



October 11th, 2017

Dear Fellow La Jolla Village Merchants,

Welcome to the fall 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:

We are so excited to announce the completion of the new La Jolla by the Sea website. It was officially launched on September 13th, 2017 at our monthly Board of Directors meeting. It has been very well received. It has a fresh new look and feel with an updated La Jolla logo. The navigation is more intuitive and much more comprehensive. We are most proud of our La Jolla video on the home page along with the dynamic pages we are able to offer business owners to highlight images and videos in a more impactful way. It is also important to note that this website was set-up to ebb and flow with changes in technology and the evolution of business community. It is also well tailored to work well on multiple devices of varying sizes (desktops, laptops, tablets, and phones).

SOCIAL MEDIA:

We continue to make rapid progress on this initiative. Our Instagram activity has increased dramatically and our Facebook followers and insights are moving in a very positive direction. One of our directors, Alisha Hawrylyszyn Frank, has done an incredible job with consistent posts on Instagram. The look and feel of the photography, the style of the posts, and the verbiage all speak so well to our brand. I am excited for the momentum to continue and grow even further. Please be sure and 'like' and check out our Facebook page and [@lajollabythesea](#) on Instagram.

CO-OP ADVERTISING:

We are reviewing some additional media publications this month to finalize our approach to co-op advertising. Some grass roots efforts have already been positioned in Modern Luxury's "Shop the Village" concept. We look forward to taking this even further in the coming months. I would also like to thank Dan Austin and his team at La Jolla Lifestyle Magazine for presenting us with a complimentary full page ad and website banner to announce the launch of the new La Jolla by the Sea website. We appreciate the tremendous partnership.

MERCHANT MIXER / ELECTIONS:

We are excited to tally the ballots for our board of director election results. We have some great candidates as well as incredible incumbents. We look forward to putting a strong team in place as we approach the coming year. While the participation in the election voting and our recent "Merchant Mixer" was not where we would like to see it, with regard to attendance, we are always looking for ways to improve the ease, quality, and enjoyment of these annual activities. Any suggestions you may have to improve participation are always most welcome.

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

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