



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

Marketing Work Group Meeting

15 May 2024 | 12:00 PM | Mudoval Capital Management Group, 7855 Ivanhoe Ave Suite 210, La Jolla, CA 92037

AGENDA – Marketing Work Group

1.	Call to Order - Monthly Board Meeting	Action	Katey Kalenges, Vice President
2.	Roll Call -	Action	AJ Johnson, Secretary
3.	Non-Agenda Public Comments	Information	Johnson
4.	1. Share marketing proposals received by May 13 deadline. Present executive summary of prospective firms. 2. Review Marketing Proposals Received by May 13 Deadline. Action to award marketing agreement to selected firm(s) based on feedback from group.	Information	Jodi Rudick, Executive Director
		Action	Kalenges
5.	Meeting Adjourn	Action	Kalenges

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 si Star, Queen Bee, 	<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.)

