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7.	Merchant Engagement 1. Upcoming and Recap Events (Typically occur 4 th Tuesday of Each Month) <ol style="list-style-type: none"> Three ribbon cuttings took place in the past month: Unscripted Spaces, Think Tank for Children, Parfait La Jolla. Congrats to all new businesses. Over 80 people attended the March 27 Mix and Mingle at The Kitchen@MCASD. Thanks to Carrington for providing all attendees with complimentary admission to MCASD as well as Jamie and Tracey for the venue, drinks and delicious hand passed appetizers. April 22 – La Valencia, Business Breakfast with Tourism Update featuring Kelly Wells, Visit CA May 27 (Tuesday) – Next Gen – 6 – 8 PM, Unscripted Spaces June 24 – Mix and Mingle Happy Hour Concetta Antico Salon of Art Gallery, 4:30 PM to 6:30 PM. Looking for food and beverage sponsors. July 23 – Business Breakfast 	Information	Johnson
8.	Promotions and Events 1) Views of Nowruz – The sold-out event was a smash success. Elnaz and her crew delivered at every level. 2) Social Media Update – Discussion of new milestones, analytics, possible new platforms, and opportunities to get involved 3) Third Party Event Partnerships <ol style="list-style-type: none"> WOW Festival with La Jolla Playhouse: April 24 – 27 Concours d’Elegance: April 25 - 27 4) Art Walk Themes – All themes are listed on the Event Calendar and on Our Blog <ul style="list-style-type: none"> February 7 – Love March 7 – Luck April 4– Earth Days May 2 – Mama Mia! (We are Family!) June 6– PRIDE July 11– Red, White & Blues (July 4 is the first Friday, move to 2nd Friday – July 11. Consider theme change.) August 1 – Ocean September 5 – Learn October – 3 – Spirits November 7 – Gratitude December 5 - Holidays 	Information Information Information	Elnaz Iraj, Vice President Commune Marketing Klara Chavarria
9.	Adjourn the DEI Training Next Executive Board Meeting will take place on May 1 at the LJVMA Offices. (One week earlier than usual timeline.) Next Regular Board/Membership Meeting is May 14 2025, at La Jolla Riford Library		Johnson