



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
MONTHLY MEETING

14 February 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 - 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) <i>Absent: Stephanie Thompson</i>	Action	AJ Johnson, Secretary
4.	Approval of January Minutes <i>Motion to approve: Jason Peaslee motions, Dr. Maddie Wallace seconds, Bill Podway abstains. Passes unanimously.</i>	Action	Johnson
6.	Financial Report		
	• Approval of Financials – December <i>-Motion to approve: AJ Johnson motions, Japhet Perez Estrada seconds. Passes unanimously.</i>	Action	Bill Podway, Treasurer
	• Budget Timeline/Update	Information	Jodi Rudick, Exec. Dir.
7.	Organizational Excellence		
a.	Swearing In <i>Jordan Gafa was sworn in by Ron Jones, with Latrell Crenshaw present.</i>	Action	Johnson
2.	Filling Board Vacancies – Election of two new board members. Review applications have been received. Three candidates Chas. Dye, Mark McDonald, Joline Mann self-nominated and each spoke about their qualifications. Latrell Crenshaw explained that board members need to have a business in the BID to qualify. Votes were cast by board members with <i>Joline Mann (of Purposer/The Secret Vein Clinic and Mark McDonald of Pacific Sotheby's International receiving the most votes.</i>	Action	Perez Estrada
3.	Board Resignation – Stephanie Thompson has submitted her board resignation due to an ongoing work conflict on the 2 nd Wednesday of the month. Motion to regretfully accept Stephanie's resignation. <i>Motion to approve: Bill Podway motions, AJ Johnson seconds. Passes unanimously.</i>	Action	Perez Estrada
4.	Election of Officer – 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 and Elnaz Iraj both self-nominated. Vote result: Katey 7, Elnaz 5. <i>Board member Katey Longo wins vote to fill Vice President role on the executive board.</i>	Action	Perez-Estrada
5.	Request for Support, La Jolla Concours d'Elegance <i>Motion to approve: Bill Podway motions, AJ Johnson seconds. Passes unanimously.</i>	Action	Amber Anderson, Concours d'Elegance Board Member
6.	Request for Support, La Jolla Half Marathon <i>Motion to approve: Bill Podway motions, AJ Johnson seconds. Passes unanimously.</i>	Action	Bart Calame, La Jolla Kiwanis
5.	Non-Agenda Public Comments (limited to one minute)	Information	Perez Estrada
	• Updates from Community/Political Leaders		
	• All other public comments (limited to one minute)		

8. Merchant Engagement

1. **Next Gen Update** – 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. Information Johnson
2. **Street Team Update** – 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. Information Johnson
3. **Merchant Event Update** Information Perez Estrada
 - a. January – Business Breakfast at The Kitchen at MCASD was a huge success with 65 people. Featuring Presentation: Demystifying AI for Small Businesses
 - b. February 27, 4:30 – 6:00 PM – Mix and Mingle at The Conrad featuring a behind the scenes tour.
 - c. March – Wake Up Your Business Expo – Featuring a variety of business resource experts.
 - d. April – Business Breakfast
 - e. May – Mix and Mingle Happy Hour
 - f. June – Wake Up Your Business Expo

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| 9. | Community Spotlight Presentation – Kiwanis of La Jolla, Bart Calame, Request for Support of La Jolla Half Marathon | Action | Bart Calame |
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| 10. | Meeting Adjourn – Next meeting to take place on March 13 at 4:00 at La Jolla Riford Library * <i>Meeting adjourned at approximately 5:30pm</i> | Action | Perez Estrada |
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