

MONTHLY MEETING

12 June 2024 | La Jolla Riford Library AGENDA – MONTHLY BOARD MEETING

•	Call to Order - Monthly Board Meeting	Action	Japhet Perez
			Estrada, President
•	Pledge of Allegiance		
•	Roll Call - Scott Blaul, Jamie Mae Cheng, Jo Cullen, Jordan Gafa, Elnaz Iraj, Katey	Action	K. Longo VP
	Longo, Joline Mann, Mark MacDonald, Jason Peaslee, Japhet Perez-Estrada, Bill		
	Podway, Chad Taggart, Jodi Rudick (Executive Director)	A	K 1
•	Approval of May Minutes	Action	K. Longo
	Motion to approve minutes: Bill Podway / Second : Katey Longo / Joline Mann - Abstained. Motion Passed		
•	Non-Agenda Public Comments	Information	Perez Estrada
	Updates from Community/Political Leaders		
	All other public comments (limited to one minute)		
•	Organizational Excellence		
	• Election Timeline – Executive board discussed the pros and cons of changing the	Action	Perez Estrada
	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.		
	 Motion to approve timeline as submitted: Jason Peaslee / Second: Katey Longo / Motion Passed unanimously. 	Action	Rudick
	Annual Bylaws Review completed by Executive Board	Action	Rudick
	 Motion to accept current bylaws as reviewed on June 5: Jason Peaslee / Second: Scott Blaul / Motion Passed unanimously. 		
	Associate Membership Update and Application Review	Action	Rudick
		ACTION	RUUICK
	 Motion to approve Associate Memberships : Katey Longo / Second Bill Podway / Motion Passed 		
	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.		
	 Motion to accept UCSD as sponsor: Bill Podway / Second: Mark 		
	MacDonald / Motion Passed / Japhet Perez Estrada Abstained (UCSD		
	employee).		
•	Financial		
	Approval of April and May Financials	Action	Bill Podway,
	• Motion: Katey Longo / Second: Scott Blau / Motion Passed unanimously.		Treasurer
	County Grant Funds – Final Paperwork has been submitted. All funds were	Information	Rudick
	spent within the timeline. Black X Marketing was selected to lead marketing		
	efforts.		

	Community Spotlight Deconstation July 4th Decos Show	Information	
•	Community Spotlight Presentation – July 4 th Drone Show Drone show this year will have 200 drones, launched from the Beach and Tennis Club Lawn. Show will be lasting 15 minutes and will have a180 degree rotation this year enabling it to be seen from the Cove and Kellogg Park. Looking for donations. Donate Now to <u>www.ljsteam.org</u> . (tax deductible). Questions	Information	Bill Kellogg, President, La Jolla Beach and Tennis Club
	call Bill Kellogg at 858-735-6500. Please help to make this a new tradition for our community.		
•	Merchant Engagement		
	 Next Gen Update – Upcoming Next Gen Networking Event Dates June 27 @ Rove Concepts – 6 – 8 PM 	Information	Perez Estrada
	Street Team Update Novt Mosting: July 20th 2024 @ 2:20mm / Most at the Cattage		
	 Next Meeting: July 20th, 2024 @ 2:30pm / Meet at the Cottage Merchant Event Update (tentative) 	Information	Jason Peaslee
	 June 25 – Wake up Your Business at International Shops hosted by Subterranean Coffee July 23- Business Breakfast, Java Earth August 27 – Mix and Mingle 	Information	Perez Estrada
	 September 24 or September 26 – Next Gen (Tentative) October 22 – Business Breakfast November 26 – Holiday Happy Hour with Next Gen December – No Event 		
•	Promotions		
	• Review of Marketing Plan with Jake Theoldore, Black X Marketing. Jake gave	Information	Jake Theoldore
	an overview of the marketing plan: Focusing on Street-by-Street Marketing to		
	focus on all areas of the Village, giving visitors a reason to walk around. We will		
	have a Branded Style. Focus will be on La Jolla by the Sea.com, \$4.95 Parking		
	Pass. There will be a recap every Friday. Interns will be in "lanes" focusing on their interests and experiences. Black X will have a 17-member team working		
	on La Jolla marketing.		
	 San Diego County Fair – Will be exhibiting on June 26 and July 3. Interns to run 		
	project. All board members are welcome to join. Looking for giveaways,	Information	Rudick
	promotional items for booth. Suggestion to restaurants to give \$10 gift cards.		
	Great motivator to bring people to La Jolla. LJVMA will be at the fair June 26 and July 3		
	• Posh on Prospect Fashion Show – Attracted 155 people, great media coverage and content.		
	Monthly Tourism Update - 62% Occupancy Rate for May in La Jolla. \$300 per night		
	average room rate. La Jolla #4 tourist destination in San Diego , tied with Coronado.	Information	Scott Blaul
	1 of 8 people employed in the tourism industry in San Diego.		
	Art Walk Themes and Partnerships		
	• 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 	Information	Katey Kalanges
	October – Spirits		
	 November – Gratitude 		
	 December – Holidays, possible partnership with Modern Luxury Magazine. 		
•	Meeting Adjourn – Next meeting to take place on July 10 at 4:00 at La Jolla Riford	Action	Perez Estrada
	Library		