



LA JOLLA VILLAGE MERCHANTS ASSOCIATION MONTHLY MEETING AGENDA

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

AGENDA – MONTHLY BOARD MEETING

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; Jodi Rudick (Executive Director). To be sworn in: Rey Castillo		Scott Blaul, Secretary
3.	Approval of April Minutes	Action	Blaul
4.	Non-Agenda Public Comments <ul style="list-style-type: none"> Updates from Community/Political Leaders All other public comments (limited to two minutes) 	Information	Johnson
5.	Financial Report <ul style="list-style-type: none"> Approval of Financials – March 2025 	Action	Bill Podway, Treasurer
6.	Organizational Excellence <ul style="list-style-type: none"> Swearing In Ceremony - Reynaldo Castillo DEI Training Update – All board members (with a few exceptions) completed the in-person DEI training. Joint workshop with Discover PB Board Members. Brown Act Training with Sean Plaisted, City of San Diego 	Action Information Information	Johnson Johnson Sean Plaisted
7.	Merchant Engagement <ol style="list-style-type: none"> Upcoming and Recap Events (Typically occur on the 4th Tuesday of Each Month) <ol style="list-style-type: none"> Ribbon Cutting took place R3 Spa on May 3 (Relax, Recover and Revive) 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. 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 <ol style="list-style-type: none"> Social Media Update – Discussion of new milestones, analytics, possible new platforms, and opportunities to get involved Mutt Strutt Scavenger Hunt scheduled for June 22. Like Storytime Scavenger Hunt, Village merchants can sign up to be a clue stop or put a goodie in the goodie bag. Request Action to support the event as a promotional partner. Upcoming Major Third-Party Events <ol style="list-style-type: none"> La Jolla Secret Garden Tour – May 17 (La Jolla Historical Society) 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. Fashion Week San Diego – August 8; Summer Fashion Show at La Plaza. More information to follow. Art Walk Themes – All themes are listed on the Event Calendar and on Our Blog <ul style="list-style-type: none"> June 6– PRIDE July 11– Red, White & Bleu (Moved to 2nd Friday July 11. French Theme in honor of Bastille Day. August 1 – Ocean September 5 – Learn October 3 – Spirits November 7 – Gratitude December 5 - Holidays 	Information Action Information Information	Commune Marketing Bill Podway AJ Johnson Klara Chavarria
9.	Adjourn Meeting to June 11, La Jolla Riford Library		Johnson