



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
 AGING MINUTES

8 May 2019

Meeting called to order at 3:00 PM

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

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

<p>Approval of Minutes</p>	<p>Action</p>	<p>Moved by Robert Mackey Seconded by Brett Murphy</p>
<p>Non-Agenda Public Comments (limited to three minutes)</p> <p>Lily Zhou, candidate for District 2 council seat, attended to learn more about how she can help if elected.</p>	<p>Information</p>	<p>Murphy</p>
<p>Financial Report</p> <ul style="list-style-type: none"> <input type="checkbox"/> April Financials were presented by Brett Murphy who noted that there was over \$88,000 in the bank at month end with \$11,598 in net income <input type="checkbox"/> Jodi Rudick presented that the City of San Diego approved BID Budgets on April 23 	<p>Action Information</p>	<p>Moved by Mackey Seconded, Julie Wright Jodi Rudick, Executive Director</p>
<p>Organizational Excellence</p> <p>A. Association Membership Approval</p> <p>Rudick reported that an application was submitted for board approval by John Valencia of Nurse Next Door, a franchise with 8 employees that provides homecare services for La Jolla residents. It is located in Clairmont Mesa; Rudick</p> <p>Rudick reported that an application was submitted for approval by Liz Edwards of San Diego Spirits Festival, an organization that puts on a festival at the Embarcadero Park and which Rudick has invited to partner with LJVMA on spirits events in the Village.</p> <p>B. Salary Adjustment for Executive Director to top of original advertised salary range plus performance increase (Approximately 6%). Approved by Executive Board on May 2. No action required by full BOD.</p> <p>Wright reported that the adjustment brings Jodi’s compensation more in line with the market rate for her services and congratulated her on the great job and outcomes she has produced to date.</p> <p>C. Strategic Plan Modification Meeting (6 Month Check-in) June 2019 during regular board meeting.</p> <p>Rudick reported that the strategic plan was published in January and will carry the association through June 2020 with strategic plan adjustments every six months. June 2019 is the Association’s next planned adjustment—looking at new initiatives, for instance, given how quickly we’ve progressed</p>	<p>Action Action Information Information Action</p>	<p>Moved Wright Seconded Mackey Moved by Murphy Seconded by Frank Bellavia Wright Murphy Mackey moved Murphy seconded</p>

<p>through the strategic plan.</p> <p>She noted that a local discount program is one of the initiatives being started under the leadership of Frank Bellavia. Rudick thanked Bellavia for taking this on.</p> <p>D. Subleasing Office Space – BizX is interested in sharing space. Major income opportunity (\$12,000 in BizX dollars can be used for printing, special event signage and advertising). Auditor contacted and approves BizX transactions.</p> <p>Rudick proposed that the BizX sublease would extend the association’s resources.</p> <p>Laurie Durisoe said the BizX dollars go a long way with radio and other advertising opportunities and Durisoe has used them successfully for her business.</p> <p>Robert asked what the space was. It would be more than 50% of the Association’s rent and less than half of the available space. They will have three employees and there are three desks in the space.</p>		
<p>Economic Vitality and Merchant Development Report</p> <p>E. Park La Jolla - Mobility Solutions Update – Recommendations and solutions from Mobility Consultant. Link to presentation: https://www.slideshare.net/lajollavillagemerchants/park-la-jolla-ace-mobility-solutions</p> <p>Rudick introduced Brad Elsass of ACE Mobility Solutions, a San Diego based company.</p> <p>Elsass said ACE provides 5 hours of pro bono services to the LJVMA each month. Elsass explained ACE sought to identify the parking challenges based on its own data since it is a large provider of parking services in the village.</p> <p>Parking inventory in La Jolla Village is:</p> <ul style="list-style-type: none"> On street 2,456 Off street stalls 4,089 (i.e. garages) Valet 200 TOTAL 6,745 <p>Monthly parking stalls via ACE locations are 125 stalls at \$100-110/ month currently available</p> <p>Seasonal visitation impact – at any given time there are still 142 stalls available within the village even on its busiest days Merchants generate a majority of their sales on nights and weekends – the spending is generated by visitors to the village and they tend to come nights and weekends and that’s when there is the most excess availability</p> <p>During major events, parking is critical to a good event experience but even at major La Jolla events, spaces were still available, even during the recent Concourse D’Elegance when 48% of ACE stalls were available.</p> <p>There is capacity. We just need to market it. Nights and weekends are underutilized. Business hours (9 – 5) is when it’s most impacted. La Jolla parking rates are discounted by nearly half compared to downtown San Diego monthly parking rates. Future events shouldn’t be impacted by parking constraints.</p> <p>Desired mobility improvements include 1) parking improvements</p>	<p>Information</p>	<p>Brad Elsass, ACE Mobility Solutions</p>

including increasing on street parking availability, create additional capacity, better analytics; 2) improved traffic flow including reducing idle time, managing event traffic, minimizing ride share impacts; and 3) pedestrian movement such as facilitating intra-village movement, improving the shopping/dining experience and leveraging micro-mobility.

