



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
MONTHLY MEETING MINUTES

10 April 2024 | La Jolla Riford Library

AGENDA – MEETING MINUTES

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 Kalanges, Joline Mann, Mark MacDonald, Jason Peaslee, Japhet Perez Estrada, Bill Podway, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director). <i>Japhet Perez Estrada was absent.</i> To be sworn in: Jamie Mae Cheng	Action	AJ Johnson, Secretary
4.	Approval of March Minutes <i>Motion to approve: Jason Peaslee motions, Bill Podway seconds. Passes unanimously.</i>	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 1. Swearing In <ul style="list-style-type: none"> • Jamie Mae Cheng <i>Jamie Mae Cheng, The Kitchen at MCASD, is voted in as a member of the board and was sworn in by Brett Ward.</i> <ul style="list-style-type: none"> • Stimulus Grant Award – Action to accept County of San Diego Stimulus Grant <i>Motion to approve: AJ Johnson motions to approve, Scott Blaul seconds. Passes unanimously.</i> <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 <i>Motion to approve: Bill Podway motions, Jason Peaslee seconds. Passes unanimously.</i> 2. Associate Membership Update and Application Review 3. Annual Executive Director Performance and Salary Review	Action Action Action Information	Johnson Rudick Rudick Kalanges
7.	Financial Report <ul style="list-style-type: none"> • Approval of Financials – Financial <i>Motion to approve: Scott Blaul motions, Jo Cullen seconds. Passes unanimously.</i> <ul style="list-style-type: none"> • City Budget Process 	Action Information	Bill Podway, Treasurer Rudick
8.	1) Community Spotlight Presentation – San Diego Fashion Week - Push on Prospect Fashion Week Partnership – Community Spring Fashion Show May 11	Information	Gwen Bates
9.	Merchant Engagement 1. Next Gen Recap 2. Street Team Update 3. Technology Update 4. Merchant Event Update <ol style="list-style-type: none"> April 23 – Business Breakfast with speaker, Jake Theoldore, Black X Marketing, Rove Concepts, Breakfast donated by Brick and Bell; Location Marketing 	Information Information Information Information	Johnson Peaslee/Johnson Rudick Kalanges

	<p>Tactics to Launch You Into Spring</p> <p>b. May 26 – Mix and Mingle Happy Hour with Patrick Ahern, Village Real Estate Update, The Empress Garden Patio</p> <p>c. June 25 –Wake up Your Business at International Shops hosted by Subterranean.</p> <p>d. July 23- Business Breakfast, Java Earth</p>		
10.	<p>Promotions</p> <p>2) Views of Nowruz Update</p> <p>3) Monthly Tourism Update with Scott Blaul</p> <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</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Elnaz Iraj</p> <p>Scott Blaul</p> <p>Rudick</p> <p>Longo</p>
11.	<p>Meeting Adjourn – Next meeting to take place on April 10 at 4:00 at La Jolla Riford Library</p> <p><i>Meeting adjourned at approximately 5:06pm</i></p>	<p>Action</p>	<p>Kalanges</p>

