



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

# MONTHLY BOARD MEETING

13 FEBRUARY 2019 / 3:00 PM

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

## AGENDA<sup>1</sup>

1.	<b>Set-up Venue / Sign-in</b> <ul style="list-style-type: none"> <li>Please silence cell phones</li> <li>Visitor sign-in sheet - please make sure to sign-in</li> </ul>		
2.	<b>Call to Order - Monthly Board Meeting</b>	Action	Brett Murphy, President
3.	<b>Roll Call</b>	Action	Julie Wright, Secretary
4.	<b>Approval of Minutes</b>	Action	Wright
5.	<b>Non-Agenda Public Comments</b> (limited to three minutes)	Information	Murphy
6.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>January Financials</li> <li>Presentation of 2019-20 Draft Budget. Approval needed</li> </ul>	Action Action	Murphy Jodi Rudick, Executive Director
7.	<b>Organizational Excellence</b> <ul style="list-style-type: none"> <li><b>Association Membership</b> – Research has been completed. Associate Membership guidelines submitted.</li> <li><b>PROW Permits</b> – Recommendation to Table. After some further research including interviews with Merchants, other BIDs and City staff, recommendation is made to table the PROW permit process. City does not enforce the PROW signage rules so the Association would come off negatively. Ask for motion to table until the City and BID Alliance looks at the program.</li> </ul>	Action  Action	Murphy  Rudick
8.	<b>Economic Vitality and Merchant Development Report</b> <ol style="list-style-type: none"> <li><b>Business Update</b> – Cormorant/Oceanic Enterprises Update</li> <li><b>Trolley Connector Resolution Request</b> – Multiple groups are adding their signatures to this resolution</li> <li><b>Branded Bike Racks</b> – Request for LJVMA funding to assist with costs to brand Village Bike Racks.</li> <li><b>Mobility Solutions RFI</b> – Two proposals received from Ace Mobility Solutions and Dixon Parking Consulting Solutions. Proposals are posted on website for review. Need volunteers to review proposals.</li> <li><b>Merchant Business Breakfast planned for February 20 at CAVU Restaurant and Brewery.</b> Registration and networking from 8: 00 to 8:30 AM, Monarch Cottage is providing the continental breakfast. Program from 8:30 to 9:30. Board members are requested to arrive a little before 8:00 to greet merchants. Planning Quarter <b>Breakfast4Business Workshops.</b></li> </ol>	Information Action  Action  Information  Information	Manoj Chawla/Tracy Ly Dan Allan, Traffic and Transportation Board Janet Stratford Collins  Rudick  Rudick
9.	<b>Promotions</b> <ol style="list-style-type: none"> <li><b>Marketing and Promotions Committee</b> held its first meeting with 18 people in attendance. Julie Wright will present a draft marketing plan. <ol style="list-style-type: none"> <li><b>SDSU MBA Consulting Project</b></li> <li><b>Events and Experiences Committee</b> met on February 6 – 10 Participants. Committee is recommending monthly nighttime to begin in May and recurring on an ongoing basis. Music, special activities, etc. Jeanie Croll who was responsible for La Jolla Nights has agreed to Chair the ad</li> </ol> </li> </ol>	Information	Julie Wright, Secretary

