



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
 MONTHLY MEETING MINUTES

10 July 2024 | La Jolla Riford Library

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 Kalanges, Joline Mann, Mark MacDonald, Jason Peaslee, Japhet Perez Estrada, Bill Podway, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director). <i>Absent: Jo Cullen, Elnaz Iraj, Mark MacDonald, Chad Taggart</i>	Action	AJ Johnson, Secretary
4.	Approval of June Minutes <i>Motion to approve: Scott Blaul motions, Bill Podway seconds, AJ Johnson abstains, 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	Perez-Estrada
6.	Organizational Excellence <ol style="list-style-type: none"> Letter of Support Request from Art and Wine Festival <i>Motion to approve: Bill Podway motions, Jason Peaslee seconds, passes unanimously</i> Associate Membership Update and Application Review 	Action Action	Laurel McFarlane Johnson
7.	Financial Report <ul style="list-style-type: none"> • Approval of June/End of Year Financials <i>Motion to approve: Scott Blaul motions, Katey Kalanges seconds, passes unanimously</i> • County Grant Paperwork was sent and the county confirmed that everything has been accepted and our "case has been closed." 	Action Information	Bill Podway, Treasurer Rudick
8.	Community Spotlight Presentation --	Information	
9.	Merchant Engagement <ol style="list-style-type: none"> Next Gen Recap – 70+ people attended with more seven sponsors providing the food and beverage. Huge thanks to Rove Concepts for the fantastic location PLUS they donated a \$1000 Chair. Other sponsors: Cherry Wine, Piazza 1909, Lobster West, Empanada Kitchen, Grazing Picnic Co., Kove, Topo Chico Street Team Update – Review new one sheet flyer and LJVMA Calendar Merchant Event Update <ol style="list-style-type: none"> Tuesday, July 23- Business Breakfast, Java Earth Tuesday, August 27 – Next Gen Happy Hour – 6-8pm PM Location: Modernist Cuisine Gallery Tuesday, September 24 – Mix and Mingle (all ages) 4:30-6:00 PM Location TBD Tuesday, October 22 – Business Breakfast (Chateau La Jolla – tentative) 8 – 9:30 AM Tuesday, November 21 – Next Gen Happy Hour – 6 – 8:00 PM (Kick Off the Holidays Happy Hour) Location TBD. Holiday Mixer – Three Options: Tuesday, December 2, Thursday, December 5 – 5 –7:00 PM OR host holiday Mixer immediately following the December 11 Board Meeting. Location TBD. 	Information Information Information Information	Johnson Roger Roman Rudick Kalanges

10.	<p>Promotions</p> <p>1) San Diego County Fair – Recap – A huge thanks to Rachel Abbott, Intern who was the coordinator of the projects. 6 other interns also volunteered at the booth which was a great success.</p> <p>2) Monthly Tourism Update with Scott Blaul</p> <p>3) Art Walk Themes and Partnerships</p> <ul style="list-style-type: none"> • August – Ocean – Intern Nina Pignatello is leading the outreach with Partnerships • September – Learn – Reach out to school foundations and groups including UCSD • October – Spirits (Partnership with San Diego Spirit Festival) • November – Gratitude (Non- profits and community organizations) • December - Holidays 	<p>Information</p> <p>Information</p> <p>Information</p>	<p>Rudick</p> <p>Scott Blaul</p> <p>Kalanges</p>
11.	<p>Meeting Adjourn – Next meeting to take place on August 14 at 4:00 at La Jolla Riford Library</p> <p><i>Meeting adjourned at approximately 5:17 pm</i></p>	<p>Action</p>	<p>Kalanges</p>

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.)

