



MEETING MINUTES

11 September 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 Longo, Joline Mann, Mark MacDonald, Jason Peaslee, Japhet Kalanges, Bill Podway, Chad Taggart, Dr. Maddie Wallace, Jodi Rudick (Executive Director). <i>Absent: Klara Chavarria, Jordan Gafa, Mark MacDonald, Japhet Perez Estrada, Chad Taggart.</i>	Action	AJ Johnson, Secretary
4.	Approval of August Minutes <i>Motion to approve: Bill Podway motions, Elnaz Iraj seconds, Jason Peaslee 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 1. Associate Membership Update and Application Review <i>Motion to approve: AJ Johnson motions, Bill Podway seconds. Passes unanimously.</i> 2. Resignation of Board Member, Jordan Gafa <i>Motion to approve: Jo Cullen motions, Katey Longo seconds. Passes unanimously.</i> 3. Election Update – Sample Ballots 4. Candidate Forum – Each Candidate will have two minutes to share their experience and vision for LVMA.	Action Information	Johnson Jodi Rudick, Executive Director
7.	Financial Report <ul style="list-style-type: none"> • Approval of July Financials <i>Motion to approve: Scott Blaul motions, Jason Peaslee seconds. Passes unanimously.</i>	Action	Bill Podway, Treasurer
8.	Season's Greetings Sign – Background info: This sign has been historically paid for, maintained and installed by LVJMA on the bridge at Torrey Pines and La Jolla Shores. The bridge is not in the La Jolla BID/Banner District but rather in the La Jolla Shores Banner District. Other organizations also have hung banners on the bridge for many years. Earlier this year a member of the CPA questioned whether these banners/signs were permitted. Historically installation of the sign has been paid for and contracted by LVJMA. New concerns about permitting have led to a review of the situation by the installation contractor, SD Street Banners. Question: Should LVJMA continue to pay for and install Seasons Greeting sign? This decision will be shared with La Jolla Shores Association. <i>Motion to approve: Katey Longo motions, Scott Blaul seconds. Passes unanimously.</i>		
8.	Community Spotlight Presentation – Spirits Festival	Information	Liz Edwards
9.	Merchant Engagement 1. Next Gen Recap – Over 100 attendees. Great response. 2. Street Team Update – Looking for additional volunteers. 3. Merchant Event Update	Information	Johnson

	<ul style="list-style-type: none"> a. Tuesday, September 24 – Mix and Mingle at Spiro’s b. October 22 – Business Breakfast - Chateau La Jolla c. November 19 – Next Gen – Le Coq d. December 3 – Mingle and Jingle Holiday Party (Location TBA) 	Information Information Information	Johnson Rudick Kalanges
10.	<p>Promotions</p> <ul style="list-style-type: none"> 1) Vibe Map Digital Passport Update 2) Monthly Tourism Update with Scott Blaul 3) Art Walk Themes and Partnerships <ul style="list-style-type: none"> • October – Spirits (Partnership with San Diego Spirit Festival) • November – Gratitude (Non- profits and community organizations) • December – Holidays • January – New Year. New You. Beauty Inside and Out. 	Information Information Information	Rudick Scott Blaul Kalanges
11.	<p>Meeting Adjourn – Next meeting to take place on August 14 at 4:00 at La Jolla Riford Library <i>Meeting adjourned at approximately 5:19 pm.</i></p>	Action	Kalanges

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 Review</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 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 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.)

