



2017 - 2018 Board of Directors' Strategic Plan

Main Projects:

1. Website Redesign – Niebling/Fortune/Fazio – Committee Co-Chairs
2. Signature Event – Restaurant/Chef event – Murphy/Fortune Committee Co-Chairs
3. La Jolla Branding Collateral Sales – Niebling/Fortune Committee Co-Chairs
4. #MyLaJolla and #List for Social Media Campaign - Hawrylyszyn Frank/Cerda Committee Co-Chairs
5. PR Campaign – Niebling/Parra Committee Co-Chairs
6. Dedicated Email address – Business@LaJollabytheSea.com
7. Block Captain Data Collection Program: hire part-time – Sheila Fortune
8. Block Captain – Merchant Connect/Social Media: Jamie Dickerson – Committee Chair

Each Division's On-going Programs Continued:

Organization

- James Niebling – President, Executive Committee
- Brett Murphy – Vice President
- Krista Baroudi – Secretary
- Jamie Dickerson – Treasurer
- Sheila Fortune – Executive Director

1. PROW:

Discuss changing PROW ordinance to encompass sidewalk signs and include in La Jolla PROW – with standard signs and furniture permitted. Continue to educate the Real Estate Owners and Business owners of the PROW Ordinance and legalities, potential fines and appropriate Permits that are available through LJVMA.

2. La Jolla Coastal Access & Parking Board:

Continue as fiduciary agent for the City of San Diego
Fill 3 board seats on this Board

- Sheila Fortune – Program Manager/Treasurer, BOD
- Deborah Marengo – President, BOD
- TBD – BOD

3. La Jolla Planned District Ordinance Board:

Fill 3 board seats on this Board

- Deborah Marengo
- TBD
- TBD

4. La Jolla Traffic & Transportation Board:

Fill 2 seats on this Board

- Corey Bailey
- TBD

5. **Parking Partnerships:**

Work with businesses to educate on the LJCAP parking permit program and contact the parking companies to try and create more available spaces.

Economic Development

- Brett Murphy – Committee Chair

1. **Commercial Real Estate:**

Work with the local Commercial Real Estate Brokers to educate on the Business Improvement District and the approval processes for licensing with the City of San Diego as well as approval of PDO, CPA, LJVMA, T&T

2. **New Business Campaign:**

Put a proactive plan together to target the businesses we would like to open in the District and create a marketing package to market.

Search for “anchors” to bring the Village together in a more balanced shopping experience to tie in all corners of LJBID.

3. **Real Estate – Window Cover Program:**

Create standard design for window covering program for all vacant spaces to promote LJ, the type business for vacant space, how to do business in LJ.

Promotions/Marketing

1. **Village Marketing Group**

Educate merchants in free forum on all aspects of Marketing, Social Media, PR, Web. Have one “story” for La Jolla promotions. Continue to increase exposure on Facebook and Twitter accounts. Get local businesses, employees and customers engaged in campaign to “Like” and “Retweet” each other’s pages and Tweets.

2. **Support of Events and Partnerships:**

- 01/2017 Farmers Insurance Open
- 04/2017 Concours d' Elegance
- TBD/2017 La Jolla Day at the Padres
- 07/2017 LJ Fireworks
- 08/2017 LJ Half Marathon
- 09/2017 Taste of the Cove
- 10/2017 Fashion Week SD
- 10/2017 LJ Art & Wine Festival
- 10/2017 Pillage the Village
- 11/2017 So Fine on Kline Fall Festival
- 12/2017 Holiday Festival of Lights
- 12/2017 Christmas Parade
- Quarterly Merchant Mini Tradeshows – Sheila Fortune

Design

We will continue our monthly maintenance program for the BID district in anticipation of hand-off to new MAD association.

1. Landscape Maintenance:

Continue the hanging basket program maintenance. Explore other ways to pay for more decorative pots on sidewalks in strategic locations to increase the aesthetic beauty of our sidewalks.

2. Bench Program:

Continue Memorial Plaque program and promote the LJVMA available benches to adopt.

3. Holiday Décor:

Continue décor of village and Torrey Pines.

4. Banners and Sparkle & Shine Program:

Continue cleaning the sidewalks with established funding from Sparkle & Shine campaign.