



# LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## MONTHLY MEETING

14 February 2023 | La Jolla Riford Library

## AGENDA – MONTHLY BOARD MEETING

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> - Scott Blaul, Klara Chavarria, Jo Cullen, Elnaz Iraj, AJ Johnson, Katey Longo, 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 January 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 Estrada
6.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>Approval of Financials – December</li> <li>Budget Timeline/Update</li> </ul>	Action Information	Bill Podway, Treasurer Jodi Rudick, Executive Director
7.	<b>Organizational Excellence</b> <ol style="list-style-type: none"> <li><b>Swearing In</b> <ol style="list-style-type: none"> <li>Jordan Gafa, General Manager, Orli La Jolla</li> </ol> </li> <li><b>Filling Board Vacancies</b> – Election of two new board members. Review applications have been received.</li> <li><b>Board Resignation</b>– Stephanie Thompson has submitted her board resignation due to an ongoing work conflict on the 2<sup>nd</sup> Wednesday of the month. Motion to accept Stephanie’s resignation.</li> <li><b>Election of Officer</b> – Vice President – Due to Stephanie’s resignation the Vice President seat is open and can be filled by a member of the board. Katey Longo has expressed interest in filling the position.</li> <li><b>Request for Support, La Jolla Concours d’Elegance</b></li> </ol>	Action Action Action Action Action	Johnson Perez Estrada Perez Estrada Perez-Estrada Laurel McFarlane
8.	<b>Community Spotlight Presentation– Kiwanis of La Jolla, Bart Calame, Request for Support of La Jolla Half Marathon</b>	Action	Bart Calame
9.	<b>Merchant Engagement</b> <ol style="list-style-type: none"> <li><b>Volunteer of the Year Presentation</b></li> <li><b>Next Gen Update</b> – LJVMA has connected with SDYPN (San Diego Young Professionals Network) and has helped arranged an event in La Jolla Village thanks to Beeside Balcony on March 28 from 6 PM to 9 PM. SDYPN will handle ticket sales. Next Gen La Jolla will hold an informal brainstorming session with those interested in developing the program. Date to be determined.</li> <li><b>Street Team Update</b> – Looking for Block Captains to take a section of the village. Jason and AJ met to create a map and are looking for enthusiastic Block Captains to take a section of the village. The LJVMA Merchant Info flyer has been updated to include the phone and email list distributed by Officer Thrift at last month’s meeting.</li> <li><b>Merchant Event Update</b> <ol style="list-style-type: none"> <li>January – Business Breakfast at The Kitchen at MCASD was a huge success with 65 people. Featuring Presentation: Demystifying AI for Small Businesses</li> </ol> </li> </ol>	Information Information Information Information	Rudick Johnson Johnson Perez Estrada

