



LETTER FROM THE PRESIDENT

July 7th, 2017

Dear Fellow La Jolla Village Merchants,

Welcome to the summer edition of the "Letter from the President". The purpose of this communication is to highlight our goals and initiatives as your La Jolla Village Merchants Association (LJVMA) Board of Directors and report on our progress to date as well as updates on any new ideas.

WEBSITE:

The progress on the updated La Jolla by the Sea website is moving forward nicely. We have landed on a design template and approved a story board. This week and next week we are finalizing our photos and videos. For those of you that received the "Urgent" postcard from LJVMA and have not completed the online survey, please do so as soon as possible. This will ensure that your business information will migrate to the new website successfully. We anticipate having the new website launch by the end of summer. We want to ensure that we deliver a premium product. Please do not hesitate to reach out to us if you have any questions at Info@LaJollabytheSea.com.

SOCIAL MEDIA:

While we have made progress on posting updates, information, and business highlights on a more consistent basis, we realize we have a long way to go. We are exploring all options to continue to improve our social media presence and establishing a clear point of view. We hope to have some solutions in the next 30 – 60 days to take this to the next level, but all input and suggestions are always welcome.

CO-OP ADVERTISING:

I mentioned in our last monthly meeting that we are exploring co-op advertising opportunities. While nothing is solidified at this point, having a shared advertising program across business categories (i.e. restaurants, fashion apparel & accessories, health & fitness...to name just a few) is a great way to enhance the La Jolla brand and approach advertising in a more cost effective way for merchants. We hope to have some more details in the next couple of months depending on merchant response and participation.

LA JOLLA DAY – PETCO PARK:

Please try and join your fellow La Jollans for the 4th Annual La Jolla Day at Petco Park. It is on Sunday, July 30th at 1:40pm. Tickets are \$75 per person for entry into the Sun Diego Beach area of Petco Park. Tickets include a pregame buffet, ballpark snacks, and beverage service. It is a great opportunity to meet other La Jolla community members and just have fun. Tickets also make a great gift for friends, family, and clients. Please see attached flyer for more details. We hope to see all of you there.

IN CLOSING:

I would encourage all of you to take an active role in helping to shape La Jolla as the place to be for all your shopping, dining, service, and accommodation needs. We are working hard for you to put things in place that will help set all of us up for success. Please do not hesitate to reach out to us if there is any way we can improve this effort for you. Until my next letter, I wish everyone much success and prosperity as we watch La Jolla Village become alive with a vibrancy and energy that this community so richly deserves.

Warm regards,

A handwritten signature in black ink that reads "James A. Niebling".

James A. Niebling
President, La Jolla Village Merchants Association
President, Esteban Interiors