



LA JOLLA VILLAGE MERCHANTS ASSOCIATION  
**MONTHLY MEETING MINUTES**

08 May 2024 | La Jolla Riford Library

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).  <i>Absent: Joline Mann</i>	Action	AJ Johnson, Secretary
4.	<b>Approval of April Minutes</b>  <i>Motion to approve: Bill Podway motions, Klara Chavarria seconds, Japhet abstains, 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>Organizational Excellence</b> <ol style="list-style-type: none"> <li><b>1. Associate Membership Update and Application Review</b> <i>Motion to approve: Bill Podway motions, Mark MacDonald seconds, passes unanimously.</i></li> <li><b>2. Annual Executive Director Performance and Salary Review</b> <i>Motion to approve: AJ Johnson motions, Klara Chavarria seconds, vote passes unanimously.</i></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> <i>Motion to approve: Katey Longo motions, Scott Blaul seconds, vote passes unanimously.</i></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</b> (\$50,000) 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> <i>Motion to approve: Bill Podway motions, Katey Longo seconds, vote passes unanimously.</i>  <i>Voted to accept and create small group to accept and meet on Wednesday (5/15)</i>	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> </ol>	Information	

	<p>2. <b>Street Team Update</b></p> <p>3. <b>Technology Update</b></p> <p>4. <b>Merchant Event Update</b></p> <p>a. <b>May 28</b> – Mix and Mingle Happy Hour with Patrick Ahern, Village Real Estate Update, The Empress Garden Patio with food hosted by Manhattan</p> <p>b. <b>June 25</b> –Wake up Your Business at International Shops hosted by Subterranean.</p> <p>c. <b>July 23-</b> Business Breakfast, Java Earth</p>	<p>Information Information Information</p>	
<p>10.</p>	<p><b>Promotions</b></p> <p>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.</p> <p>2) <b>San Diego County Fair</b> – Complimentary Booth – Choose one or multiple days to exhibit in the Community Resource Arena</p> <p><i>Motion to approve: Jason Peaslee motions, Scott Blaul seconds, passes unanimously.</i></p> <p>3) <b>Monthly Tourism Update</b> with Scott Blaul</p> <p>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.</p> <p>5) <b>Art Walk Themes and Partnerships</b></p> <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>	<p>Information</p> <p>Action</p> <p>Information Information</p> <p>Information</p>	<p>Rudick</p> <p>Rudick</p> <p>Scott Blaul Rudick</p> <p>Katey Kalanges</p>
<p>11.</p>	<p><b>Meeting Adjourn</b> – Next meeting to take place on June 12 at 4:00 at La Jolla Riford Library</p> <p><i>Meeting adjourned at approximately 5:08pm</i></p>	<p>Action</p>	<p>Perez Estrada</p>