



MONTHLY MEETING

12 June 2024 | La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

1.	Call to Order - Monthly Board Meeting	Action	Japhet Perez Estrada, President
2.	Pledge of Allegiance		
3.	Roll Call - 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).	Action	AJ Johnson, Secretary
4.	Approval of May 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	Perez Estrada
6.	Organizational Excellence <ol style="list-style-type: none"> Election Timeline – Executive board discussed the pros and cons of changing the election process for the coming year. It was decided that since participation was higher than ever before, the process would remain the same. Multiple days for voting in person. While online voting might be convenient, those who take the time to vote in person get a chance to meet board members, each other and engage. Many of the people who voted in person have become active members of the association due to face-to-face interactions during elections. Golf cart rides will again be offered along with pastries and coffee. Annual Bylaws Review completed by Executive Board Associate Membership Update and Application Review UCSD Athletics Banner Approval – Application was submitted by UCSD Athletic Department to sponsor the year-round skinny banners as well as add 9 additional banners to Torrey Pines. Requesting a minimum 3-year agreement. Action request to accept sponsorship from UCSD Athletics. 	Action Action Action	Perez Estrada Rudick Rudick Rudick
7.	Financial <ul style="list-style-type: none"> • Approval of April and May Financials • County Grant Funds – Final Paperwork has been submitted. All funds were spent within the timeline. Black X Marketing was selected to lead marketing efforts. 	Action Information	Bill Podway, Treasurer Rudick
8.	Community Spotlight Presentation – July 4th Drone Show	Information	Bill Kellogg, President, La Jolla Beach and Tennis Club
9.	Merchant Engagement <ol style="list-style-type: none"> Next Gen Update – Upcoming Next Gen Networking Event Dates <ol style="list-style-type: none"> June 27 @ Rove Concepts – 5:30 - Street Team Update Merchant Event Update <ol style="list-style-type: none"> June 25 –Wake up Your Business at International Shops hosted by Subterranean Coffee July 23- Business Breakfast, Java Earth August 27 – Mix and Mingle September 24 or September 26 – Next Gen (Tentative) 	Information Information	Perez Estrada Jason Peaslee Perez Estrada

	e. October 22 – Business Breakfast f. November 26 – Holiday Happy Hour with Next Gen g. December – No Event		
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10.	Promotions 1) Review of Marketing Plan with Jake Theoldore, Black X Marketing 2) San Diego County Fair – Will be exhibiting on four days. Interns to run project. All board members are welcome to join. Looking for giveaways, promotional items for booth. Suggestion to restaurants to give \$10 gift cards. Great motivator to bring people to La Jolla. 3) Posh on Prospect Fashion Show – Attracted 155 people, great media coverage and content. 4) Monthly Tourism Update 5) Art Walk Themes and Partnerships <ul style="list-style-type: none"> • July – Red, White & Blues (Partnership with Fashion Week San Diego) • August – Ocean – Sustainability, water quality, etc. • September – Learn – Reach out to school foundations and groups including UCSD • October – Spirits • November – Gratitude • December – Holidays, possible partnership with Modern Luxury Magazine. 	Information Information Information Information Information	Jake Theoldore Rudick Rudick Scott Blaul Katey Kalanges
11.	Meeting Adjourn – Next meeting to take place on July 10 at 4:00 at La Jolla Riford Library	Action	Perez Estrada

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.)

