



# MONTHLY MEETING MINUTES

*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

## MINUTES – MONTHLY BOARD MEETING

1.	<b>Call to Order - Monthly Board Meeting</b>	Action	AJ Johnson
2.	<b>Roll Call</b> - Scott Blaul, Secretary; <b>Klara Chavarria</b> ; <b>Rey Castillo</b> , Jamie Mae Cheng; , Ernesto Carrola, Esq.; Elnaz Iraj, Vice President; AJ Johnson, President; Carrington Kelso; <b>Mark McDonald</b> ; Joline Mann; <b>Gene Padigos, Jr.</b> ; Jason Peaslee; <b>Japhet Perez Estrada</b> ; Bill Podway, Treasurer; <b>Chad Taggart</b> ; Jodi Rudick (Executive Director).	<b>ABSENT</b>	Scott Blaul, Secretary
3.	<b>Approval of July Minutes 1<sup>st</sup> Bill 2<sup>nd</sup> Jamie</b>	Action	Scott 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	AJ Johnson
5.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>Approval of Financials – June Year End FY 2025 <b>1<sup>st</sup> Jason 2<sup>nd</sup> Elnaz</b></li> </ul>	Action	Bill Podway, Treasurer
6.	<b>Organizational Excellence</b> <ul style="list-style-type: none"> <li><b>Election update</b> – 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. <b>Forms and information available on our website</b></li> <li><b>Presentation of 2024-2025 Annual Report 1<sup>st</sup> Scott 2<sup>nd</sup> Carrington</b></li> </ul>	Information  Action	Scott Blaul  Jodi Rudick, Executive Director
7.	<b>Community Spotlight – City of San Diego Office of the Commission on Police Practices</b>	Information	Yasmeen Obeid
8.	<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>July 23 Recap</b> – Business Breakfast at Subterranean Coffee. Thanks to Gene Padigos for hosting a fantastic event full of collaboration and ideas.</li> <li><b>August 26 – Change of location</b> <b>Sculptured Spaces</b></li> <li><b>September 23</b> – Mix and Mingle at Hennessey's</li> <li><b>October 23</b> – Business Breakfast at Shepard Family YMCA Firehouse</li> </ol> </li> </ol>	Information	AJ Johnson
9.	<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>Email Marketing Update</b> – 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.</li> <li><b>Posh at La Plaza, August 8</b> – Recap</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 Recap</b> – Highest number of preregistrations in Art Walk history (over 700); enhanced participation due to theme from community groups and French-themed businesses. 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. Huge boost from the partnership with Fashion Week San Diego and their designer pop-ups.</li> <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> </li> </ol>	Information  Information  Information  Information	Commune Marketing  Bill Podway  Bill Podway  AJ Johnson
10.	<b>Adjourn Meeting to September 10, La Jolla Riford Library</b>		AJ Johnson