



# LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## MONTHLY MEETING

13 March 2024 | La Jolla Riford Library

## AGENDA – MEETING MINUTES

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, Jordan Gafa, Elnaz Iraj, AJ Johnson, Katey Longo, Joline Mann, Mark MacDonald, Jason Peaslee, Japhet Perez Estrada, Bill Podway, Chad Taggart, Stephanie Thompson Dr. Maddie Wallace, Jodi Rudick (Executive Director).  <i>No absences.</i>	Action	AJ Johnson, Secretary
4.	<b>Approval of February Minutes</b> <i>Motion to approve minutes with edit: add in Scott Blaul's Tourism update. Bill Podway motions, AJ Johnson seconds. Passes unanimously.</i>	Action	Johnson
5.	<b>Non-Agenda Public Comments</b> <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 – January <i>Motion to approve: AJ Johnson motions, Japhet Perez Estrada seconds. Passes unanimously.</i></li> <li>Stimulus Grant Opportunity -</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>Mark MacDonald, Joline Mann sworn in by Emily Lynch, City of San Diego D1</li> </ol> </li> <li><b>Filling Board Vacancies</b> – Election of one new board member to fill seat vacated by Stephanie Thompson. Review applications have been received. <i>Jamie Mae Cheng, The Kitchen @MCASD was voted onto the Board of the La Jolla Village Merchants Association.</i></li> <li><b>Technology Upgrade</b> – VibeMap <i>-Motion to approve: Bill Podway motions, Elnaz Iraj seconds. Japhet Perez Estrada and AJ Johnson abstain. Passes unanimously.</i></li> </ol>	Action Action Action	Emily Lynch Perez Estrada Podway
8.	<b>Community Spotlight Presentation– County of San Diego Grant Program</b>	Information	Evan Bridgham
9.	<b>Merchant Engagement</b> <ol style="list-style-type: none"> <li><b>Volunteer of the Year Presentation</b> given to Ron Jones, Voice of La Jolla</li> <li>Next Gen Update - Event scheduled for April 4 at LIK Fine Art Gallery.</li> <li><b>Street Team Update</b> - First Street Team outreach events taking place on March 22 with Street Team Captains checking in around 2:00 PM near Pinpoint Cafe.</li> <li><b>Merchant Event Update</b> <ol style="list-style-type: none"> <li>March 26, 8:00 AM – 9:30 AM – Wake Up Your Business – Featuring a variety of business resource experts. The Living Room</li> <li>April – Business Breakfast with speaker, Jake Theoldore, Black X Marketing, Location Marketing Tactics to Launch You into Spring</li> <li>May – Mix and Mingle Happy Hour with Patrick Ahern, Village Real Estate Update, The Empress Garden Patio</li> <li>June –Wake up Your Business at International Shoppes hosted by Subterranean Cafe</li> </ol> </li> </ol>	Information Information Information	Rudick Johnson Perez Estrada

10.	<b>Promotions</b> <b>1) Trade partnership with La Jolla Playhouse WOW</b> (Without Walls) Festival. Action requested to proceed with partnership. <i>Motion to approve: Bill Podway motions, AJ Johnson seconds. Passes unanimously.</i> <b>2) Community Events tomorrow</b> , March 14. Volunteers are needed to attend. One La Jolla – La Jolla Town Council <b>3) Discover La Jolla Magazine Photo Shoot</b> , Interviews. LJVMA board members are on the feature story and on the cover of the magazine hitting mailboxes this Friday, March 15. Editor, Michael Maher asked everyone to share story ideas with him. <b>4) Monthly Tourism Update</b> with Scott Blaul. <i>Deferred until next month.</i> <b>5) Views of Nowruz March 19; 4:30</b> - Update from Elnaz. Event is beyond capacity. Elnaz expressed her appreciation for the sponsors and team pulling this event together. <b>6) Fashion Week Partnership</b> – Community Spring Fashion Show May 11 at The Living room <b>7) 3<sup>rd</sup> Annual Spring Forward Storytime Scavenger Hunt</b> – Recap, 70 families, approximately 100 children, 20 participating merchants. <b>8) Art Walk Themes and Partnerships</b> <ul style="list-style-type: none"> <li>• April – Planet Earth</li> <li>• May – Mama Mia</li> <li>• June – PRIDE</li> <li>• July – Red, White &amp; Blues (Partnership with Fashion Week San Diego)</li> <li>• August – Ocean</li> </ul>	Action  Information Information  Information Information Information  Information  Information Information	Kevin Taylor, La Jolla Playhouse/Rudick Bill Podway Karen Roque, La Jolla Town Council Michael Maher   Scott Blaul Elnaz Iraj  Rudick  Podway  Katey Longo, Vice President
11.	<b>Meeting Adjourn</b> – Next meeting to take place on April 10 at 4:00 at La Jolla Riford Library. <i>Meeting adjourned at approximately 5:52 pm.</i>	Action	Perez Estrada

# STRATEGIC PLAN 2024

ORGANIZATIONAL EXCELLENCE	MERCHANT ENGAGEMENT / PROFESSIONAL DEVELOPMENT	EVENT MARKETING	ADVERTISING/SOCIAL MEDIA
<p><b><u>Ways and Means</u></b></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><u>Associate Membership</u></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><u>Board Leadership Professionalism and Training</u></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>

