



MONTHLY MEETING

10 April 2024 | La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

1.	Call to Order - Monthly Board Meeting	Action	Katey Kalanges, Vice 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 Kalanges, Bill Podway, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director). To be sworn in: Jamie Mae Cheng	Action	AJ Johnson, Secretary
4.	Approval of March 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	Kalanges
6.	Organizational Excellence <ol style="list-style-type: none"> Swearing In <ul style="list-style-type: none"> • Jamie Mae Cheng • Stimulus Grant Award – Action to accept County of San Diego Stimulus Grant <ul style="list-style-type: none"> ○ Draft Budget <ul style="list-style-type: none"> ▪ Street Banners - ▪ Technology – Website, SEO, Vibe Map Premium Service ▪ Marketing/Social Media - ▪ Promotional Merchandise Associate Membership Update and Application Review Annual Executive Director Performance and Salary Review 	Action Action Action	Johnson Rudick Rudick Kalanges
7.	Financial Report <ul style="list-style-type: none"> • Approval of Financials – Financial • City Budget Process 	Action Information	Bill Podway, Treasurer Rudick
8.	1) Community Spotlight Presentation – San Diego Fashion Week - Posh on Prospect Fashion Week Partnership – Community Spring Fashion Show May 11	Information	Gwen Bates
9.	Merchant Engagement <ol style="list-style-type: none"> Next Gen Recap Street Team Update Technology Update Merchant Event Update <ol style="list-style-type: none"> April 23 – Business Breakfast with speaker, Jake Theodore, Black X Marketing, Rove Concepts, Breakfast donated by Brick and Bell; Location Marketing Tactics to Launch You Into Spring May 26 – Mix and Mingle Happy Hour with Patrick Ahern, Village Real Estate Update, The Empress Garden Patio June 25 –Wake up Your Business at International Shops hosted by Subterranean. July 23- Business Breakfast, Java Earth 	Information Information Information Information	Johnson Peaslee/Johnson Rudick Kalanges
10.	Promotions <ol style="list-style-type: none"> 2) Views of Nowruz Update 3) Monthly Tourism Update with Scott Blaul 	Information Information	Elnaz Iraj Scott Blaul

	<p>4) LJVMA Merch – Promotion and Fundraising</p> <p>5) Art Walk Themes and Partnerships</p> <ul style="list-style-type: none"> • May – Mama Mia • June – PRIDE • July – Red, White & Blues (Partnership with Fashion Week San Diego) • August – Ocean 	<p>Information Action Information</p>	<p>Rudick Longo</p>
<p>11.</p>	<p>Meeting Adjourn – Next meeting to take place on April 10 at 4:00 at La Jolla Riford Library</p>	<p>Action</p>	<p>Kalanges</p>

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 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.)

