



LA JOLLA VILLAGE MERCHANTS ASSOCIATION MONTHLY MEETING

8 October 2025 / 4:00 PM / La Jolla Riford Library

Minutes – MONTHLY BOARD MEETING

ANNUAL MEETING Minutes

Call to Order – Annual Board Meeting		AJ Johnson, President
Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof Quorum not achieved	Action	Scott Blaul, Secretary
Approval of 2024 Annual Meeting Minutes – Not applicable as no quorum was established.	Information	Blaul
Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official. If 50 members are not present, take action to defer ballot counting to the monthly meeting, which takes place immediately following adjournment.	Action	Sunny Lee, Election Official
Adjourn to Monthly Meeting	Action	Johnson

MONTHLY MEETING Minutes

1.	Call to Order - Monthly Board Meeting.	Action	AJ Johnson, President
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; Jason Peaslee; Japhet Perez Estrada; Bill Podway, Treasurer; Jodi Rudick (Executive Director). (Quorum is 7)	Action ABSENT	Scott Blaul, Secretary
3.	Approval/Amendments to Agenda Majority approval	Action	Johnson
4.	Approval of September Minutes 1st Bill 2ndElnaz	Action	Johnson
5.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> Updates from Community/Political Leaders All other public comments (limited to three minutes) 	Information	Johnson
6.	Financial Report <ul style="list-style-type: none"> Approval of Financials – August 1st Elnaz 2nd Jason 	Action	Podway, Treasurer
7.	Organizational Excellence <ol style="list-style-type: none"> Two Resignations - Congrats to Carrington Kelso, who has accepted a position outside of La Jolla Village and, unfortunately, must resign from the board. Jolene Mann has also submitted her resignation due to scheduling conflicts. Suggest filling both Jolene and Carrington's seat candidates on the current ballot. There would be a total of 10 open seats to be filled with the top 10 vote-getters from today's elections. 1st Jamie 2nd Elnaz Election Report – Thanks to Election Official, Sunny Lee who is the BID Alliance President and Executive Director of Discover PB; and Intern Hannah Lanting for assisting with this years elections. Thanks also to Brick and Bell, Parfait Paris and La Jolla Golf Carts for adding the fun and flavor to our elections. Roll call approval: Jamie, Bill, Scott, Mark all approve. 	Action Action	Blaul Blaul
8.	Merchant Engagement <ol style="list-style-type: none"> Mix and Mingle attracted approximately 60 people to Hennessey's Business Breakfast October 28 at Shepherd Family YMCA with special presentation and guest, Terra Lawson Remer. Program Title: Don't Get Spooked by Immigration – A Guide for San Diego's Small Business Owners. This is especially important for anyone with employees. Spread the word to those in the hospitality and retails sectors. 	Information	Johnson
9.	Promotions - <ol style="list-style-type: none"> Digital Marketing/Social Media Update Spirits Festival Recap Art Walk Themes 	Information Information	Jodi Rudick, Executive Reynaldo Castillo/Rudick

	<ul style="list-style-type: none"> • November – Gratitude – Non-profit organizations invited to table at galleries. • December – Holidays • January – Health and Happiness • February – Love <p>4) <u>Upcoming Events</u> (Hundreds more are listed on Event Calendar) La Jolla Art and Wine Festival – October 11 – 12. Booth Volunteers Needed. Sign-up is going around. All are needed to volunteer. Dog O-Ween – October 25 New Location – The Kitchen @MCAD. Sponsored by La Jolla Loves Pets Foundation. Creepy Candy Crawl – October 31, 3 PM to 6 PM Holiday Open House (November 23) – Led by Adelaide's Jerry Parent. 11 AM - 4 PM PLEASE REMEMBER TO SUBMIT YOUR EVENTS TO OUR EVENT CALENDAR – especially as the holidays approach. Events DO drive new and returning customers to your doors!</p>	Information	Klara Chavarria
10.	<p>Election Results Announced – Election results will be ratified at next month's election. Anyone who has questions about the election process can reach out to Jodi.</p> <p>With Appreciation -- Sincere thanks to all who self-nominated and to those who were not the high vote getters. Please know that mid-year vacancies typically occur throughout the year. Please let us know if you would like to be considered for a mid-year vacancy. Jodi will contact all elected members to arrange a Board Member Orientation before our November meeting.</p>	Information Information	Sunny Lee AJ Johnson
11.	<p>Adjourn Meeting – Next meeting will take place on November 12, La Jolla Riford Library, and will include the swearing-in ceremony of our new or re-elected board members. We will also elect our board officers.</p>	Action	Johnson

DATE: _____

OCT 8th 2025



Welcome to the LIVMA Monthly Board Meeting

Please Sign In Below

Business/Gov Office	Name (s)	E-Mail
1. PROSPECT INK	MONICA MARINO	monica.v.marino@gmail.com
2. Poppy Bank	Fatmeh Muhurb	fmuhurb@poppybank.com
3. La Jolla INSIDERS	Jacques Romero	
4. La Jolla INSIDERS	Don JONES	Vacc@LaJolla1@gmail.com
5. Asm. Boerner (AD77)	Sarah Shulkin	Shulkin.Sarah@asm.ca.gov
6. Amos Construction Management, Inc	RYAN AMOS	ryan@amosmanagement.com
7. Shapes 2 Forms	P Duncan	plduncan33@gmail.com
8. SALT1 CLEAN	NICK PETRO	nich@saltclean.com
9. Lena Trotsko Atelier & Boutique	Lena Trotsko	ltr.atelier@gmail.com
10. Sara Glenn YMCA	Sara Glenn	SGLENN@YMCA-SO.ORG
11. Nicole My Senior Health Plan	Nicole Medina	nicolem@myseniorhealthplan.com
12. Gardner Design		
13. Asha Selan Carter	Asha Selan Carter	ashasalon@gmail.com
14. Resch	Resch	@gmail.com
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