



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
MONTHLY MEETING AGENDA

11 February 2026 | La Jolla Riford Library | 4:00 PM

1.	Call to Order - Monthly Board Meeting	Action	Scott Blaul, President
2.	Roll Call - 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.	Approval of January Minutes	Action	Blaul
4.	Non-Agenda Public Comments (limited to two minutes) <ul style="list-style-type: none"> • Updates from Community/Political Leaders • All other public comments (limited to one minute) 	Information	Blaul
5.	Financial Report <ul style="list-style-type: none"> • Approval of Financials – December + November (Corrected) 	Action	Podway, Treasurer
6.	Organizational Excellence <ul style="list-style-type: none"> • Board Resignation • Associate Member Applications (if submitted) • Request for Support from Concours d'Elegance 	Action Action Action	Blaul Blaul Laurel McFarlane
7.	Community Spotlights: <ul style="list-style-type: none"> • UCSD Athletics with New Athletic Director, Andy Fee with Todd Greenbaum 	Information	
8.	Merchant Engagement <ol style="list-style-type: none"> 1. Business Breakfast was huge success with 50 attendees, a delicious breakfast and two wonderful presentations from I Love a Clean San Diego and <i>Small Business 2nd Annual Legal Update 2026 + Ask Ernie the Attorney</i> 2. Upcoming Events (Typically occur 4th Tuesday of Each Month) <ol style="list-style-type: none"> a. Next Gen – February 24 at LIK Fine Art. b. March 25– Mix and Mingle Happy Hour, 4:30 – 6 PM Roppongi, 875 Prospect c. April 28 – Business Breakfast at My Senior Health Plan, 875 Prospect. Suite 201 d. May 26 – Next Gen at Prospect Ink, 1224 Prospect e. June 23 – Piazza 1909, 3. Meeting location – Offer from My Senior Health Plan to host monthly meetings. 4. Street Team Upcoming Dates – 3rd Wednesday (Feb 18) 2:30 meet at Unscripted Spaces 	Information Information Information Information	Blaul Jodi Rudick Rudick Johnson
9.	Upcoming Events <ol style="list-style-type: none"> 1) March 1, 11 AM to 2 PM - Storytime Scavenger Hunt Celebrating Dr. Seuss's 122nd Locations are secured. All businesses are invited to contribute to the prize bag. Goodies need to be delivered/pick-up requested by Friday, February 20. This is a locals, multi-generational event. 2) Views of Nowruz 2026 – Statement from Elnaz 3) Art Walk Themes <ul style="list-style-type: none"> • March 6 – Spring • April 3 – Earth Days • May 1 – Mama Mia! • June 5– PRIDE • July 3– 250 Years of Red, White & Blues • August 7 – Ocean • September 4 – Curiosity • October 2 – Spirits • November 6 – Gratitude • December 4 – Holiday Cheer 	Information Action Information	Rudick Elnaz Iraj, VP Podway
10.	Adjourn Meeting to March 11	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