



# LA JOLLA VILLAGE MERCHANTS ASSOCIATION MONTHLY MEETING MINUTES

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

14 May 2025 | La Jolla Riford Library | 3:45 - 4:00 Networking | 4:00 Meeting

## MINUTES – MONTHLY BOARD MEETING

1.	<b>Call to Order - Monthly Board Meeting</b>	Action	AJ Johnson
2.	<b>Roll Call</b> - 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; Jodi Rudick (Executive Director). To be sworn in: Rey Castillo <b>Ray did not show up to the meeting</b>	<b>ABSENT</b>	Scott Blaul, Secretary
3.	<b>Approval of April Minutes</b> <b>1<sup>st</sup> Jason, 2<sup>nd</sup> Elnaz</b> <b>Abstain Carrington.</b>	Action	Blaul
4.	<b>Non-Agenda Public Comments</b> <ul style="list-style-type: none"> <li>Updates from Community/Political Leaders</li> <li>All other public comments (limited to two minutes)</li> </ul>	Information	Johnson
5.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>Approval of Financials – March 2025 <b>1<sup>st</sup> Carrington 2<sup>nd</sup> Jason</b></li> </ul>	Action	Bill Podway, Treasurer
6.	<b>Organizational Excellence</b> <ul style="list-style-type: none"> <li><b>Swearing In Ceremony - Reynaldo Castillo</b> <b>No action Rey did was absent.</b></li> <li><b>Brown Act Training with Sean Plaisted, City of San Diego</b></li> </ul>	Action Information	Johnson Sean Plaisted
7.	<b>Merchant Engagement</b> <ol style="list-style-type: none"> <li>Upcoming and Recap Events (Typically occur on the 4<sup>th</sup> Tuesday of Each Month)           <ol style="list-style-type: none"> <li><b>Ribbon Cutting</b> took place R3 Spa on May 3 (Relax, Recover and Revive)</li> <li>Over 80 people attended the Business Breakfast at La Valencia. Thanks to Troy and the La V team as well as Kelly Wells, Visit California.</li> <li><b>May 27 (Tuesday)</b> – Next Gen – 6 – 8 PM, Unscripted Spaces</li> <li><b>June 24</b> – Mix and Mingle Happy Hour, Concetta Antico Salon of Art Gallery, 4:30 PM to 6:30 PM. <b>Looking for food and beverage sponsors.</b></li> <li><b>July 23</b> – Business Breakfast <b>Looking for location.</b></li> </ol> </li> </ol>	Information	Johnson
8.	<b>Promotions and Events</b> <ol style="list-style-type: none"> <li><b>Social Media Update</b> – Discussion of new milestones, analytics, possible new platforms, and opportunities to get involved <b>No update, Jess not in attendance.</b></li> <li><b>Mutt Strutt Scavenger Hunt</b> scheduled for June 22. Similar to Storytime Scavenger Hunt, Village merchants can sign up to be a clue stop or put a goodie in the goodie bag. <b>1<sup>st</sup> Elnaz 2<sup>nd</sup> Jamie</b></li> <li><b>Upcoming Third-Party Events</b> <ol style="list-style-type: none"> <li>La Jolla Secret Garden Tour – May 17 (La Jolla Historical Society)</li> <li>La Jolla Half Marathon – Kiwanis La Jolla. May 17: Volunteers are still needed for this event. Go to the Kiwanis La Jolla Website to learn more.</li> <li>Fashion Week San Diego – August 8; Summer Fashion Show at La Plaza. More information to follow.</li> </ol> </li> <li><b>Art Walk Themes – All themes are listed on the Event Calendar and on Our Blog</b> <ul style="list-style-type: none"> <li><b>June 6</b>– PRIDE</li> <li><b>July 11</b>– Red, White &amp; Bleu (Moved to 2<sup>nd</sup> Friday July 11. French Theme in honor of Bastille Day.</li> <li><b>August 1</b> – Ocean</li> <li><b>September 5</b> – Learn</li> <li><b>October 3</b> – Spirits</li> </ul> </li> </ol>	Information  Information/ Action.  Information  Information	Commune Marketing Bill Podway  AJ Johnson  Klara Chavarria

	<ul style="list-style-type: none"><li>• <b>November 7</b> – Gratitude</li><li>• <b>December 5</b> - Holidays</li></ul>		
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