



MONTHLY MEETING

14 August 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 July 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"> 1. Associate Membership Update and Application Review 2. Annual Report Presentation 3. Election Update 4. Survey Update 	Action Action Information	Johnson Jodi Rudick, Executive Director
7.	Financial Report <ul style="list-style-type: none"> • Approval of July Financials (if finalized) 	Action	Bill Podway, Treasurer
8.	Community Spotlight Presentation –	Information	
9.	Merchant Engagement <ol style="list-style-type: none"> 1. Next Gen – Next Event scheduled for August 27 at Modernist Cuisine from 6 – 8 PM with afterparty at Aldea. Food and beverage sponsors: Aldea, Subterranean Café, Kove, Jewels of Ipanema (wine). Looking for door prizes. 2. Street Team Update – Next Outing will focus on surveys 3. Review LJVMA Events Calendar Through Year End 4. Merchant Event Update <ol style="list-style-type: none"> a. Tuesday, August 27 – Next Gen at Modernist Cuisine b. Tuesday, September 24 – Mix and Mingle at Spiro’s c. October 22 – Business Breakfast - Chateau La Jolla d. November 19 – Next Gen (Location TBA) e. December 3 – Mingle and Jingle Holiday Party (Location TBA) 	Information Information Information Information	Johnson Johnson Rudick Kalanges
10.	Promotions <ol style="list-style-type: none"> 1) Booth at La Jolla Open Aire Market –Thanks to interns and Elnaz who staffed booth on Sunday July 21. Great interaction and response from attendees. 2) Vibe Map Update – New Event Calendar launched on August 1, business Listings have been updated and edited. If you see a new business in the village let us know so we can make sure to share the information with Jodi to make sure they are listed on the calendar. 3) Monthly Tourism Update with Scott Blaul 4) Art Walk Themes and Partnerships <ul style="list-style-type: none"> • 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 • January – Beauty and the Beach 	Information Information Information Information	Elnaz Rudick Scott Blaul Kalanges

11. Meeting Adjourn – Next meeting to take place on August 14 at 4:00 at La Jolla Riford Library	Action	Kalanges
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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 checked="" type="checkbox"/> Create La Jolla by the Sea branded merchandise. <input checked="" type="checkbox"/> Actively promote jigsaw puzzle sales <input checked="" type="checkbox"/> Find Year-Round Banner Sponsor <p><u>Associate Membership</u></p> <ul style="list-style-type: none"> <input checked="" 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 checked="" type="checkbox"/> Secure Additional Grant Funds (County Community Enhancement Grant) <input checked="" 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 checked="" type="checkbox"/> Partner with other Community Groups to offer training (DEI) <input checked="" type="checkbox"/> Consistent BOD onboarding process <p>Bylaws Update</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Modernize election process 	<p>Welcome Packet</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Update <input checked="" type="checkbox"/> Consistent distribution <p>LJVMA Website Proficiency</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> BOD to know information and how to navigate. <p>NextGen Program</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Develop/host regional networking event to attract young professionals from the region. <input checked="" type="checkbox"/> Create LJVMA NextGen Leadership Group <p>Merchant Communication/Education</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Block Captains – Re-launch program to keep merchants informed and connected. <input checked="" 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 checked="" type="checkbox"/> Quarterly Business Breakfasts <input checked="" type="checkbox"/> Quarterly Happy Hour <input type="checkbox"/> Quarterly Marketing Workshops <p>Membership Engagement</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Continue to increase attendance at monthly meetings with guest speakers, hot topics <input checked="" type="checkbox"/> Build on success of holiday event <input checked="" type="checkbox"/> Research and share best resources with members to assist with business (5 Star, Queen Bee) 	<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 checked="" type="checkbox"/> Keep themes fresh and new with partnerships. <input checked="" type="checkbox"/> Actively promote VIP Experiences <p>Bring New Community Events to La Jolla Village</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Nowruz Celebration in conjunction with Persian Business Owners <input checked="" type="checkbox"/> Fashion Week Partnership <p>Arts and Culture Activities to LJVMA Offerings</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Actively promote all La Jolla tours <input checked="" type="checkbox"/> Use AI to assist with writing. <p>Merchant Cross promotion and collaborations</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Use Art Walk model for other business categories (fashion) <input checked="" 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 checked="" type="checkbox"/> Continue best practices such as promoting local events/businesses with tags; increasing interaction to and from business accounts. <input checked="" type="checkbox"/> Connect with Influencers – local, regional, and national <p>SEO Improvement</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Use blog to improve SEO. Expand Blog Content to promote events of interest to wider audience. <input checked="" 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 checked="" type="checkbox"/> Ensure 3rd party events are inclusive of all LJVMA members that wish to be included. <input checked="" type="checkbox"/> Review and adhere to 3rd Party Event Agreement Template <input checked="" type="checkbox"/> Sell and educate event promoters on the value of LJVMA partnership. <input checked="" type="checkbox"/> Make sure partnerships are equitable and fair to all parties. <input checked="" 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 checked="" type="checkbox"/> Use signage/directories to guide people to the Village. <input checked="" type="checkbox"/> Educate visitors about where businesses are located <input checked="" type="checkbox"/> Partner and educate tourism community (SDTA, concierges, front desk staff, tour guides, etc.)

