View Celebration of Spring

Alternative Event Name : Cove's 7Seen Sunset

Date: 03/19/2024

Time: 4:30-8:30 pm

Place: La Jolla Cove Rooftop

Who should come :

Everyone loves exploring new cultures! You're all warmly invited to join us and experience the beauty of Persian culture at this joyful celebration - it's going to be an amazing time together!

Why they should come:

Join us to celebrate the vibrant Persian New Year, marking the arrival of spring. Immerse yourself in the warm and welcoming embrace of Persian culture, promising a joyous and unforgettable experience!

What will take place at the event:

At the event, experience the lively celebration of the Persian New Year, highlighted by the enchanting 7 Seen table. This centerpiece features seven symbolic items, each beginning with the Persian letter 'S' (pronounced "seen")

1. Sabzeh (Sprouts): Symbolizes rebirth and the arrival of spring.
2. Samanu (Sweet Pudding): Represents affluence and fertility.
3. Senjed (Dried Fruit of the Lotus Tree): Signifies love and affection.
4. Sir (Garlic): Represents medicine and good health.
5. Sib (Apple): Symbolizes beauty and good health.
6. Somāq (Sumac Berries): Signifies the sunrise and the triumph of good over evil.
7. Serkeh (Vinegar): Symbolizes patience and the wisdom that Comes with aging.

Alongside this , experience delicious food, lively music, and expressive dance - a celebration that embodies the colorful essence of Persian culture!

- Entertainment
 - Music
 - Dance
 - Storytellers
- Artwork
- Community
- Photo Ops
- Onsite Bazaar
- Silent Auction to benefit LJVMA and offset event costs.

Sponsor Update

- Location - La Jolla Cove Rooftop
- Food/Beverage – Marketplace Grill
- Design and Décor - GK Fashion House
- Entertainment – Ila Dance Academy
- Parking - ACE Mobility
- General Sponsors – AJA Rugs
- Looking for other general sponsors to help offset marketing costs.

STRATEGIC PLAN 2024

ORGANIZATIONAL EXCELLENCE	MERCHANT ENGAGEMENT / PROFESSIONAL DEVELOPMENT	EVENT MARKETING	ADVERTISING/SOCIAL MEDIA
<p><u>Ways and Means</u></p> <p>Alternative Revenue</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create La Jolla by the Sea branded merchandise. <input type="checkbox"/> Actively promote jigsaw puzzle sales <input type="checkbox"/> Find Year-Round Banner Sponsor <p><u>Associate Membership</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Recruit associate members <ul style="list-style-type: none"> Coastal La Jolla (Bird Rock, Shores, UTC) B2B Vendors <p>Explore new grants.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Secure Additional Grant Funds (County Community Enhancement Grant) <input type="checkbox"/> Sponsorship <input type="checkbox"/> Launch 501c3 activities. <p><u>Board Leadership Professionalism and Training</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Partner with other Community Groups to offer training (DEI) <input type="checkbox"/> Consistent BOD onboarding process <p>Bylaws Update</p> <p>Modernize election process</p>	<p>Welcome Packet</p> <ul style="list-style-type: none"> <input type="checkbox"/> Update <input type="checkbox"/> Consistent distribution <p>LJVM Website Proficiency</p> <ul style="list-style-type: none"> <input type="checkbox"/> BOD to know information and how to navigate. <p>NextGen Program</p> <ul style="list-style-type: none"> <input type="checkbox"/> Develop/host regional networking event to attract young professionals from the region. <input type="checkbox"/> Create LJVM NextGen Leadership Group <p>Merchant Communication/Education</p> <ul style="list-style-type: none"> <input type="checkbox"/> Block Captains – Re-launch program to keep merchants informed and connected. <input type="checkbox"/> Annual direct mail newsletter/election timeline to add to reach of email newsletter (Bi-annually, quarterly?) <p>Education –</p> <ul style="list-style-type: none"> <input type="checkbox"/> Quarterly Business Breakfasts <input type="checkbox"/> Quarterly Happy Hour <input type="checkbox"/> Quarterly Marketing Workshops <p>Membership Engagement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue to increase attendance at monthly meetings with guest speakers, hot topics <input type="checkbox"/> Build on success of holiday event <ul style="list-style-type: none"> Research and share best resources with members to assist with business success (5 Star, Queen Bee, etc.) 	<p>Establish Clear Identity of La Jolla Village - Brand La Jolla as Arts and Culture Destination</p> <p>First Friday Art Walk</p> <ul style="list-style-type: none"> <input type="checkbox"/> Keep themes fresh and new with partnerships. <input type="checkbox"/> Actively promote VIP Experiences <p>Bring New Community Events to La Jolla Village</p> <ul style="list-style-type: none"> <input type="checkbox"/> Nowruz Celebration in conjunction with Persian Business Owners <input type="checkbox"/> Fashion Week Partnership <p>Arts and Culture Activities to LJVM Offerings</p> <ul style="list-style-type: none"> <input type="checkbox"/> Actively promote all La Jolla tours <input type="checkbox"/> Use AI to assist with writing. <p>Merchant Cross promotion and collaborations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use Art Walk model for other business categories (fashion) <input type="checkbox"/> Explore charitable partnerships/fundraising programs. 	<p>Create Marketing Plan and Calendar</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Research and hire social media growth company to increase engagement and followers. <input checked="" type="checkbox"/> Continue contests and other successful campaigns to increase collaboration. <p>Digital Marketing and Social Media</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue best practices such as promoting local events/businesses with tags; increasing interaction to and from business accounts. <input type="checkbox"/> Connect with Influencers – local, regional, and national <p>SEO Improvement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use blog to improve SEO. Expand Blog Content to promote events of interest to wider audience. <input type="checkbox"/> Goal to be on the first page of what to do in San Diego searches <p>Third Party Events – Continue Consistency and Formal Process</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ensure 3rd party events are inclusive of all LJVM members that wish to be included. <input type="checkbox"/> Review and adhere to 3rd Party Event Agreement Template <input type="checkbox"/> Sell and educate event promoters on the value of LJVM partnership. <input type="checkbox"/> Make sure partnerships are equitable and fair to all parties. <input type="checkbox"/> LJVM offers promotional support in exchange for in-kind donations, tickets, passes to be used for marketing purposes, etc. <p>Motivate more visitors to visit the village as well as The Cove</p> <ul style="list-style-type: none"> <input type="checkbox"/> Use signage/directories to guide people to the Village. <input type="checkbox"/> Educate visitors about where businesses are located <ul style="list-style-type: none"> Partner and educate tourism community (SDTA, concierges, front desk staff, tour guides, etc.)