



LA JOLLA VILLAGE MERCHANTS ASSOCIATION  
**MONTHLY MEETING AGENDA**

14 January 2026 | La Jolla Riford Library | 4:00 PM

# AGENDA – MONTHLY BOARD MEETING

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1.	<b>Call to Order - Monthly Board Meeting</b>	Action	Scott Blaul, President
2.	<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
3.	<b>Approval of December Minutes</b>	Action	Blaul
4.	<b>Non-Agenda Public Comments</b> (limited to two minutes) <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
5.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>• Approval of Financials – November</li> <li>• Draft Budget sent to Sean Plaisted at City last month</li> </ul>	Action Information	Podway, Treasurer Podway
6.	<b>Organizational Excellence</b> <ul style="list-style-type: none"> <li>• Associate Member Applications (if submitted)</li> <li>• Strategic Plan Review* See attachment</li> </ul>	Information Action	Blaul Blaul/Jodi Rudick
7.	<b>Merchant Engagement</b> 1. <b>Upcoming Events</b> (Typically occur 4 <sup>th</sup> Tuesday of Each Month) 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> b. February 25 – Next Gen, 6 – 8 PM, Location TBD c. March 25– Mix and Mingle Happy Hour, 5 – 7, Location TBD 2. Street Team Upcoming Dates – 3 <sup>rd</sup> Wednesday at 2 3. New Program: Curated Connections – Merchant Matchmaking Walkabout with Jodi.	Information  Information Information	Blaul  AJ Johnson Rudick
8.	<b>Upcoming Events</b> 1) <b>Updated Print 2026 Calendar</b> 2) <b>Views of Nowruz 2026</b> 3) <b>Art Walk Themes</b> <ul style="list-style-type: none"> <li>• <b>January 2</b>– Health and Happiness</li> <li>• <b>February 6</b> – Love</li> <li>• <b>March 6</b> – Spring</li> <li>• <b>April 3</b> – Earth Days</li> <li>• <b>May 1</b> – Mama Mia!</li> <li>• <b>June 5</b>– PRIDE</li> <li>• <b>July 3</b>– Red, White &amp; Blues (Consider moving to 2<sup>nd</sup> Friday and Bastille Day Themed)</li> <li>• <b>August 7</b> – Ocean</li> <li>• <b>September 4</b> – Learn? Replace?</li> <li>• <b>October 2</b> – Spirits</li> <li>• <b>November 6</b> – Gratitude</li> <li>• <b>December 4</b> – Holiday Cheer</li> </ul>	Information Action	Rudick Elnaz Iraj, VP
9.	<b>Adjourn Meeting to February 11</b>	Action	Blaul



# LJVMA Strategic Plan One-Page Overview

## Objective 1: Strong, Ethical Leadership & Financial Sustainability

- Grow associate membership (Coastal La Jolla, B2B vendors, networking participants)
  - Diversify revenue through banner sponsorships (including new locations), grants, and digital media sponsorship
  - Strengthen board professionalism through leadership recruitment, diversity, and on-demand training
  - Conduct annual bylaws review; clarify board roles, criteria, and expectations; explore a board retreat
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## Objective 2: Increase Business Awareness & Engagement

- Launch **Curated Connections** to strengthen member relationships and collaboration
  - Improve onboarding with a Quick-Start video, welcome basket, and annual calendar
  - Expand outreach via a Street Team and an additional direct-mail campaign
  - Grow NextGen by engaging Village professionals and establishing a leadership group
  - Elevate education through rebranded Business Breakfasts and professional development offerings
  - Increase participation in meetings and events through engaging programming, incentives, and guest speakers
  - Achieve quorum by attracting 50+ members to the Annual Meeting
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## Objective 3: Drive Visitor Traffic & Buyer Activity

- Increase community visibility through speaking engagements and participation in regional events
  - Recruit volunteers and continue internship support for events and marketing
  - Enhance First Friday Art Walk with advertising, live music, children's components, VIP experiences, and strategic partnerships
  - Introduce new and signature events aligned with the LJVMA mission, including Family Sundays, Fashion Week collaborations, and culturally significant celebrations (e.g., Nowruz)
  - Expand merchant cross-promotion and charitable fundraising partnerships
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## Objective 4: Expand the “La Jolla by the Sea” Brand Reach

- Integrate social, digital, and publicity efforts with measurable goals
- Strengthen influencer marketing and specialty audience outreach (design, food, arts, media, tourism)
- Grow SEO through blog content and strategic use of VibeMap insights
- Refresh loyalty initiatives for workers, residents, students, and visitors
- Maintain a consistent process for third-party events that maximizes value to LJVMA through promotional exchanges