



AGENDA

Monthly Board Meeting – April 12, 2017

La Jolla Riford Library at 3:00pm—4:30pm, 7555 Draper Avenue, La Jolla, CA 92037

1	Call to Order — Monthly Board Meeting Please silence cell phones Sign-in sheet – please make sure to sign in	Action	James Niebling
2	Roll Call	Action	Krista Baroudi
3	President’s Report 1) 15th LJVMA Board Seat Appointment	Information Action	James Niebling James Niebling
4	Non Agenda Public Comments	Information	
5	Approval of Minutes March 8, 2017	Action	James Niebling
6	Treasurer’s Report Financial reports	Information	Jamie Dickerson
7	Organization Division Report 1) SDSU Business Consulting Services Fowler College of Business	Information	Talena Handley
8	Promotions Division Report 1) 4th Annual La Jolla Day at Padres-game selection 2) San Diego Tourism Authority Presentation	Information Information	Sheila Fortune Kayla Yap
9	Economic Development Division Report 1) Grand Opening Program – report	Information	Jamie Dickerson
10	Strategic Plan Initiatives Reports 1) Website Redesign—status update 2) Signature Event – Restaurant/Chef event - status update 3) La Jolla Branding Collateral Sales - status update 4) #MyLaJolla and #List for Social Media Campaign—status update 5) Data Collection Program: hire part-timer—status update	Information	Niebling/Fortune/Fazio Murphy/Fortune Niebling/Fortune Hawrylyszyn Frank/Cerda Sheila Fortune
11	Adjourn Meeting Wednesday, May 10, 2017	Action	James Niebling

The Board may take action on any item on the agenda unless it is noted as being an “Information Only” item. If a sign language interpreter, aid for the visually impaired, or Assisted Listening Devices (ALDs) are required, please contact the LJVMA office at 858-454-5718 at least five (5) work days prior to the meeting date to insure availability.