



# LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## MONTHLY MEETING

### 10 December 2025 | La Jolla Riford Library Adjusted Strategic Planning Meeting Schedule

3:30 - 4:00 Abbreviated Board Meeting

4:00 - 4:15 Strategic Planning Overview

4:15 - 5:15 - Strategic Planning Work Session

5:15 - 5:30 - Debrief

## AGENDA – MONTHLY BOARD MEETING

### MONTHLY MEETING AGENDA

1.	<b>Call to Order - Monthly Board Meeting</b>	Action	Scott Blaul, President
2.	<b>Pledge of Allegiance</b>		
3.	<b>Roll Call</b> - Scott Blaul; Ernesto Carrola, Esq., Reynaldo Castillo, Jamie Mae Cheng, Jessica Chepovsky, Elnaz Iraj, AJ Johnson, Mark McDonald, Fatmeh Muhareb, Diana Ngo, Jason Peaslee, Nick Petro, Bill Podway, Courtney Resch, Suna Singh, Jodi Rudick (Executive Director)	Action	Jessica Chepovsky, Secretary
4.	<b>Approval of November Minutes</b>	Action	Blaul
5.	<b>Non-Agenda Public Comments</b> (limited to one minute) <ul style="list-style-type: none"><li>• Updates from Community/Political Leaders</li><li>• All other public comments (limited to one minute)</li></ul>	Information	Blaul
6.	<b>Financial Report</b> <ul style="list-style-type: none"><li>• Approval of Financials – October</li><li>• Budget Timeline/Draft Budget due to City by January 2</li></ul>	Action Information	Podway, Treasurer Podway
7.	<b>Organizational Excellence</b> <ul style="list-style-type: none"><li>• Site Visit Update</li><li>• Associate Member Applications (if submitted)</li></ul>	Information	Jodi Rudick, Executive Director
8.	<b>Merchant Engagement</b> <ol style="list-style-type: none"><li>1. <b>Mingle and Jingle Holiday Happy Hour</b> attracted over 60 people, many of whom had never attended an LJMVA event. A huge thanks to the Beeside Balcony</li><li>2. <b>Upcoming Events</b> (Typically occur 4<sup>th</sup> Tuesday of Each Month)<ol style="list-style-type: none"><li>a. January 28 - Business Breakfast, 8 – 9:30 AM at Chateau La Jolla <i>Small Business 2<sup>nd</sup> Annual Legal Update 2026 + Ask Ernie the Attorney</i></li><li>b. February 25 – Next Gen, 6 – 8 PM, Location TBD</li><li>c. March 25– Mix and Mingle Happy Hour, 5 – 7, Location TBD</li></ol></li></ol>	Information	Blaul
9.	<b>Promotions (Defer to Strategic Planning)</b> <ol style="list-style-type: none"><li>1) <b>Digital Marketing/Social Media Update</b></li><li>2) <b>Holiday Open House Recap</b> – Almost 600 people pre-registered. A survey has been sent to all participating merchants. LJMVA funded additional entertainment, including Carolers, Harpist, and Face Painter.</li><li>3) <b>Art Walk Themes</b><ul style="list-style-type: none"><li>• January 2– Health and Happiness</li><li>• February 6 – Love</li><li>• March 6 – Luck</li><li>• April 3 – Earth Days</li><li>• May 1 – Mama Mia!</li><li>• June 5– PRIDE</li><li>• July 3– Red, White &amp; Blues (Consider moving to 2<sup>nd</sup> Friday and Bastille Day Themed)</li><li>• August 7 – Ocean</li></ul></li></ol>	Information Information Information	Commune Marketing Jodi Rudick, Executive Director Elnaz Iraj, Vice President

