



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING AGENDA

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

9 July 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; Rey Castillo, 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).		Scott Blaul, Secretary
3.	Approval of June 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 – June 2025 	Action	Bill Podway, Treasurer
6.	Organizational Excellence <ul style="list-style-type: none"> City of San Diego FY 2026 Contract – received, signed and posted on website Election update – Election Packet and self-nomination forms are now available and will be mailed via USPS the first part of August. Request for Support – La Jolla Art and Wine Festival 	Information Information Action	Johnson Johnson Sherry Ahern
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"> June 24 – Concetta Antico hosted a chic and colorful Mix and Mingle Happy Hour at Salon of Art Gallery. Approximately 50 people attended. July 23 – Business Breakfast at Subterranean Coffee August 26 – Next Gen Hosted by Robert White Interiors (Coast Walk) September 23 – Mix and Mingle at Hennessey's October 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 The Mutt Strutt Scavenger Hunt Recap (June 22) - scheduled was a massive success with fantastic feedback from businesses and participants alike. Attracted approximately 150 families, 200+ dogs, and over 300 people. Survey was sent to Merchants and Participants to capture data and feedback. County Fair Booth – Thanks to the team at Walkabout, LJVMA had a booth at the fair on July 2; hundreds of people visited booth and shared contact info for future events. Posh at La Plaza, August 8 - , co-sponsored by Fashion, with VIP reception at Thread and Seed. VIP swag bags are sold out; the reception still has some space. Please get your complimentary tickets ASAP. Go to website for link to tickets. <ol style="list-style-type: none"> Items are needed for the Swag Bags, quantity 100. Could be a gift card, sample, coupon, invitation to a future event, etc. All LJVMA merchants can include items for this fashion-forward, influential audience. Food & Beverage Sponsors needed – Restaurants, cafes can provide food/beverage bites/sips in exchange for Sponsorship credit and signage at the event. All food/beverage sponsors can place promotional materials at the reception to promote their business. Looking for 100 bites. Art Walk Themes – All themes are listed on the Event Calendar and on Our Blog <ul style="list-style-type: none"> July 11– Red, White & Bleu (Moved to 2nd Friday July 11. French Theme in honor of Bastille Day. This is likely going to be our best-attended Art Walk ever. In partnership with Fashion Week San Diego (FWSD), five designer pop-ups will be 	Information Information Information Information Information	Commune Marketing Bill Podway Rudick Rudick Klara Chavarria

	hosted by galleries. In addition, French Businesses will be highlighted with an after-party at Le Coq. All board members are encouraged to attend! <ul style="list-style-type: none">• August 1 – Ocean September 5 – Learn October 3 – Spirits November 7 – Gratitude December 5 - Holidays		
9.	Adjourn Meeting to August 13, La Jolla Riford Library		Johnson