



MONTHLY MEETING

08 May 2024 | La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

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, Jamie Mae Cheng, 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:	Action	AJ Johnson, Secretary
4.	<b>Approval of April Minutes</b>	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>Organizational Excellence</b> <ol style="list-style-type: none"> <li><b>1. Associate Membership Update and Application Review</b></li> <li><b>2. Annual Executive Director Performance and Salary Review</b></li> <li><b>3. Summer Interns</b></li> <li><b>4. Lightline and Holiday Lights – Maintenance Recommendations</b></li> </ol>	Action Action Information Information	Johnson Katey Kalanges, Vice President Rudick Perez Estrada
7.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>• <b>Approval of March Financials – Financial</b></li> <li>• <b>City Budget Process Update</b> – Final BID Budget is going before Council this Monday at 2:00 PM. Join us to support our BIDs! Group is taking the trolley downtown.</li> <li>• <b>County Grant Funds (\$50,000)</b> have been received – Review proposed budget and recommendation. Action requested to accept budget and schedule task force meeting to select marketing firm(s) on May 15 to review proposals from marketing firms. Time to be determined by task force members. <ul style="list-style-type: none"> <li>○ Promotional Products</li> <li>○ Website redesign and hosting (3 years)</li> <li>○ Vibe Map Year One (Events, Business Directory, Digital Passports)</li> <li>○ Banner Refresh – Skinny Banners</li> <li>○ Upgrade Seasons Greetings to LED</li> <li>○ Hire Firm(s) to elevate digital marketing or public relations.</li> </ul> </li> </ul>	Action Information Action	Bill Podway, Treasurer Rudick Kalanges
8.	<b>Community Spotlight Presentation</b> -- Las Patronas	Information	
9.	<b>Merchant Engagement</b> <ol style="list-style-type: none"> <li><b>1. Next Gen Recap and Update</b></li> <li><b>2. Street Team Update</b></li> <li><b>3. Technology Update</b></li> <li><b>4. Merchant Event Update</b> <ol style="list-style-type: none"> <li><b>a. May 28</b> – Mix and Mingle Happy Hour with Patrick Ahern, Village Real Estate Update, The Empress Garden Patio with food hosted by Manhattan</li> <li><b>b. June 25</b> –Wake up Your Business at International Shops hosted by Subterranean.</li> <li><b>c. July 23-</b> Business Breakfast, Java Earth</li> </ol> </li> </ol>	Information Information Information Information	Johnson Johnson Rudick Perez Estrada

10.	<p><b>Promotions</b></p> <ol style="list-style-type: none"> <li>1) <b>Posh on Prospect Fashion Show</b> – Please purchase tickets to support the event! Great way to spend time with friends and family and support LJVMA and our merchants at a world class event.</li> <li>2) <b>San Diego County Fair</b> – Complimentary Booth – Choose one or multiple days to exhibit in the Community Resource Arena</li> <li>3) <b>Monthly Tourism Update</b> with Scott Blaul</li> <li>4) <b>LJVMA Merch – Promotion and Fundraising</b> – Online Printify store has been added to website. Former Board Member, Gabby Guevarra, owner of Blue Apparel located on Prospect will sell/retail merchandise, track sales and make recommendations. Project will be reviewed following summer sales cycle.</li> <li>5) <b>Art Walk Themes and Partnerships</b> <ul style="list-style-type: none"> <li>• <b>June</b> – PRIDE</li> <li>• <b>July</b> – Red, White &amp; Blues (Partnership with Fashion Week San Diego)</li> <li>• <b>August</b> – Ocean</li> <li>• <b>September</b> – Learn – Reach out to school foundations and groups</li> </ul> </li> </ol>	<p>Information</p> <p>Action</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Rudick</p> <p>Rudick</p> <p>Scott Blaul Rudick</p> <p>Katey Kalanges</p>
11.	<p><b>Meeting Adjourn</b> – Next meeting to take place on June 12 at 4:00 at La Jolla Riford Library</p>	<p>Action</p>	<p>Perez Estrada</p>

# 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> 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 Research and share best resources with members to assist with business success (5 Star, Queen Bee, etc.)</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 Partner and educate tourism community (SDTA, concierges, front desk staff, tour guides, etc.)</li> </ul>

