



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

March 13, 2019

Meeting called to order at 3:00 PM

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

BOD in attendance: Gabriela Guevara, Robert Mackey, Brett Murphy, Don Parks, Max Shenk, Tammy Tillack, Jessica Wiley, Kipp Williams, Lurnie Durisoe, Kelli Metclaf, Benoit Roux **Absent:** Julie Wright, Gerhard Bendl, Michael Dorvillier

MEETING MINUTES

1.	Approval of February Minutes	Action	Moved by Max Shenk, seconded by Don Parks Approved unanimously
2.	Non-Agenda Public Comments _____ of La Jolla parks and Beaches provided an update on the bike racks that will be upgraded throughout the village. As of Monday March 11, they are ready to receive donations to progress the project. Donations are by check only; they are waiting for PayPal account to be set up. Don Parks asked about the skateboard stickers that could go on the racks, but they are not going to move forward with that suggestion. Brett Murphy, President of the LJVMA, commented how smoothly this project is going and is appreciative of the communication that has been provided by La Jolla Parks and Beaches. Mauricio Medina, representative for Councilmember Barbara Bry distributed the Bry Bulletin and gave an update on Bry's State of the District message including accomplishments for 2018 and priorities for 2019 which are described in the Bry Bulletin.	Information	
3.	Financial Report <ul style="list-style-type: none">February Financials Brett Murphy, LJVMA president, presented the February Financials for board discussion and approval. The LJVMA has \$87,140.48 as of February. The board will be focusing heavy on promotions/marketing campaigns to attract customers to the village which is in alignment with the boards Strategic Plan for 2019.FY 2019 Budget Modification approved by City2020 Budget Packet submitted to City on March 5 for City Council approval on April 11.	Action	Moved by Max Shenk, seconded by Lurnie Durisoe Approved unanimously
4.	Organizational Excellence <ul style="list-style-type: none">A. Open Board Position – Amelia resigned from the board; no longer working in LJ Village. Three Self Nominations for a board position were presented by Jodi Rudick: Frank Bellavia, Norma Kay, and Gabriel Perlo. The current board members were asked to select one nomination and Frank was appointed to board by a vote of 7 to 4. Gabriel was presented with a position for chair in events.B. Community Enhancement Grant Submitted – Requested \$36,000. Notifications in May. Still need to submit video testimonial. Interns will assist.	Action	Moved by Rob Mackey, seconded by Max Shenk Approved unanimously

	<p>C. Association Membership Approval Independent CPA in La Jolla shores.</p>	Action	<p>Moved by Rob Mackey, seconded by Jessica Wiley</p> <p>Approved unanimously</p>
5.	<p>Economic Vitality and Merchant Development Report</p> <p>A. Trolley Connector Resolution– Resolutions and letters of support were presented to MTS by Councilmember Barbara Bry</p> <p>B. Mobility Solutions RFI – Parking Task Force met and reviewed proposals as well as detailed report of the Coastal Access Parking Program history. Committee chose to award consultation project to ACE Mobility solutions due to its offer to provide pro bono Consultation Services (up to five hours/month). Request that BOD move forward. No budget requested at this time.</p> <p>C. La Jolla Coastal Access Board – Due to lack of discounted parking, LJVMA has been informed by its administrator, Sheila Fortune, that this program is likely not to continue. Deborah Morengo, the LJCA Board Chair is scheduling a meeting to discuss status of program. LJVMA has three assigned seats on this board. Need to appoint members to serve on this board as representatives of LJVMA. Nominations/Volunteers to be appointed</p> <p>D. March Merchant Business Breakfast planned for March 19 at Grande Colonial Hotel; co-sponsored by San Diego Tourism Authority. Topic is International Tourism with Focus on China. All merchants who cater to tourists should attend to stay abreast of trends. Program from 8:30 to 9:30. Board members are requested to arrive a little before 8:00 to greet merchants.</p>	<p>Action</p> <p>Action</p> <p>Information</p>	<p>Moved by Rob Mackey, seconded by Jessica Wiley</p> <p>Approved unanimously</p> <p>Motion to appoint Jodi: Moved by Brett Murphy, seconded by Max Shenk Approved unanimously</p> <p>Motion to appoint Rob: Moved by Brett Murphy, seconded by Frank Bellavia</p> <p>Approved unanimously</p>
6.	<p>Promotions</p> <p>A. Marketing and Promotions Committee Marketing Plan finalized by marketing committee.</p> <p>a. SDSU MBA Consulting Project – In person surveys have been ongoing for a few weeks. Researchers are looking for businesses willing to send a digital survey to customer base. Final presentation is scheduled for May 2 at SDSU. All are welcome to attend.</p> <p>b. Media Plan being developed to determine best use of marketing dollars.</p> <p>c. 2019 West Coast Urban District Conference to be attended by Jodi Rudick and Julie Wright March 19 – 21.</p> <p>d. Enjoya La Jolla</p> <ul style="list-style-type: none"> • Second Saturday Sunset Sip, Shop & Stroll. • Inaugural event is Saturday, May 11 from 3:00 PM to 7:00 PM. • Like La Jolla Nights (2015-16) Enjoya La Jolla visitors will receive a “Passport” to encourage visits to various merchants featuring special offer, activity, refreshments, contest, etc. • Completed Passports will be returned and entered into a contest to win the Perfect La Jolla Weekend Package. • Volunteer is needed to help secure donations for prize packages. • Street performers will entertain. 	<p>Information</p> <p>Information</p>	

