

LA JOLLA VILLAGE MERCHANTS ASSOCIATION MONTHLY MEETING AGENDA

Our mission: We bring business to La Jolla Village businesses.

9 April 2025 | Empress Hotel | 3:45 - 4:00 Networking | 4:00 – 5:00 Meeting | DEI Training to Follow

AGENDA – MONTHLY BOARD MEETING

4	Call to Cordon Marship Board Marship	A -4:	A L 1 - l
1.	Call to Order - Monthly Board Meeting	Action	AJ Johnson
2.	Roll Call - Scott Blaul, Secretary; Klara Chavarria; Jamie Mae Cheng; , Ernesto Carrola, Esq.; Elnaz Iraj, Vice President; AJ Johnson, President; Carrington Kelso; Mark McDonald; Joline Mann; Gene Padigos, Jr.; Jason Peaslee; Japhet Perez Estrada; Bill Podway, Treasurer; Chad Taggart, Dr. Jodi Rudick (Executive Director)		Scott Blaul, Secretary
3.	Approval of March Minutes	Action	Blaul
4.	Non-Agenda Public Comments Updates from Community/Political Leaders All other public comments (limited to two minutes)	Information	Johnson
5.	Financial Report • Approval of Financials – February 2025	Action	Bill Podway, Treasurer
6.	Organizational Excellence ■ Review self-nominations for open board seat. 区 Reynaldo Castillo 区 others	Action	Johnson
	 Associate Membership Approval – Hotel La Jolla By-laws review – Update and Timeline: March 14 – Bylaws will be posted and made accessible as a shared Google Doc. March 28 – Final day for the Bylaws Working Group to submit comments or suggested edits on the Google Doc. April 2, 1:00 PM – Bylaws Working Group will meet at the LIVMA Office to review and discuss edits. The suggestion is to keep the bylaws as with some minor changes	Action	Johnson Blaul
	 DEI In-Person Training will take place following today's meeting hosted by NCRC (National Conflict Resolution Center) from 5:00 – 6:30. A huge thanks to Roberta and Chef Stefano, Piazza 1909, for again sponsoring our Italian Dinner for tonight's meeting. All are welcome to stay for the training. Annual Staff Performance Review – The Executive committee has completed and distributed Jodi Rudick's performance review and recommendations. 	Information Action	Johnson

7.	Merchant Engagement		
	 Upcoming and Recap Events (Typically occur 4th Tuesday of Each Month) a. Three ribbon cuttings took place in the past month: Unscripted Spaces, Think Tank for Children, Parfait La Jolla. Congrats to all new businesses. b. 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. c. April 22 – La Valencia, Business Breakfast with Tourism Update featuring Kelly Wells, Visit CA d. May 27 (Tuesday) – Next Gen – 6 – 8 PM, Unscripted Spaces e. 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. f. 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 a) WOW Festival with La Jolla Playhouse: April 24 – 27 b) Concours d'Elegance: April 25 - 27 4) Art Walk Themes – All themes are listed on the Event Calendar and on Our Blog • 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 2 nd 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 earlir than usual timeline.) Next Regular Board/Membership Meeting is May 14 2025, at La Jolla Riford Library		Johnson