



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY BOARD MEETING

14 NOVEMBER 2018 / 3:00 PM

La Jolla Riford Library
7555 Draper Avenue, La Jolla, CA 92037

AGENDA¹

1.	Set-up Venue / Sign-in <ul style="list-style-type: none"> Please silence cell phones Visitor sign-in sheet - please make sure to sign-in 		
2.	Call to Order - Monthly Board Meeting	Action	Jodi Rudick
3.	LJVMA Board Nominations from the Floor	Action	Jodi Rudick
4.	LJVMA Executive Board Nominations & Election	Action	Jodi Rudick
5.	Welcome and Installation - 2018-19 Board of Directors	Information	Jodi Rudick
6.	Roll Call	Action	Secretary
7.	Non-Agenda Public Comments	Information	Jodi Rudick
8.	Approval of Minutes	Action	Secretary
9.	Treasurer's Report and Audit Update <ul style="list-style-type: none"> A. Monthly Financial Report – October B. Audit Documents Acceptance 	Information Action	Brett Murphy, Treasurer
10.	Economic Development Report <ul style="list-style-type: none"> A. The City of San Diego Business Walk takes place on Wednesday, December 5, 2018 from 1:30PM - 6:30PM. Forty volunteers are needed for a successful walk. All LJVMA board members are asked to participate. Sign up Genius has been set up to recruit volunteers. 	Information	Jodi Rudick

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11.	<p>Promotions</p> <p>A. Pillage the Village Recap (October 31, 2018)</p> <p>B. Small Business Saturday, November 24, 2018 Free resource will be shared by San Diego's Small Business Saturday Coalition City Program Manager</p> <p>C. Website Improvements Demo– Easy access to merchant resources; self-input for events</p> <p>D. Partnership Requests –Cross Marketing Opportunities</p> <p>a. CAVU (formerly Absolution by the Sea) and BizX are hosting a networking event on December 12 and offered to include LJVMA branding on all materials as a “partner” in exchange for some marketing assistance. No cost involved. Good branding opportunity for LJVMA.</p> <p>b. OH! San Diego – March 23 – 24 – La Jolla Historical Society is partnering with the San Diego Architectural Foundation's <i>Open House San Diego</i> is a free weekend event that offers behind-the-scenes access to buildings located in Downtown San Diego, Bankers Hill, Barrio Logan, Point Loma and new for 2019 – La Jolla. La Jolla Village Merchant's Association has been invited to be a partner listed on all materials in exchange for marketing assistance and social media mentions. No cost involved.</p>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Action</p> <p>Action</p>	<p>Jodi Rudick</p> <p>Isabel Clark</p> <p>Jodi Rudick</p> <p>Jodi Rudick</p> <p>Dan Austin</p> <p>La Jolla Historical Society</p>
12.	<p>Design/Construction</p> <p>A. Holiday Decor – Holiday decorations are planned to go up this week. Need one to two volunteers to be part of the communication/planning on this project beginning this year and moving through 2019. Part of Design Committee.</p> <p>B. PROW – One Day Alley Closure RGB Group requests support for the following one-day alley closure: Project address is 7844 Herschel Av. The alley is located between Herschel and Girard. (North of</p>	<p>Information</p> <p>Action</p>	<p>Information</p> <p>Gerardi Baltazar</p>

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	<p>Wall St and south of Silverado St.) The traffic that will be affected for the construction is mainly delivery trucks and trash collection for business on Girard Av. There will be access on either end of the alley for deliveries or trash collection if necessary. The closure of the alley will be only for one day during the hours from 7am-3:30 pm. The goal is to get the project completed before the week of Thanksgiving.</p> <p>C. Construction Update Shift San Diego, provides information about construction projects happening in the Golden Triangle area.</p> <p>D. Children’s Pool Plaza Project Information about community celebration to take place on Sunday, December 9, 1:00 – 3:00 PM</p>	Information	Genevieve Fong
		Information	Phyllis Minich
13.	<p>Executive Director Report – Organization</p> <p>A. Strategic Planning Session – Set Date/Time to create the 2019 strategic plan before next meeting.</p> <p>B. End of the Year Merchant Mixer – Offer by Dominic’s Table to host Merchant Happy Hour in December.</p>	Action	Jodi Rudick
		Action	Jodi Rudick
14.	Board Member Reports	Information	
15.	<p>Adjourn Meeting</p> <p>Next Meeting Takes Place on December 12 at 3:00 PM at the Riford Library</p>	Action	Jodi Rudick
	Brown Act Training - City of San Diego staff will conduct required Brown Act training (open meeting rules and regulations) for all board members who have not yet completed training.	Information	Elizabeth Studebaker

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