



LA JOLLA VILLAGE MERCHANTS ASSOCIATION MONTHLY MEETING MINUTES

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

11 June 2025 | La Jolla Riford Library | 3:45 - 4:00 Networking | 4:00 Meeting

MINUTES – 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	Absent	Scott Blaul, Secretary
3.	Approval of May Minutes 1 st Bill, 2 nd Elnaz, abstain Chad, Ernesto, Gene, Joline. Approved unanimously.	Action	Scott 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	AJ Johnson
5.	Financial Report <ul style="list-style-type: none"> Approval of Financials – May and April 2025 1st Scott, 2nd Jason. Financials Approved Unanimously. 	Action	Bill Podway, Treasurer
6.	Organizational Excellence <ul style="list-style-type: none"> Swearing In Ceremony - Reynaldo Castillo Board Compliance – Thanks to all who attended last month’s presentation with Sean Plaisted. Anyone who has not completed both LJVMA-sponsored trainings (DEI and Brown Act) must submit proof of completion (online options listed on the LJVMA website). 1st Bill, 2nd Ernesto Join Committee Appointments: PDO – Two appointments to Traffic and Transportation – Jason Peaslee, Bill Podway. Three Appointments to PDO (Andy Fotsch, Scott Blaul, Bil Poway. Motion to accept appointments - Carrington, 2nd by Elnaz; Motion approved unanimously. Election Timeline Approval Requested 1st Bill, 2nd Mark. Motion Passes unanimously. 	Action Action Action Action	AJ Johnson AJ Johnson AJ Johnson Jodi Rudick
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 at Exude Luxury Group on May 29 with a fun celebrity guest. Next Gen - Over 50 people attended the Next Gen Networking Event hosted by Unscripted Spaces with food/beverage sponsors: Feast on This, Top Chico, Craft Ohana. Thanks to all who attended! 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 at Subterranean, hosted by Gene and the Internation Shoppes Courtyard August 24 – Next Gen Networking Event by Robert White Interiors September 23 – Mix and Mingle at Hennessey’s October 28 – Flower Pot (Tentative) December 2 – Mingle and Jingle Holiday Social 	Information	AJ Johnson
8.	Tourism Update	Information	Scott Blaul
9.	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 ASID Promotion – American Society of Interior Designers partnership will showcase La Jolla’s “design district,” award-winning restaurants, historic hotels, and galleries. This is an industry event that will attract over 100 of the region’s most influential design professionals to the Village. 	Information Information	Commune Marketing/Jodi Jodi Rudick

	<p>3) Upcoming Major Third-Party Events</p> <p>a) 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.</p> <p>b) August 8 -Fashion Week San Diego – Posh at La Plaza. More information to follow.</p> <p>4) <u>Art Walk Themes – All themes are listed on the Event Calendar and on <i>Our Blog</i></u></p> <ul style="list-style-type: none"> 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 - Holiday 	Information	Jodi Rudick
		Information	Bil Podway
10.	Adjourn Meeting to August 13, La Jolla Riford Library		AJ Johnson