



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY BOARD MEETING

Executive Committee: JANUARY 4, 2019 | 4:00 PM | LJVMA Offices | 7590 Fay Avenue, Suite 404 | La Jolla

Monthly Meeting - JANUARY 9, 2019 | 3:00 PM | La Jolla Riford Library | 7555 Draper Avenue, La Jolla

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	Brett Murphy, President
3.	Roll Call	Action	Julie Wright, Secretary
4.	Approval of Minutes	Action	Murphy
5.	Non-Agenda Public Comments (limited to three minutes)	Information	Murphy
6.	Financial Report <ul style="list-style-type: none"> • December Financial • Presentation of 2018-19 Budget Modification 	Action Action	Murphy Murphy
7.	Organizational Excellence <ul style="list-style-type: none"> • Presentation of Strategic Plan (attached) • Association Membership – Research is being completed to determine how other BIDs handle non-bid membership. Associate Membership proposal will be submitted in February • PROW Permits – Recommendation to explore charging for PROW access (La Jolla is the only BID that does not.) • Budget Draft is due to the city by mid-February. Budget timeline has been received and we are on track to meet the deadlines. 	Action Information Information Information	Murphy Murphy Murphy Information
8.	Economic Vitality and Merchant Development Report <ul style="list-style-type: none"> A. Merchant Education and Information Sessions are being planned. The first one will be in early February and will focus on ways that Merchants can connect and profit from Village events and happenings. February Focus: The Concord, The Concourse d' Elegance and others. B. Merchant Support - LJVMA wants to help celebrate and promote new businesses in The Village. Ribbon Cutting for Brow Boss Brow & Beauty (7863 Girard) is planned for March 23 early evening. New Mom Jamie Dickerson is confirmed to photograph the event. Reminder that Ribbon Cutting Requests are on the lajollabythesea.com website. 	Information Information	Don Parks, Vice President

¹ 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 858.230.2725 at least five (5) business days prior to the meeting date to insure availability.

9.	<p>Promotions</p> <p>A. Marketing and Promotions Committee will meet later this month and present a basic marketing plan at the February Meeting.</p> <p>B. Partnership/Cross Marketing Opportunities</p> <p>a. Partnership with OH! (Open House) San Diego First year La Jolla is included and LHVMA is listed as a partner organization. OH! San Diego promotes neighborhoods historic and architectural highlights. This event is a partnership with La Jolla Historical Society. March 23 – 24.</p> <p>b. Concours d’ Elegance – LJVMA has been invited to partner with the event in a more substantial way. May allow for income to LJVMA in exchange for assistance with merchant outreach, volunteer coordination, street banner fee waiver, etc.</p>	Information Information Action	Julie Wright, Secretary La Jolla Historical Society Michael Dorvillier
10.	<p>Design/Construction</p> <p>A. Enhance La Jolla – Update from Committee about the current status of MAD (Maintenance Assessment District)</p> <p>B. Holiday Decor – Plans are in place to meet with Décor Plan to evaluate holiday décor and light line.</p> <p>C. PROW Construction Requests – No requests requiring BOD approval</p>	Information Information	Nancy Warwick Murphy
11.	<p>Board Member Reports</p>	Information	
12.	<p>Adjourn Meeting Next Meeting Takes Place on February 13, 2019 at 3:00 PM at the Riford Library.</p>	Action	Murphy

1 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 858.230.2725 at least five (5) business days prior to the meeting date to insure availability.

2019 Strategic Plan Initiatives

1. ORGANIZATIONAL EXCELLENCE	2. ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3. DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
<p style="text-align: center;">Big Ideas</p> <p style="text-align: center;">Generate New Revenue Streams</p>	<p style="text-align: center;">Big Ideas</p> <p style="text-align: center;">Ease of Access Parking Program Merchant Education & Communication</p>	<p style="text-align: center;">Big ideas</p> <p style="text-align: center;">Support, Assist & Align with MAD Connect Storeowners to City Resources</p>	<p style="text-align: center;">Big ideas</p> <p style="text-align: center;">Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</p>	<p style="text-align: center;">Big Ideas</p> <p style="text-align: center;">Brand La Jolla as Cultural Arts Hub of San Diego County (<i>Think Laguna Beach</i>)</p>
<ol style="list-style-type: none"> 1. Develop Associate Member Category 2. Re-vamp PROW Access program for consistency in billing and design. 3. Recruit Student Interns/Volunteers 4. Apply for Community Enhancement Grant 5. Develop Media Kit/Rate Card 6. Create Shop Local Discount Program 7. Create Key Messaging (Elevator Speech – See Marketing and Publicity) 	<ol style="list-style-type: none"> 1. Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village 2. Merchant Development <ul style="list-style-type: none"> • Education Workshops • Mentorship via Block Captains • Increase and promote merchant Resources on Website 	<ol style="list-style-type: none"> 1. Align with Maintenance Assessment District to insure LJVMA needs are being addressed 2. Maintain and upgrade design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program) 3. Lighting improvements not covered by MAD 4. Storefront Improvement – Small Business Development Grants 5. Experiential events (See Event and Experiences Committee) 6. Communicate and better control consistency for PROW Access (See Organization) 	<ol style="list-style-type: none"> 1. Monthly Event (First Friday/La Jolla After Dark, 2. Strategic Tie-in with Third Party Events (partnerships insure our brand is visible, assist, clear communication between event managers and merchants, opportunity for merchants to sponsor/set up pop-ups/concessions, etc.) 3. Collaborate with LJVMA arts, culture and event organizations (Athenaeum, Warwick’s, La Jolla Music Society, Comedy Store, Nightclubs, Restaurants with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.) 	<ol style="list-style-type: none"> 1. Write marketing/media plan 2. Correct misconceptions (parking, haughtiness) 3. Support all other initiatives (events, experiences, local’s engagement, etc.)

1 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 858.230.2725 at least five (5) business days prior to the meeting date to insure availability.