	<ul style="list-style-type: none"> <li>b. February 27, 4:30 – 6:00 PM – Mix and Mingle at The Conrad featuring a behind the scenes tour.</li> <li>c. March – GYOB (Grow Your Own Business) – Featuring a variety of business resource experts.</li> <li>d. April – Business Breakfast</li> <li>e. May – Mix and Mingle Happy Hour</li> <li>f. June – GYOB</li> </ul>		
10.	<p><b>Promotions</b></p> <ul style="list-style-type: none"> <li>1) <b>Digital Marketing/Social Media Update</b></li> <li>2) <b>Monthly Tourism Update</b> with Scott Blaul</li> <li>3) <b>Views of Nowruz March 19; 4:30 – 8:30 with Afterparty at the Living Room— Update from Elnaz</b></li> <li>4) <b>3<sup>rd</sup> Annual Spring Forward Storytime Scavenger Hunt – March 10; 11:00 AM to 2:00 PM.</b> Using the same format as previous years the family event will feature Ms. Sonia from Warwick’s; Brian Miller from Geppetto’s will donate toys. Need other businesses to host clues and family friendly donations including snacks, promotional items, etc.</li> <li>5) <b>Fashion Week Partnership – Community Spring Fashion Show</b></li> <li>6) <b>Art Walk Themes and Partnerships</b> <ul style="list-style-type: none"> <li>• <b>March – Luck</b></li> <li>• <b>April – Earth Days</b></li> <li>• <b>May – Mama Mia</b></li> <li>• <b>June – PRIDE</b></li> <li>• <b>July – Red, White &amp; Blues</b></li> <li>• <b>August – Ocean</b></li> </ul> </li> </ul>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Action</p> <p>Information</p> <p>Information</p>	<p>Jodi Rudick</p> <p>Scott Blaul</p> <p>Elnaz Iraj</p> <p>Rudick</p> <p>Rudick</p> <p>Katey Longo</p>
11.	<b>Meeting Adjourn – Next meeting to take place on March 13 at 4:00 at La Jolla Riford Library</b>	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><b>Alternative Revenue</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create La Jolla by the Sea branded merchandise.</li> <li><input type="checkbox"/> Actively promote jigsaw puzzle sales</li> <li><input type="checkbox"/> Find Year-Round Banner Sponsor</li> </ul> <p><b>Associate Membership</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Recruit associate members <ul style="list-style-type: none"> <li>o Coastal La Jolla (Bird Rock, Shores, UTC)</li> <li>o B2B Vendors</li> </ul> </li> </ul> <p><b>Explore new grants.</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Secure Additional Grant Funds (County Community Enhancement Grant)</li> <li><input type="checkbox"/> Sponsorship</li> <li><input type="checkbox"/> Launch 501c3 activities.</li> </ul> <p><b>Board Leadership Professionalism and Training</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Partner with other Community Groups to offer training (DEI)</li> <li><input type="checkbox"/> Consistent BOD onboarding process</li> </ul> <p><b>Bylaws Update</b></p> <p>Modernize election process</p>	<p><b>Welcome Packet</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Update</li> <li><input type="checkbox"/> Consistent distribution</li> </ul> <p><b>LJVMA Website Proficiency</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> BOD to know information and how to navigate.</li> </ul> <p><b>NextGen Program</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop/host regional networking event to attract young professionals from the region.</li> <li><input type="checkbox"/> Create LJVMA NextGen Leadership Group</li> </ul> <p><b>Merchant Communication/Education</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Block Captains – Re-launch program to keep merchants informed and connected.</li> <li><input type="checkbox"/> Annual direct mail newsletter/election timeline to add to reach of email newsletter (Bi-annually, quarterly?)</li> </ul> <p><b>Education –</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Quarterly Business Breakfasts</li> <li><input type="checkbox"/> Quarterly Happy Hour</li> <li><input type="checkbox"/> Quarterly Marketing Workshops</li> </ul> <p><b>Membership Engagement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Continue to increase attendance at monthly meetings with guest speakers, hot topics</li> <li><input type="checkbox"/> Build on success of holiday event <ul style="list-style-type: none"> <li>Research and share best resources with members to assist with business success (5 Star, Queen Bee, etc.)</li> </ul> </li> </ul>	<p><b>Establish Clear Identity of La Jolla Village – Brand La Jolla as Arts and Culture Destination</b></p> <p><b>First Friday Art Walk</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Keep themes fresh and new with partnerships.</li> <li><input type="checkbox"/> Actively promote VIP Experiences</li> </ul> <p><b>Bring New Community Events to La Jolla Village</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Nowruz Celebration in conjunction with Persian Business Owners</li> <li><input type="checkbox"/> Fashion Week Partnership</li> </ul> <p><b>Arts and Culture Activities to LJVMA Offerings</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Actively promote all La Jolla tours</li> <li><input type="checkbox"/> Use AI to assist with writing.</li> </ul> <p><b>Merchant Cross promotion and collaborations</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use Art Walk model for other business categories (fashion)</li> <li><input type="checkbox"/> Explore charitable partnerships/fundraising programs.</li> </ul>	<p><b>Create Marketing Plan and Calendar</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Research and hire social media growth company to increase engagement and followers.</li> <li><input checked="" type="checkbox"/> Continue contests and other successful campaigns to increase collaboration.</li> </ul> <p><b>Digital Marketing and Social Media</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Continue best practices such as promoting local events/businesses with tags; increasing interaction to and from business accounts.</li> <li><input type="checkbox"/> Connect with Influencers – local, regional, and national</li> </ul> <p><b>SEO Improvement</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use blog to improve SEO. Expand Blog Content to promote events of interest to wider audience.</li> <li><input type="checkbox"/> Goal to be on the first page of what to do in San Diego searches</li> </ul> <p><b>Third Party Events – Continue Consistency and Formal Process</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ensure 3rd party events are inclusive of all LJVMA members that wish to be included.</li> <li><input type="checkbox"/> Review and adhere to 3rd Party Event Agreement Template</li> <li><input type="checkbox"/> Sell and educate event promoters on the value of LJVMA partnership.</li> <li><input type="checkbox"/> Make sure partnerships are equitable and fair to all parties.</li> <li><input type="checkbox"/> LJVMA offers promotional support in exchange for in-kind donations, tickets, passes to be used for marketing purposes, etc.</li> </ul> <p><b>Motivate more visitors to visit the village as well as The Cove</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Use signage/directories to guide people to the Village.</li> <li><input type="checkbox"/> Educate visitors about where businesses are located <ul style="list-style-type: none"> <li>Partner and educate tourism community (SDTA, concierges, front desk staff, tour guides, etc.)</li> </ul> </li> </ul>

