



MONTHLY MEETING

13 November 2024 / 4:00 PM / La Jolla Riford Library

AGENDA – MONTHLY BOARD MEETING

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1.	Call to Order - Monthly Board Meeting.	Action	Perez Estrada, President
2.	Roll Call	Action	AJ Johnson, Secretary
3.	Approval of September Minutes	Action	Johnson
4.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> • Updates from Community/Political Leaders • All other public comments (limited to three minutes) 	Information	Perez Estrada
5.	Organizational Excellence <ol style="list-style-type: none"> Swearing In of Newly Elected and Re-elected Board. Annual collection of documents from all board members: Signed swearing in statement, conflict of interest. Remember that all board members need to annually complete ethics training. Jodi will reach out individually to those with missing docs of information. Election of Officers <ol style="list-style-type: none"> President Vice President Treasurer Secretary Approval of Associate Membership Applications 	Action Action Action	Latrell Crenshaw Latrell Crenshaw Johnson
6.	Financial Report <ul style="list-style-type: none"> • Approval of Financials – September • Grant Updates – Three Awards! <ul style="list-style-type: none"> ○ Notification of CPPS Grant form City of San Diego - \$2500 for Nowruz. Huge thanks to Emily Lynch and Council President Pro Tem, Joe La Cava for supporting LJVMA. Of 296 Applicants 179 Community Organizations received funding totaling almost \$820,000. Take a look a the complete list of Awards granted can be seen at link below. Funds will be received by March 2025. https://www.sandiego.gov/sites/default/files/2024-10/fy25-cpps-award-list-boy-public.pdf. Thank you letter has been sent to D1 team for their support. ○ Notification that we will receive a Neighborhood Redevelop Program (NRP Grant in the amount of \$15,000 to add sustainability efforts to LJVMA events including Art Walk. Details will follow. Action requested to accept ○ State Special Event Grant Funds have been received. Funds will be specifically use for expenses related to Special Events including décor, entertainment and marketing. Funds to be spent on upcoming event costs as well as contracting with Event Marketing Firm, Community Marketing. Action to accept funds \$40,404. Action requested to accept the three awards. 	Action Action Action	Podway, Treasurer Podway Podway
7.	Community Spotlight – Candy DeMoura, La Jolla Food Drive	Information	Candide DeMoura
8.	Design and Beautification – Holiday Décor will go up mid-November prior to Holiday Open House. We’ve purchased additional décor to replace décor that is beyond repair and to add Holiday Décor to Silverado Avenue.	Information	Perez Estrada

9.	<p>Merchant Engagement</p> <ol style="list-style-type: none"> 1. Business Breakfast at Chateau La Jolla was attended by 44 people including several residents. 2. Next Gen is November 19 at Le Coq. Even is almost sold out so please reserve your spot if you haven't already. 3. Holiday Mingle and Jingle is on December 3 at CJ Charles from 4:30 – 6:30 PM 4. Upcoming Networking Event Dates (PLEASE lock these dates in your calendar.) <ol style="list-style-type: none"> a. January 28, 2025; 8:00 to 9:30 AM - Business Breakfast featuring Estelle & Kennedy attorneys. <i>Ask Ernie the Attorney!</i> b. February 25, 2025; 6:00 to 8:00 PM – Next Gen Networking Event c. March 25; 4:30 to 6:00 – Mix and Mingle Happy Hour d. April 22, 8:00 – 9:30 AM; Business Breakfast, featuring Visit California's Kelly Wells. 	Information	Perez Estrada
10.	<p>Promotions -</p> <ol style="list-style-type: none"> 1) Digital Marketing/Social Media Update – Commune Marketing has taken over social media marketing and public relations as of November 1 taking on Black X marketing's role. 2) Holiday Open House - November 24, 11 – 4 PM– 20 Businesses (more than ever before) on Girard and Silverado are taking part in this year's event that will include advertising in La Jolla Light, social media campaign, entertainment, prizes, visits from Santa and Mrs. Claus, demonstrations and so much more. It is not too late to get involved. LJVMA supports the event with printing, promotion and this year, additional entertainments. Led by Adelaide's Jerry Parent. Ads have begun running in La Jolla Light. Make sure to put this event on your calendars! 3) Art Walk Themes <ul style="list-style-type: none"> • November – Gratitude – Six non-profit organizations tabled at galleries. • December – Holidays • January – Beauty Inside and Out • February – Love 	Information	Jess Voltaire, Commune Marketing
		Information	Johnson
		Information	Klara Chavarria
11.	<p>Adjourn Meeting – Next meeting will take place December 10 at a special time (3:30) as it is our Annual Strategic Planning meeting. This fun and important meeting is where we brainstorm and prioritize our plans for 2025. Please invite others to join you!</p>	Action	Perez Estrada