10.	<p><b>Strategic Planning Meeting – Our Mission: We bring business to La Jolla Village Businesses. Each group will commit to one or two key initiatives by the end of the session.</b></p> <p><b>Break into 4 Groups (Facilitators)</b></p> <ol style="list-style-type: none"> <li>1. <b>Organizational Excellence (Including Fiscal Management) –</b> <ol style="list-style-type: none"> <li>a. How do we develop a proactive leadership succession plan and develop strong leaders?</li> <li>b. How do we increase the number of Associate Members?</li> <li>c. How do we build on grant success to generate additional revenue outside of BID fees?</li> <li>d. How do we ensure all board members follow City requirements and training?</li> <li>e. How do we ensure we are committed to equity, inclusion, and diversity?</li> <li>f. Are we including all geographic areas of the village in our planning?</li> <li>g. How do we increase Board Member Involvement</li> <li>h. How do we support the work of Enhance La Jolla (Beautification/Maintenance)</li> </ol> </li> <li>2. <b>Merchant Engagement/Professional Development</b> <ol style="list-style-type: none"> <li>a. How can we increase participation and volunteerism at meetings, events, and activities? (From board members? From merchants?)</li> <li>b. How could we meet our minimum of 50 members to reach quorum at our Annual Meeting (October 7, 2026)</li> <li>c. How can we continue increasing the number of merchants aware of and taking advantage of LJMVA resources (website, ribbon cuttings, event calendar, networking)?</li> <li>d. How do we formalize the “Welcome to the Village” process to make sure we connect with every new business?</li> <li>e. How do we elevate Street Team Involvement.</li> <li>f. How do we increase attendance at meetings, breakfasts, and happy hours?</li> <li>g. How do we include ALL geographic areas of the BID?</li> <li>h. How do we continue to attract younger demographics La Jolla - Host targeted groups regularly (NextGen Initiative)</li> </ol> </li> <li>3. <b>Promotions - Marketing – Advertising – Digital Media</b> <ol style="list-style-type: none"> <li>a. How do we get locals to be more loyal to us and do more business with us?</li> <li>b. How can we better ensure that third-party events support our mission? Review and recommit to the third-party event policy.</li> <li>c. How can we motivate visitors to the Cove to spend money in the village?</li> <li>d. How do we support specific business categories (like we support galleries/arts and culture), retail, fitness, tourism, restaurants, and others?</li> <li>e. <b>Advertising/Social/Digital Media –</b> <ol style="list-style-type: none"> <li>i. How do we continue increasing engagement and followers?</li> <li>ii. Should we invest in advertising or publicity campaigns to meet our mission?</li> <li>iii. Should we focus marketing energy to reaching tourists? Strengthen relationships with regional hotels and concierges.</li> <li>iv. Should we explore mass media advertising such as radio, magazine advertising, and tourism publications?</li> </ol> </li> </ol> </li> <li>4. <b>LJMVA Events/First Fridays/Arts and Culture –</b> <ol style="list-style-type: none"> <li>a. What type of additional owned events might support our mission?</li> <li>b. Should we look at creating a Signature Event? (<i>Nowruz</i>, Mar 19 2025)</li> <li>c. How can we create strategic partnerships to add new events to our calendar (<i>Fashion Week San Diego</i>)</li> <li>d. How can we support businesses that share our mission (e.g., tour operators, hotels, attractions, meeting planners)?</li> <li>e. How can we build on First Friday to brand La Jolla as an Arts and Culture destination?</li> <li>f. Focus on key demographics - Host targeted groups regularly.</li> </ol> </li> </ol>	<p><b>LJMVA Board Members</b></p> <p><b>Scott Blaul</b></p> <p><b>Bill Podway</b></p> <p>Ernie Carolla</p> <p>Fatimah Muhareb</p> <p><b>AJ Johnson</b></p> <p>Mark McDonald</p> <p>Diane Ngo</p> <p>Jason Peaslee</p> <p><b>Jess Valtierre</b></p> <p><b>Jessica Chepovsky</b></p> <p>Rey Castillo</p> <p>Nick Petro</p> <p>Jamie Mae Cheng</p> <p><b>Elnaz Iraj</b></p> <p>Suna Singh</p> <p>Courtney Resch</p>	<p><b>Other Group Members</b></p>
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## Strategic Planning Worksheet

### By End of Session: Prioritize 1 – 2 key initiatives.

Part 1: Brainstorm | Part 2: Prioritize | Part 3: Assess for Feasibility | Part 4: Present

#### Possible Questions to Consider

### Organizational Excellence (Including Fiscal Management)

1. How do we develop a proactive leadership succession plan and develop strong leaders?
2. How do we increase the number of Associate Members?
3. How do we build on grant success to generate additional revenue outside of BID fees?
4. How do we ensure all board members follow City requirements and training?
5. How do we ensure we are committed to equity, inclusion, and diversity?
6. Are we including all geographic areas of the village in our planning?
7. How do we increase Board Member Involvement
8. How do we support the work of Enhance La Jolla (Beautification/Maintenance)

List Names and Email Addresses of All Group Members (us back for additional names):

Name

Email Address

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#### Possible Questions to Consider

### Merchant Engagement/Professional Development –

1. How can we increase participation and volunteerism at meetings, events, and activities? (From board members? From merchants?)
2. How could we meet our minimum of 50 members to reach quorum at our Annual Meeting (October 7, 2026)
3. How can we continue increasing the number of merchants aware of and taking advantage of LJMVA resources (website, ribbon cuttings, event calendar, networking)?
4. How do we formalize the “Welcome to the Village” process to make sure we connect with every new business?
5. How do we elevate Street Team consistency and involvement?
6. How do we increase attendance at meetings, breakfasts, and happy hours?
7. How do we include ALL geographic areas of the BID?
8. How do we continue to attract younger demographics La Jolla - Host targeted groups regularly (NextGen Initiative)

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Part 1: Brainstorm | Part 2: Prioritize | Part 3: Assess for Feasibility | Part 4: Present

#### Possible Questions to Consider

## Promotions – Marketing – Advertising - Digital Media

1. How do we get locals to be more loyal to us and do more business with us?
2. How can we better ensure that third-party events support our mission? Review and recommit to the third-party event policy.
3. How can we motivate visitors to the Cove to spend money in the village?
4. Should we invest in paid promotion and advertising?
  - a. What target audiences?
  - b. Which media?
5. How do we support specific business categories (like we support galleries/arts and culture), retail, fitness, tourism, restaurants, and others?
6. Advertising/Social/Digital Media –
  - a. How do we continue increasing engagement and followers?
  - b. Should we invest in advertising or publicity campaigns to meet our mission?
  - c. Should we focus marketing energy to reaching tourists? Strengthen relationships with regional hotels and concierges.
  - d. Should we explore mass media advertising such as radio, magazine advertising, and tourism publications?

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**By End of Session: Prioritize 1 – 2 key initiatives.**

Part 1: Brainstorm | Part 2: Prioritize | Part 3: Assess for Feasibility | Part 4: Present

## Possible Questions to Consider

## LJUMA Events/First Fridays/Arts and Culture

- What type of additional owned events might support our mission?
- How do we build on the success of *Nowruz*, Mar 19 2026? Other date?
- How can we create strategic partnerships to add new events to our calendar (*Fashion Week San Diego*)
- How can we support businesses that share our mission (tour operators, hotels, attractions, meeting planners, etc.)
- How can we build on First Friday to brand La Jolla as an Arts and Culture destination?
- Focus on key demographics - Host targeted groups regularly.

**List Names and Email Addresses of All Group Members (use back for additional names)**

Name

## Email Address

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