Top five recommendations based on ACE's evaluation:

- 1 – Major event parking management (40 points)
- 2 – Realtime off-street data collection (37 points)
- 3 – Increased parking enforcement (36 points)
 - Parking meters do drive more off-street parking but it's difficult to do
- 4 – Realtime on-street data collection (36 points)
 - Use some of the initiatives the City has launched with technology partners
- 5 – Mobile app wayfinding (36 points)
- 6 – Multimodal transportation data collection (35 points)
 - Tap into rideshare programs and work to create a ridesharing stop, for instance. A good case study is downtown Las Vegas. Created incentive program to give extra fees when they use the assigned location.

Murphy commented that ACE Parking's mobile app makes it easy to see what stalls are available and at what price.

Elsass said that the benefit of the app or any parking app is to get the data to people at the trip planning stage so that they can see there are thousands of stalls available in La Jolla and then become more inclined to visit.

Immediate action items proposed: 1) improve event parking,

Rudick clarified that ACE has done a tremendous job with the report and recommendations and has acted with altruism in collecting and presenting the data, analysis and recommendations. She thanked Elsass for the time the company had invested and encouraged the board to take the information provided.

Durisoe commented the big takeaway was the large number of available stalls. Murphy said the data was very helpful as for the first time the board now has real-time data and not anecdotes and opinions to consider.

Next month, Rudick said we'd put this on the agenda to accept the report, and that Elsass will present this to other groups in the Village.

F. La Jolla Coastal Access Program Update – LJVMA

Rudick updated that Mackey and she attended the recent meeting with Deborah Marengo as the LJVMA's official representative and meet next on May 28 with monthly meetings now planned.

- G. May Merchant Business Breakfast** planned for May 14 at Empress Hotel who is generously providing breakfast and the venue at no cost. Topic: Eight Ways to Get More Out of YOUR Association Program from 8:30 to 9:30. Board members are requested to arrive a little before 8:00 to greet merchants.

Rudick explained that this will be the fourth business breakfast for merchants and four more will be planned before yearend. There are only four more spots left.

Information

Information

Rudick

<p>H. Merchant Grand Opening – Bang & Olufsen Tonight (May 8, 5:30 to 8:30 PM).</p> <p>Rudick said Girard Avenue is almost full. There are great stores coming in, so explore. Tonight is Bang & Olufsen’s opening. They are the Ferrari of entertainment systems and everyone is invited with a LJVMA ribbon cutting.</p> <p>Murphy described the space as a customer experience space and a great event space. Visit it as an example of the future of retail.</p>		
<p>Promotions</p> <p>A. Concours d’ Elegance Debrief – Merchant and Participant Feedback</p> <p>Rudick said Michael Dorvillier had a family commitment and couldn’t make the meeting. She said she surveyed the merchants to see how it worked for them.</p> <p>Gabby Guevara of Blue Apparel said she had a very good day for sales during the event.</p> <p>B. Enjoya La Jolla</p> <p>a) Second Saturday Sip, Shop & Stroll in the Village from 3:00 PM to 7:00 PM</p> <ul style="list-style-type: none"> • 80 Merchants signed up to participate • All participating merchant are being asked to eblast info to customer base, post on social media, etc. • Preregistrations via EventBrite • Parking pass and event map will be sent to all who pre-registered. • Full list of merchants, entertainment, donations on website. • At least six live musical acts plus Bang and Olufsen curated music will provide ambience and encourage foot traffic. • Thanks to ACE Parking for donating FREE Parking at 888 Prospect for this first <i>Enjoya La Jolla</i>. • Balloons will be delivered to merchants to designate their storefronts as Map Stops. <ul style="list-style-type: none"> • It’s not too late to get involved. Stay open late on Saturday night. Decorate storefronts. • Volunteers needed day of event for set up (1 – 3 and breakdown (6:30 – 8:30). Sign up Genius link created. • Board member assistance requested – especially those not working a retail location. Sign up going around... <p>Rudick thanked Bellavia and Wright for their time volunteering during the Brake in the Village and encouraged other board members to volunteer for <i>Enjoya La Jolla</i>. Rudick encouraged merchants to help build the <i>Enjoya La Jolla</i> brand.</p> <p>Parking is FREE at 888 Prospect! The entire garage is available to <i>Enjoya La Jolla</i> attendees. Merchants who sign on to the event will get a little perk to their employees and customers. Passports will be handed out at the parking garage and Nat Geo with copies for merchants to distribute.</p> <p>C. Marketing and Promotions Committee</p>	<p>Information</p>	<p>Rudick</p>

