



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING

13 March 2024 | La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

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, Jordan Gafa, Elnaz Iraj, AJ Johnson, Katey Longo, Joline Mann, Mark MacDonald, Jason Peaslee, Japhet Perez Estrada, Bill Podway, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director)	Action	AJ Johnson, Secretary
4.	Approval of February Minutes	Action	Johnson
5.	Non-Agenda Public Comments <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 – January • Stimulus Grant Opportunity - 	Action Information	Bill Podway, Treasurer Jodi Rudick, Executive Director
7.	Organizational Excellence <ol style="list-style-type: none"> Swearing In <ol style="list-style-type: none"> Mark MacDonald, Joline Mann Filling Board Vacancies – Election of one new board member to fill seat vacated by Stephanie Thompson. Review applications have been received. Technology Upgrade – VibeMap Presentation via Zoom 	Action Action Action	Johnson Perez Estrada Podway
8.	Community Spotlight Presentation– County Grants for Small Business, Evan Bridgham	Information	Evan Bridgham, County of San Diego
9.	Merchant Engagement <ol style="list-style-type: none"> Volunteer of the Year Presentation Next Gen Update Street Team Update Merchant Event Update <ol style="list-style-type: none"> March 26, 8:00 AM – 9:30 AM – Wake Up Your Business – Featuring a variety of business resource experts. The Living Room April – Business Breakfast with speaker, Jake Theoldore, Black X Marketing, Location Marketing Tactics to Launch You Into Spring May – Mix and Mingle Happy Hour with Patrick Ahern, Village Real Estate Update, The Empress Garden Patio (tentative) June –Wake up Your Business 	Information Information Information Information	Rudick Johnson Peaslee/Johnson Perez Estrada
10.	Promotions <ol style="list-style-type: none"> Trade partnership with La Jolla Playhouse WOW (Without Walls) Festival. Action requested to proceed with partnership. Town Council One Voice Community Events tomorrow – Please support us by attending. One Voice La Jolla – La Jolla Town Council. 5:30 at La Jolla Community Center. Discover La Jolla Magazine Photo Shoot, Interviews Monthly Tourism Update with Scott Blaul 	Action Information Information Information	Kevin Taylor, La Jolla Playhouse/Rudick Podway Perez Estrada Scott Blaul

	5) Views of Nowruz March 19; 4:30 – 8:30 with Afterparty at the Living Room— Update from Elnaz 6) Fashion Week Partnership – Community Spring Fashion Show 7) 3rd Annual Spring Forward Storytime Scavenger Hunt – Recap 8) Art Walk Themes and Partnerships <ul style="list-style-type: none"> • April – Earth Days • May – Mama Mia • June – PRIDE • July – Red, White & Blues (Partnership with Fashion Week San Diego) • August – Ocean 	Information Information Information	Elnaz Iraj Rudick Podway Katey Longo, Vice President
11.	Meeting Adjourn – Next meeting to take place on April 10 at 4:00 at La Jolla Riford Library	Action	Perez Estrada

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"> o Coastal La Jolla (Bird Rock, Shores, UTC) o 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>LJVMA 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 LJVMA 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 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 LJVMA 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 LJVMA 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 LJVMA partnership. <input type="checkbox"/> Make sure partnerships are equitable and fair to all parties. <input type="checkbox"/> LJVMA 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 Partner and educate tourism community (SDTA, concierges, front desk staff, tour guides, etc.)

