



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.	<b>Call to Order - Monthly Board Meeting</b>	Action	AJ Johnson
2.	<b>Roll Call</b> - 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.	<b>Approval of June Minutes</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 – June 2025</li> </ul>	Action	Bill Podway, Treasurer
6.	<b>Organizational Excellence</b> <ul style="list-style-type: none"> <li><b>City of San Diego FY 2026 Contract</b> – received, signed and posted on website</li> <li><b>Election update</b> – Election Packet and self-nomination forms are now available and will be mailed via USPS the first part of August.</li> <li><b>Request for Support</b> – La Jolla Art and Wine Festival and La Jolla Open Water Swim</li> </ul>	Information Information Action	Johnson Johnson Sherry Ahern/Aaron Brennan
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>June 24</b> – Concetta Antico hosted a chic and colorful Mix and Mingle Happy Hour at Salon of Art Gallery. Approximately 50 people attended.</li> <li><b>July 23</b> – Business Breakfast at Subterranean Coffee</li> <li><b>August 26</b> – Next Gen Hosted by Robert White Interiors (Coast Walk)</li> <li><b>September 23</b> – Mix and Mingle at Hennessey's</li> <li><b>October 23</b> – Business Breakfast</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</li> <li><b>The Mutt Strutt Scavenger Hunt Recap (June 22)</b> - 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.</li> <li><b>County Fair Booth</b> – 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.</li> <li><b>Posh at La Plaza, August 8</b> - , 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"> <li><b>Items are needed for the Swag Bags</b>, 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.</li> <li><b>Food &amp; Beverage Sponsors needed</b> – 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.</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>July 11</b>– Red, White &amp; Bleu (Moved to 2<sup>nd</sup> Friday July 11. French Theme in honor of Bastille Day. This is likely going to be our best-attended Art Walk ever. In</li> </ul> </li> </ol>	Information Information Information Information Information	Commune Marketing Bill Podway Rudick Rudick Klara Chavarria

	<p>partnership with Fashion Week San Diego (FWSD), five designer pop-ups will be hosted by galleries. In addition, French Businesses will be highlighted with an after-party at Le Coq. All board members are encouraged to attend!</p> <ul style="list-style-type: none"><li>• <b>August 1</b> – Ocean   <b>September 5</b> – Learn   <b>October 3</b> – Spirits   <b>November 7</b> – Gratitude   <b>December 5</b> - Holidays</li></ul>		
9.	<b>Adjourn Meeting to August 13, La Jolla Riford Library</b>		Johnson