



# LA JOLLA VILLAGE MERCHANTS ASSOCIATION

## MONTHLY MEETING MINUTES

12 November 2025 / 4:00 PM / La Jolla Riford Library

## MINUTES– MONTHLY BOARD MEETING

### MONTHLY MEETING AGENDA

1.	<b>Call to Order - Monthly Board Meeting.</b>	Action	AJ Johnson, President
2.	<b>Roll Call</b> - 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 <b>ABSENT</b>	Scott Blaul, Secretary
3.	<b>Approval of September Minutes 1<sup>st</sup> Bill 2<sup>nd</sup> Jamie Approved Unanimously</b>	Action	Johnson
4.	<b>Approval/Amendments to Agenda</b> – Approve associate member applications. <b>1<sup>st</sup> Bill 2<sup>nd</sup> Elnaz Approved Unanimously</b>	Action	Johnson
5.	<b>Swearing in of Board Members 2025 – 2027</b> Reynaldo Castillo* Jessica Chepovsky* Elnaz Iraj** AJ Johnson** Fatimah Muhareb* Diana Ngo* Jason Peaslee** Nick Petro* Courtney Resch* Suna Singh* *1 <sup>st</sup> Term **2 <sup>nd</sup> Term	Action	Blaul District Attorney Summer Stephan  <b>Thank you to DA Summer Stephan</b>
6.	<b>Non-Agenda Public Comments</b> (limited to three minutes) • Updates from Community/Political Leaders • All other public comments (limited to three minutes)	Information	Johnson
7.	<b>Community Spotlight with District Attorney Summer Stephan: Retail Theft Updates</b>	Information	<b>Thank you!</b>
8.	<b>Financial Report</b> Approval of Financials – September: <b>1<sup>st</sup> Mark, 2<sup>nd</sup> Jamie Approved Unanimously</b> • <b>2027 Budget Prep</b> – This is the time of year when we establish our budget for submission to the City of San Diego by end of December. Strategic plan informs budget priorities so make sure to attend next month’s meeting and invite others.	Action Information	Podway, Treasurer
9.	<b>Organizational Excellence</b> 1. <b>Election of Officers – Nominations from the Board</b> a. President <b>Scott</b> b. Vice President <b>Elnaz</b> c. Treasurer <b>Bill</b> d. Secretary <b>Jessica</b> <b>Motion to approve the nominees for Officers. 1<sup>st</sup> Scott, 2<sup>nd</sup> AJ, Approved Unanimously</b> 2. <b>401K Plan set up per California Mandate.</b> 3. <b>Associate Member Approval –</b> a. Peter Gregg, <b>Pet Wants</b> Mira Mesa; b. John Dole, <b>John Dole Photography</b> , Bird Rock	Action      Information	Jodi Rudick, Executive Director      Bill Podway, Treasurer
10.	<b>Merchant Engagement</b> 1. <b>Business Breakfast October 28 at Shepherd Family YMCA</b> with an informative presentation presented by County of San Diego: <i>Don’t Get Spooked by Immigration</i>	Information	Johnson

	<p>– <i>A Guide for San Diego’s Small Business Owners</i></p> <p>2. <b>Holiday Open House</b> – Over 20 businesses have signed up to be part of this event that includes holiday entertainment, activities, refreshments, pre-Black Friday deals and discounts, and – of course Santa and Mrs. Claus. All board members are invited to volunteer. There will be Ribbon Cuttings on this date as well. Check the Event Calendar for all the details and sign up to Volunteer.</p> <p>3. <b>Mingle and Jingle</b> – Tuesday, December 2 at Beeside Balcony. Please RSVP to help with set up and food prep.</p> <p>4. <b>Street Team Walkabout</b> – Holiday Goodies to be delivered to businesses in December over several days. Looking for donations to fill the goodie bags and volunteers to help.</p>	Information	Rudick
		Information	Rudick
		Information	Johnson
11.	<p><b>Promotions -</b></p> <p>1) <b>Digital Marketing/Social Media Update</b></p> <p>2) <b>Art Walk Themes</b></p> <ul style="list-style-type: none"> <li>• <b>November</b> – Gratitude – Non-profit organizations invited to table at galleries.</li> <li>• <b>December</b> – Holidays – Two new additions to the map; Krista Schumacher has taken the gallery space at Sotheby’s, and The Agency will be presenting pop-up artists.</li> <li>• <b>January</b> – Health and Happiness</li> <li>• <b>February</b> – Love</li> </ul> <p>Holiday Open House (November 23) – Led by Adelaide’s Jerry Parent. 11 AM - 4 PM</p> <p>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	Jodi Rudick, Executive
		Information	Bill Podway
		Information	Johnson
12.	<p><b>Adjourn to December 10 at an Earlier Time for the Strategic Planning Workshop?</b></p> <p><b>Monthly Board/Membership Meeting.</b> This is our Strategic Planning Workshop. Suggest meeting 30 minutes early (3:30) for a brief business meeting, then move into the Strategic Planning Process. Jodi asked that each board member bring one guest.</p>	Action	AJ Johnson
		1 <sup>st</sup> Elnaz	
		2 <sup>nd</sup> Bill	