	<ul style="list-style-type: none"> • Graphic Design developed. • Thanks to ACE Parking for donating FREE Parking at 888 Prospect for this first Enjoya La Jolla. <p>B. Concours d' Elegance (April 12-14)</p> <ul style="list-style-type: none"> ○ All is on track for a full weekend of events. ○ "Brake in the Village" – Saturday Sip, Shop & Stroll in the Village from 12:00 PM to 5:00 PM <ul style="list-style-type: none"> • Cars will be parked in six areas on Prospect and Girard. • Musical acts will be strategically "staged" throughout the Village to create ambience and encourage foot traffic Form created to allow • Merchants to easily register at tinyurl.com/brakeinthevillage. The more merchants who get involved the better the event. Board members needed to educate and recruit merchant involvement. • All merchants are invited to participate by partnering with those located on Prospect and Girard. • Complete details posted Concours and LJVMA websites. ○ Saturday Night After Party – Herringbone will host; LJVMA will sponsor Golf Cart transportation from Scripps Park to the party thanks to generosity of Robert Mackey. Looking for volunteers to drive golf carts. <p>D. Website Enhancements – New Event Calendar is now live on site thanks to Miranda Gill, SDSU Intern.</p>	Information	
		Information/ Demo	
7.	<p>Design/Construction</p> <p>A. Enhance La Jolla – Board has reset, and meeting was held on March 7, 2019. Nancy Warwick represents LJVMA.</p> <p>B. Rotary Village Beautification Project Update – April 27</p> <p>C. PROW Construction Requests –</p> <ul style="list-style-type: none"> a. 7844 Herschel Av. Scope of new request: new 2" water liner new construction and 6" water line for fire suppression systems. Businesses directly impacted by the street work will be notified. 	Information	
		Action	Moved by Rob Mackey, seconded by Kipp Williams Abstained by Brett Murphy & Frank _____
8.	Board Member Reports	Information	
9.	Adjourn Meeting - Next Meeting April10, 2019 3:00 PM Riford Library.	Action	Meeting adjourned

Minutes prepared and submitted by Gabriela Guevara



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)
<h1>BIG IDEAS</h1>				
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"> <input type="checkbox"/> Develop Associate Member Category <input checked="" type="checkbox"/> Re-vamp PROW Access program for consistency in billing and design. ✓ Recruit Student Interns/Volunteers ✓ Apply for Community Enhancement Grant ✓ Develop Media Kit/Rate Card <input type="checkbox"/> Create Shop Local Discount Program ✓ Create Key Messaging (Elevator Speech – See Marketing and Publicity) 	<ul style="list-style-type: none"> <input type="checkbox"/> Park La Jolla – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village <input type="checkbox"/> Merchant Development <ul style="list-style-type: none"> ○ Education Workshops ○ Mentorship via Block Captains ○ Increase and promote merchant Resources on Website 	<ul style="list-style-type: none"> ✓ Align with Maintenance Assessment District to insure LJVMA needs are being addressed <input type="checkbox"/> Maintain and upgrade design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program) <input type="checkbox"/> Lighting improvements not covered by MAD <input type="checkbox"/> Storefront Improvement – Small Business Development Grants ✓ Experiential events (See Event and Experiences Committee) <input checked="" type="checkbox"/> Communicate and better control consistency for PROW Access (See Organization) 	<ul style="list-style-type: none"> ✓ Monthly Event (First Friday/La Jolla After Dark) ✓ 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.) ✓ 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.) 	<ul style="list-style-type: none"> ✓ Write marketing/media plan <input type="checkbox"/> Correct misconceptions (parking, haughtiness) <input type="checkbox"/> Support all other initiatives (events, experiences, local’s engagement, etc.)