

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. Call to Order - Monthly Board Meeting. 2. Roll Call - Scott Blaul, Secretary, Klara Chavarris; Rey Castillo, Jamie Mae Cheng; Ernesto Carrola, Esq.; Elnaz Ira], Vice President; Al Johnson, President; Carrington (Reiso: Mark McDonald; Joline Mann; Jason Peasiee; Japhet Perez Estrada; Bill Podway, Treasurer; Jodi Rudick, Kexecutive Director). (Quorumi is 7) 3. Approval of September Minutes: 1º Bill 2ºº Jamie Approved Unanimously Action Johnson 2ºº Elnaz Approved Unanimously Action Johnson 2ºº Elnaz Approved Unanimously Action Johnson 2ºº Elnaz Iraj** A Johnson** Fatimah Muhareb* Diana Ngo* Jason Peasiee** Nick Petro* Courtney Resch* Suna Singh* *1ºº Term *2ºº Term 6. Non-Agenda Public Comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - All other public comments (limited to three minutes) - Community Spotlight with District Attorney Summer Stephan: Retail Theft Updates - All other public comments (limited to three minutes) - Organizational Excellence - Community Spotlight with District Attorney Summer Stephan: Retail Theft Updates - Community Spotlight with District Attorney Summer Stephan: Retail Theft Updates - All other public comments (limited to three minutes) - Organizational Excellence - Community Spotlight with District Attorney Summer Stephan: Retail Theft Updates - Community Spotlight with District Attorney Summer Stephan: Retail Theft Updates - All other public comments (limited to three minutes) - Organizational Excellence - Community Spotlight with District Attorney Summer Stephan: Retail Theft Updates - Community Spotlight w	IONT	HLY MEETING AGENDA		
Emesto Carrola, Ecq.; Elinaz Iraj. Vice President; AJ Johnson, President; Carrington (Kelsci, Mark McChonald), Ioline Manni, Jason Peaslee; Japhe Perez Estrada; Bill Podway, Treasurer; Jodi Rudick (Executive Director). (Quorum is 7) 3. Approval of September Minutes 1 Bill 1 Bill 2 Pilanie Approved Unanimously Action Johnson 4. Approval of September Minutes 1 Bill 2 Pilanie Approved Unanimously Action Johnson 5. Swearing in of Board Members 2025 – 2027 Reynaldo Castillo* Jessica Chepovsky* Elinaz Iraj** A J Johnson** Fatimah Muhareb* Diana Ngo* Jason Peaslee** Nick Petro* Courtney Resch* Suna Singh* *1" Frem *2" Frem *2" Frem *3 Information Johnson 1. Mon-Agenda Public Comments (limited to three minutes) • All other public comments (limited to three minutes) • All other public comments (limited to three minutes) • All other public comments (limited to three minutes) 7. Community Spotlight with District Attorney Summer Stephan: Retail Thert Updates 8. Financia Report Approval of Financials – September: 1 Mark, 2 Pilanie Approved Unanimously • 2027 Budget Prep – 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 or make sure to attend next month's meeting and informs budget priorities or make sure to attend next month's meeting and information Jodi Rudick, Executive Director 9. Organizational Excellence 1. Election of Officers – Nominations from the Board a. President Scott b. Vice President Elinaz c. Treasurer Bill d. Secretary Jessica Motion to approve the nominees for Officers. 1 Scott, 2 July Approved Unanimously 2. 401K Plan set up per California Mandate. 3. Associate Member Approval – a. Peter Gregg, Pet Wants Mira Mess; b. John Dole, John Dole Photography, Bird Rock 10. Merchant Engagement 11. Bulisness Breakfast October 28 at Shepherd Family YMCA with an information Johnson	1.	Call to Order - Monthly Board Meeting.	Action	AJ Johnson, President
Relso: Mark McDonald: Diline Mann; Jason Peaslee; Japhet Perez Estrada; Bill Podway, Treasurer; Jodi Rudick (Executive Director). (Quorum is 7) 3. Approval of September Minutes 1	2.	Roll Call - Scott Blaul, Secretary; Klara Chavarria; Rey Castillo, Jamie Mae Cheng;	Action	Scott Blaul, Secretary
Relso: Mark McDonald: Diline Mann; Jason Peaslee; Japhet Perez Estrada; Bill Podway, Treasurer; Jodi Rudick (Executive Director). (Quorum is 7) 3. Approval of September Minutes 1		Ernesto Carrola, Esq.; Elnaz Iraj, Vice President; AJ Johnson, President; Carrington		
3. Approval of September Minutes 1* Bill 2** Jamie Approved Unanimously Action Johnson 4. Approval Amendments to Agenda – Approve associate member applications. 1* Bill 2** Elinaz Approved Unanimously Action Johnson Sewaring in of Board Members 2025 – 2027 Reynaldo Castillo* Pesica Chepovsky* Elnaz Iraj** A Johnson** Fatimah Muhareb* Diana Ngo* Jason Peaslee** Nick Petro* Courtney Resch* Suna Singh* **1" Term **2** Term **2*			ABSENT	
4. Approval/Amendments to Agenda – Approve associate member applications. 1th Bill 2		Treasurer; Jodi Rudick (Executive Director). (Quorum is 7)		
5. Swearing in of Board Members 2025 – 2027 Reynaldo Castillo* Reynaldo Report Robinaldo Report Robinaldo Report Reynaldo Reynaldo Report Reynaldo Report Reynaldo Report Reynaldo Report Reynaldo Reynaldo Report Reynaldo Reynald	3.	Approval of September Minutes 1 st Bill 2 nd Jamie Approved Unanimously	Action	Johnson
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AJ Johnson** Fatimah Muhareb* Diana Ngo* Jason Peaslee** Nick Petro* Courtney Resch* Suna Singh* *1st Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2pt Term *2p				Stephan
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presentation presented by County of San Diego: Don't Get Spooked by Immigration	10.	Unanimously 2. 401K Plan set up per California Mandate. 3. Associate Member Approval – a. Peter Gregg, Pet Wants Mira Mesa; b. John Dole, John Dole Photography, Bird Rock Merchant Engagement 1. Business Breakfast October 28 at Shepherd Family YMCA with an informative		Johnson

	 - A Guide for San Diego's Small Business Owners Holiday Open House - 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 	Information	Rudick
	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.		
	3. Mingle and Jingle – Tuesday, December 2 at Beeside Balcony. Please RSVP to help with set up and food prep.	Information	Rudick
	4. Street Team Walkabout – Holiday Goodies to be delivered to businesses in	Information	Johnson
	December over several days. Looking for donations to fill the goodie bags and		
	volunteers to help.		
11.	Promotions -		
	1) Digital Marketing/Social Media Update	Information	Jodi Rudick, Executive
	2) <u>Art Walk Themes</u>		
	• November – Gratitude – Non-profit organizations invited to table at galleries.	Information	Bill Podway
	• December – 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.		l
	January – Health and Happiness	Information	Johnson
	• February – Love		
	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!		
12.	Adjourn to December 10 at an Earlier Time for the Strategic Planning Workshop?	Action	AJ Johnson
	Monthly Board/Membership Meeting. This is our Strategic Planning Workshop. Suggest	1 st Elnaz	
	meeting 30 minutes early (3:30) for a brief business meeting, then move into the	2 nd Bill	
	Strategic Planning Process. Jodi asked that each board member bring one guest.		