



MONTHLY MEETING MINUTES

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

MINUTES – 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).	Absent	Scott Blaul, Secretary
3.	Approval of June Minutes 1st Bill, 2nd AJ Approved Unanimously with Jamie Mae Cheng abstaining.	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	AJ Johnson, President
5.	Financial Report <ul style="list-style-type: none"> Approval of Financials – June 2025 Financials will be presented next month along with end of year financial statements. 	Information	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 street closure plan presented by Laurel McFarlane along with Sherry Ahern 1st Bill, 2nd Mark, Approved unanimously Request for support – La Jolla Cove Open Water Swim request for letter of support requested by Aaron Brennan. 1st Mark, 2nd Bill, Approved unanimously 	Information Information Action Action	Johnson Johnson Sherry Ahern Johnson
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. 	Information Information Information Information	Jodi Rudick, Executive Director Bill Podway Rudick Rudick

	5) 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 hosted by galleries. In addition, French Businesses will be highlighted with an after-party at Le Coq. All board members are encouraged to attend! August 1 – Ocean September 5 – Learn October 3 – Spirits November 7 – Gratitude December 5 - Holidays 	Information	Klara Chavarria
9.	Adjourn Meeting to August 13, La Jolla Riford Library		Johnson