	<p>hoc events committee and share her previous promotional materials and “playbook” with LJVMA.</p> <p>B. <b>Concours d’ Elegance (April 12-14)</b> – MOU was created between the Concours and LJVMA. Many opportunities for merchants to benefit and get involved.</p> <p>a. <b>Volunteer at event</b> – 250 volunteers needed to fill hundreds of slots. All board members and merchants will be encouraged to get involved.</p> <p>b. <b>Village Vibes</b> - Take part in Saturday, April 13 Village Vibes event. Merchants can take part by adding a special activity in their store (food, beverages, trunk show, special guest speaker/expert/artist, exclusive discount for Concours visitors, gifts or free samples). Participating merchants can pick up balloons from pre-determined location to place at their storefront. Musical acts will be strategically “staged” throughout the Village to create ambience and encourage foot traffic.</p> <p>c. <b>Saturday Night After Party</b> – Concours’ and LJVMA will support but venue(s) will host and produce independently.</p>	Information	Michael Dorvillier
10.	<p><b>Design/Construction</b></p> <p>A. <b>Enhance La Jolla</b> – City is working to move the program forward, but no specific information is available. LJVMA will continue the following:</p> <p>a. <b>Rotary Village Beautification Project</b> – Hanging Baskets</p> <p>b. <b>Light-line update and ongoing maintenance.</b> After an audit of the current light line, Décor Plan has submitted a proposal to continue maintenance for <b>\$200/month</b>. Additionally, they are proposing an upgrade to equipment and to meet safety standards. <b>Cost for all repairs and equipment - \$3700</b></p> <p>B. <b>Banner Program</b> – Working with Décor Plan to update banner hardware to maximize revenue on existing poles. With adjustments to existing banner poles inventory can increase to 150 banners from existing 100. Budget and graphics will be presented at March Meeting.</p> <p>C. <b>PROW Construction Requests</b> – No requests requiring BOD approval</p>	Information  Action  Information	Rudick  Rudick  Rudick
11.	<b>Board Member Reports</b>	Information	
12.	<p><b>Adjourn Meeting</b> Next Meeting Takes Place on March 13, 2019 at 3:00 PM at the Riford Library.</p>	Action	Jodi Rudick



## 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)
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# BIG IDEAS

Generate New Revenue Streams	Ease of Access Parking Program Merchant Education & Communication	Support, Assist & Align with MAD Connect Storeowners to City Resources	Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination	Brand La Jolla as Cultural Arts Hub of San Diego County
<ul style="list-style-type: none"> <li><input type="checkbox"/> Develop <b>Associate Member</b> Category</li> <li><input type="checkbox"/> Re-vamp <b>PROW</b> Access program for consistency in billing and design.</li> <li><input type="checkbox"/> <b>Recruit</b> Student Interns/Volunteers</li> <li><input type="checkbox"/> Apply for Community Enhancement Grant</li> <li><input type="checkbox"/> Develop <b>Media Kit/Rate Card</b></li> <li><input type="checkbox"/> Create <b>Shop Local</b> Discount Program</li> <li><input type="checkbox"/> Create <b>Key Messaging</b> (Elevator Speech – See Marketing and Publicity)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Park La Jolla</b> – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village</li> <li><input type="checkbox"/> <b>Merchant Development</b> <ul style="list-style-type: none"> <li>o Education Workshops</li> <li>o Mentorship via Block Captains</li> <li>o Increase and promote merchant Resources on Website</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Align</b> with Maintenance Assessment District to insure LJVMA needs are being addressed</li> <li><input type="checkbox"/> <b>Maintain</b> and <b>upgrade</b> design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program)</li> <li><input type="checkbox"/> <b>Lighting improvements</b> not covered by MAD</li> <li><input type="checkbox"/> <b>Storefront Improvement</b> – Small Business Development Grants</li> <li><input type="checkbox"/> <b>Experiential</b> events (See Event and Experiences Committee)</li> <li><input type="checkbox"/> Communicate and <b>better control</b> consistency for PROW Access (See Organization)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Monthly Event</b> (First Friday/La Jolla After Dark,</li> <li><input type="checkbox"/> <b>Strategic Tie-in</b> 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.)</li> <li><input type="checkbox"/> <b>Collaborate</b> 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.)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Write <b>marketing/media plan</b></li> <li><input type="checkbox"/> <b>Correct</b> misconceptions (parking, haughtiness)</li> <li><input type="checkbox"/> <b>Support</b> all other initiatives (events, experiences, local’s engagement, etc.)</li> </ul>