<p>a. SDSU MBA Consulting Project Completed – Report will be posted on Website</p> <p>Wright reported that the students gave an excellent presentation with thorough research and well-thought out recommendations to focus on the opportunities and obstacles to driving more visitors and spending in the village. She shared several highlights.</p> <p>Find the entire presentation at https://www.slideshare.net/lajollavillagemerchants/sdsu-mba-research-report</p> <p>b. Media Plan finalized and initial media purchases will include. Total Monthly Buy - \$4000/month. Action – Approve advertising of \$4000/month based on available FY 19 budget surplus.</p> <ul style="list-style-type: none"> • Union Tribune Community Newspapers - \$1745/month • KPBS -\$1400/month • SanDiego.org - \$250/month • SanDiego.com \$50/month • Social Media Boosts \$100/monthly <p>c. Test Marketing Co-op Media Program</p> <p>Rudick said this is something that merchants have been asking for. Last week, LJVMA put together an ad in the La Jolla Light and in the La Jolla and Del Mar Visitors Guide. The goal is to see if there is any value in driving people to specific stores. Four merchants are trialing this with the Association. There is a free tote bag that the four merchants hand out to any of the shoppers that come as a result of the ads to provide the association with data.</p> <p>d. Events and Experiences –</p> <ul style="list-style-type: none"> • New Chairperson, Morgan Barnes • New events being explored – • <i>Enjoya La Jolla</i> After Party on July 11 in conjunction with Liz Edwards, Founder of San Diego Spirit Festival. <p>Signature Event</p>		<p>Wright</p> <p>Mackey moved Jessica Wiley seconded Murphy abstained</p> <p>Rudick</p>
<p>Design/Construction</p> <p>A. Rotary Village Beautification Project Completed – Merchants will be contacted to assist with watering during warm weather.</p> <p>Rudick acknowledged Cindy Goodman and Bill Burch with Nancy Warwick who came up with ideas for beautifying the village.</p> <p>Burch thanked the LJVMA for all it is doing to keep the Village vital and overviewed Rotary International and the local La Jolla Rotary including its scholarships, service projects for children in Tijuana, and Rotarians at Work – a day of community service which was April 27. They chose to add to the beauty of La Jolla and identified the floral planters. They did a site survey and found 35 in need of replacement. They seconded the La Jolla Fire Department to help take down the planters. They replanted the pots with new pink and red geraniums. Lurnie helped recruit the fire department. About 20 volunteers participated including volunteers from the local high school.</p> <p>Rotary meets at La Valencia every Tuesday for lunch. They would like to have more merchants in their group.</p>	<p>Information Action</p>	<p>Rudick</p>

<p>B. PROW Construction Requests (if submitted) None, but next month, Level 10 who is the contractor for the La Jolla Museum of Contemporary Art will be presenting.</p> <p>C. Banner Purchase Approval –</p> <p>a. Update Hardware to create Banner Size Consistency - \$2160</p> <p>b. Add Single Banners on Girard - \$2382</p> <p>Kelli Metcalf is chairing the Design and Beautification committee for LJVMA.</p> <p>The light line is repaired. Metcalf will review the light line with her committee and assess whether it should be updated.</p> <p>For the first time, banners are going to be available for merchants to sponsor. We have funds and will be updating the banners as they're out of date with old logos.</p>		
<p>Board Member Reports</p> <p>Durisoe said the Conrad is filling up consistently and bringing people into the Village. There are a lot of variety to the programs. They're doing multimedia paired with music. It's a good thing for the Village.</p> <p>Mackey said the LJ Traffic and Transportation board meets next May 15.</p>	Information	
<p>Adjourn Meeting - Next Meeting June12, 2019 3:00 PM Riford Library. Strategic Plan Modification</p>	Action	Murphy



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"> ✓ Develop Associate Member Category <input type="checkbox"/> Promote Associate Membership to neighboring merchants (Bird Rock, La Jolla Shores) <input 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"> ✓ Park La Jolla Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village ✓ Merchant Development Education Workshops Increase and promote merchant Resources on Website Mentorship via Block Captains 	<ul style="list-style-type: none"> ✓ Align with Maintenance Assessment District to insure LJVMA needs are being addressed ✓ Maintain and upgrade design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program) ✓ Lighting improvements not covered by MAD <input type="checkbox"/> Storefront Improvement – Small Business Development Grants ✓ Experiential events (See Event and Experiences Committee) <input 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 – Second Saturday Enjoya La Jolla) ✓ Strategic Tie-in with Third Party Events (partnerships ensure 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 ✓ Correct misconceptions (parking, haughtiness) ✓ Support all other initiatives (events, experiences, local’s engagement, etc.)