



# LA JOLLA VILLAGE MERCHANTS ASSOCIATION MONTHLY MEETING NOTES

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

1.	<b>Call to Order - Monthly Board Meeting</b>	Action	Scott Blaul, President
2.	<b>Roll Call</b> - Scott Blaul; <b>Ernesto Carrola</b> , Esq., Reynaldo Castillo, Jamie Mae Cheng, Jessica Chepovsky, Elnaz Iraj, AJ Johnson, Mark McDonald, Fatmeh Muhareb, Diana Ngo, <b>Jason Peaslee</b> , <b>Nick Petro</b> , Bill Podway, <b>Courtney Resch</b> , Suna Singh, Jodi Rudick (Executive Director)	Action <b>ABSENT</b>	Jessica Chepovsky, Secretary
3.	<b>Approval of January Minutes - Bill Podway / Jamie Mae Cheng (2<sup>nd</sup>) – Unanimous vote</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 – December + November (Corrected) <i>Jessica Chepovsky / Elnaz Iraj (2nd) - Unanimous vote</i></li> </ul>	Action	Podway, Treasurer
6.	<b>Organizational Excellence</b> <ul style="list-style-type: none"> <li>• Elnaz Iraj Resignation - <i>Bill Podway / Jamie Mae Cheng (2<sup>nd</sup>) – Unanimous vote</i></li> <li>• Associate Member Applications (if submitted)</li> <li>• Request for Support from Concours d’Elegance - <i>Bill Podway / Mark McDonald (2<sup>nd</sup>) – Unanimous vote</i></li> </ul>	Action Action Action	Blaul Blaul Laurel McFarlane
7.	<b>Community Spotlights:</b> <ul style="list-style-type: none"> <li>• UCSD Athletics with New Athletic Director, Andy Fee with Todd Greenbaum</li> </ul>	Information	
8.	<b>Merchant Engagement</b> <ol style="list-style-type: none"> <li>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 2<sup>nd</sup> Annual Legal Update 2026 + Ask Ernie the Attorney</i></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. Next Gen – February 24 at LIK Fine Art.</li> <li>b. March 25– Mix and Mingle Happy Hour, 4:30 – 6 PM Roppongi, 875 Prospect</li> <li>c. April 28 – Business Breakfast at My Senior Health Plan, 875 Prospect. Suite 201</li> <li>d. May 26 – Next Gen at Prospect Ink, 1224 Prospect</li> <li>e. June 23 – Piazza 1909</li> </ol> </li> <li>3. Meeting location – Offer from My Senior Health Plan to host monthly meetings.</li> <li>4. Street Team Upcoming Dates – 3<sup>rd</sup> Wednesday (Feb 18) 2:30 meet at Unscripted Spaces</li> </ol>	Information Information Information Information	Blaul Jodi Rudick Rudick Johnson
9.	<b>Upcoming Events</b> <ol style="list-style-type: none"> <li>1) <b>March 1, 11 AM to 2 PM - Storytime Scavenger Hunt Celebrating Dr. Seuss’s 122<sup>nd</sup></b> 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.</li> <li>2) <b>Views of Nowruz 2026 – Statement from Elnaz posted to @lajollabythesea blog</b></li> <li>3) <b>Art Walk Themes</b> <ul style="list-style-type: none"> <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>– 250 Years of Red, White &amp; Blues</li> <li>• <b>August 7</b> – Ocean</li> <li>• <b>September 4</b> – Curiosity</li> <li>• <b>October 2</b> – Spirits</li> <li>• <b>November 6</b> – Gratitude</li> <li>• <b>December 4</b> – Holiday Cheer</li> </ul> </li> </ol>	Information Information Information	Rudick Elnaz Iraj, VP Podway
10.	<b>Adjourn Meeting to March 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