



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY BOARD MEETING

12 June 2019 / 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	Brett Murphy, President
3.	Roll Call	Action	Julie Wright, Secretary
4.	Approval of Minutes	Action	Wright
5.	Non-Agenda Public Comments (limited to three minutes)	Information	Murphy
6.	Financial Report <ul style="list-style-type: none"> May Financials End of FY 2019 Update (Actual BID Income vs. Budgeted Income) City of San Diego Approved BID Budgets Update 	Action Information	Murphy Jodi Rudick, Executive Director
7.	Organizational Excellence <p>A. Association Membership Approval</p> <p>B. Board of Directors Vacancy – Three applications to review to fill vacancy due to Laurne Durisoe no longer being a LJVMA BID member. We wish Laurne much success in her next adventures.</p> <p>a. Lauren Johnston – Patronus Wellness</p> <p>b. Norma Kay – Norma Kay Gifts</p>	Action Action	Rudick Rudick
8.	Economic Vitality and Merchant Development Report <p>C. Park La Jolla - Mobility Solutions Update</p> <p>D. June Open Office Hours – Merchant are invited to schedule a one-on-one appointment with experts on various topics. June 18/July 16/August 20 OR by special arrangement. June's topic – Using events to promote your business.</p> <p>E. Merchant Grand Openings/Events</p> <p>F. La Jollalty Card – Locals Incentive Program</p>	Information Information Information	Brad Elsass, ACE Mobility Solutions Rudick
9.	Promotions <p>A. Concours d' Elegance Debrief – Merchant and Participant Feedback</p> <p>B. Enjoya La Jolla – Global Wellness Day Debrief</p> <p>C. Enjoya La Jolla – Celebrates Summer - July and August Promotional Theme, August will focus on the Upper Village</p> <p>a. Board member assistance requested – especially those not working a retail location. Sign up going around...</p> <p>D. Marketing and Promotions Committee</p> <p>a. SDSU MBA Consulting Project Debrief with Barbary Bry Three projects, requiring city support, will be explored:</p> <ul style="list-style-type: none"> Scenic Walking Route between La Jolla Village and La Jolla Shores. Looking for Eagle Scout to assist with this project. Village Signage at The Cove to educate and encourage visitors to spend some time in our historic village. Property Owners/Managers Networking Event 	Information Information Information	Murphy Rudick Rudick

	<p>b. Media Plan adjusted based on actual 2019 income vs. budget projection. Total Monthly buy reduced to \$2000/month. Marketing Committee will review. BizX media purchases will be explored.</p> <ul style="list-style-type: none"> • Union Tribune Community Newspapers, \$1745/month • KPBS -\$1400/month (removing from budget due to lack of actual income. Possible co-op advertising opportunity). • SanDiego.org - \$250/month • SanDiego.com \$50/month • Social Media Boosts \$50/monthly <p>c. Test Marketing Co-Op Media Program</p> <p>d. Events and Experiences –</p> <ul style="list-style-type: none"> • <i>Postponing July 11 Enjoya La Jolla After Party</i> to better plan and promote. Table to Strategic Plan Modification. • Signature Event – Tabled to Strategic Plan Modification 	Information	Wright
10.	<p>Design/Construction</p> <p>Construction Updates and Requests</p> <p>A. CROWN CASTLE FIBER</p> <p>B. Banner Purchase Approval –</p> <p>a. Add Single Banners on Girard - \$2382 if budget allows with marketing committee input regarding design. BOD will see design options at next month’s meeting. MAD Committee Chair has been informed of the banner updates.</p> <p>b. Need to update banners to reflect new logo and new feel. Cost is approximately \$7000. Kelly Murry is working on Co-op program to sell banner space (5% as allowed) to sponsors/merchants/etc. Move to Strategic Planning.</p>	Action Action	Rudick Rudick
11.	<p>Strategic Plan Modification Meeting (6 Month Check-in)</p> <p>a. Events/Experiences</p> <p>i. Signature Event? – Reach out to promoter</p> <p>ii. Revenue Generating Event? – Enjoya La Jolla After Party, Spirit Stroll in October</p> <p>b. Promotion/Marketing – Develop Strategic Co-op program for merchants, Tourism, Regional/Local; Partnership with Open Aire Marketing, Small Business Saturday</p> <p>c. Design/Beautification – MAD Update, Co-op Banner Program allow merchants to sponsor banner(s)</p> <p>d. Economic and Merchant Development – Merchant one-on-one coaching, Help merchants attract high-quality staff: Job Fair, “Work in the Village” page website</p>	Workshop	Rudick
12.	<p>Adjourn Meeting - Next Meeting July 10, 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)
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 Most Beautiful Place in San Diego County
<ul style="list-style-type: none"> ✓ Develop Associate Member Category <input type="checkbox"/> Actively Promote Associate Membership to Neighboring Businesses (Bird Rock and La Jolla Shores) <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"/> Develop Sales strategy to attract sponsors and advertisers. <input type="checkbox"/> Create Shop Local Discount Program ✓ Create Key Messaging (Elevator Speech – See Marketing and Publicity) <i>“More than just a pretty place.”</i> 	<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 <ul style="list-style-type: none"> ○ Education Workshops ○ Mentorship via Block Captains ○ Increase and promote merchant Resources on Website ○ One on one Coaching Sessions <input type="checkbox"/> Help merchants recruit and hire quality staff. (Job Fair, Job listings on website) 	<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"/> Design and order new street banners for self-promotion. Offset costs by allowing merchant sponsorship. <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) ✓ Monetize Enjoya La Jolla and/or Develop Revenue Generating Component <input type="checkbox"/> 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. <i>Concours, Art and Wine Festival, Taste of La Jolla, Open Aire Market</i>) ✓ Collaborate with LJVMA arts, culture and event organizations (Athenaeum, Warwick’s, <i>La Jolla Music Society, Comedy Store, Nightclubs, Restaurants with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.</i>) 	<ul style="list-style-type: none"> ✓ Write marketing/media plan ✓ Complete high-level marketing research project ✓ Correct misconceptions (parking, haughtiness) ✓ Support all other initiatives (events, experiences, local’s engagement, etc.)

