



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING AGENDA

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

13 August 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 July 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 Year End FY 2025 	Action	Bill Podway, Treasurer
6.	Organizational Excellence <ul style="list-style-type: none"> Election update – Election Packet has been mailed via USPS (per our by-laws) to all current BID members (as of July 31 BID list). Self-nominations for both current board members reaching the end of their two-year term and first-time candidates are due by September 5. Presentation of 2024-2025 Annual Report 	Information Action	Blaul Jodi Rudick, Executive Director
7.	Community Spotlight – City of San Diego Office of the Commission on Police Practices	Information	Yasmeen Obeid
8.	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"> July 23 Recap – Business Breakfast at Subterranean Coffee. Thanks to Gene Padigos for hosting a fantastic event full of collaboration and ideas. August 26 – <i>Change of location</i> September 23 – Mix and Mingle at Hennessy's October 23 – Business Breakfast at Shepard Family YMCA Firehouse 	Information	Johnson
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 Email Marketing Update – After conducting a thorough list cleanup, we have exceeded the 10,000-contact threshold and will be upgrading our subscription. This is a significant accomplishment for the association, as we have over 10,000 subscribers who regularly open our emails. Posh at La Plaza, August 8 – Recap Art Walk Themes – All themes are listed on the Event Calendar and on Our Blog <ul style="list-style-type: none"> July 11 Recap – Highest number of preregistrations in Art Walk history (over 700); enhanced participation due to theme from community groups and French-themed businesses. 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. Huge boost from the partnership with Fashion Week San Diego and their designer pop-ups. August 1 – Ocean September 5 – Learn October 3 – Spirits November 7 – Gratitude December 5 - Holidays 	Information Information Information Information	Commune Marketing Bill Podway Elnaz Iraj, Vice President Klara Chavarria
10.	Adjourn Meeting to September 10, La Jolla Riford Library		Johnson