



MONTHLY BOARD MEETING

10 July 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 – Present: Frank Bellavia, Lauren Johnston, Kelli Metcalf, Brett Murphy, Don Parks, Benoit Roux, Tammy Tillack, Jessica Wiley (acting Secretary), Kipp Williams. Absent: Gaby Guevara, Michael Dorvillier, Robert Mackey, Max Shenk, Julie Wright.	Action	Julie Wright, Secretary
4.	Approval of Minutes	Action Don - Motion Tammy – second Unanimous Jessica – abstained	Wright
5.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> • Upcoming Events • Updates from Community/Political Leaders • New Business Introductions • All other public comments La Jolla Cove Swim <ul style="list-style-type: none"> • Judy Halter • Sept 8th 2019 • Looking for sponsorship for banner and shirts Kelly Vanerveen and Khaled (Revive Rejuvenation Center and Wellness Pharmacy) <ul style="list-style-type: none"> • New business in La Jolla Wellness pharmacy with medical spa • Looking for information on how to be get involved in the community • Jodi advised to go to lajollabythesea.com Brian Gaeta – Lifetime Fitness <ul style="list-style-type: none"> • 143 resort athletic clubs around the nation • New to La Jolla • Looking to be a part of the community and provide support Mauricio Medina– Barbara Bry’s Office <ul style="list-style-type: none"> - On recess for August - Sidewalk vending ordinance – 2018 Governor Brown, 946 street vendors allowed. Give cities right to limit or restrict. Presentation available via Mauricio. LJVMA recommendations for Girard and Prospect off limits. Jodi will continue communication with office. Place on agenda for Sept. - Scripps park construction – completion expected in 441 days - Torrey Pines Road – surprise shut down by public works. Wrapped up by end of day tomorrow. - Mauricio will be absent next week. Jodi requested for Vicki to be at meeting 	Information	Murphy

	<p>John Unbewust - Manager with the Maintenance Improvement District</p> <ul style="list-style-type: none"> - RFPs are posted on the Enhance La Jolla Website. October 1st vendors will be on streets to address 3 areas of improvement - Jodi asked for standing meeting date – Library Sept 19th Thursday 4pm. Once per quarter 		
6.	<p>Financial Report July Financials</p> <ul style="list-style-type: none"> - See report <p>Audit Update</p> <ul style="list-style-type: none"> - Looking to help keep businesses legal - Increase revenue by business tax certificate – looking to help get these businesses involved and supported <p>BID Budgets/Management Contract Update</p> <ul style="list-style-type: none"> - Business improvement limited – Complete and comprehensive audit completed by Katharine Dockman, Intern. City Treasurer thanked Katharine on behalf of LJVMA for researching over 200 out of compliance businesses. Focus is on supplementing BID income with alternative revenue streams as outlined in our strategic plan. Focus on selling street and web banners. 	<p>Action Don – motion Kipp – second Unanimous</p> <p>Information</p>	<p>Murphy</p> <p>Jodi Rudick, Executive Director</p>
7.	<p>Organizational Excellence</p> <p>A. Association Membership Approval (if any) Jonathan Schwartz – Partner in Aging – Senior Services</p> <p>B. Board of Directors Update</p> <p>a. Board Vacancy – Frank Bellavia is no longer with Merrill Lynch leaving a vacancy. Merrill Lynch’s new Delegate, Melissa Snook, has submitted a self-nomination to take Frank’s place. Frank was thanked for his time and commitment to the association.</p> <p>b. Election Process and Update</p> <p>i. All eligible merchants were postal mailed Self Nomination and Election Instructions.</p> <ul style="list-style-type: none"> - Received 2 nominations already <p>ii. Self-Nomination Forms due by September 11. There will be 6 open seats</p> <p>iii. Michael has reached term limit. Can reapply after a one-year hiatus.</p> <p>iv. Current Board Members who have completed the 2nd year of their two-year term and need to reapply:</p> <ol style="list-style-type: none"> 1. Gerhard Bendl 2. Brett Murphy 3. Don Parks 4. Lauren Johnston 5. (Frank Bellavia replacement) <p>v. Board members whose will continue as they are completing the 1st year of their two-year term (no application required)</p> <ol style="list-style-type: none"> 1. Kelli Metcalf 2. Julie Wright 3. Gaby Guevara 4. Robert Mackey 5. Benoit Roux 6. Max Shenk 	<p>Action Kipp – motion Brett – second Unanimous</p> <p>Action Frank – motion Brett – second Unanimous</p> <p>Information</p>	<p>Rudick</p> <p>Murphy</p> <p>Rudick</p>

	<ul style="list-style-type: none"> 7. Tammy Tillack 8. Jessica Wiley 9. Kipp Williams vi. Candidate Forum Date – September 11, to take place during our regular Board Meeting. vii. October 9 Annual Meeting and Election viii. 		
8.	<p>Economic Vitality and Merchant Development Report</p> <p>C. Summer Open Office Hours Continue – Merchant are invited to schedule a one-on-one appointment with experts on various topics.</p> <p>D. La Jollalry Card – Locals Incentive Program Update and Demo – Two meetings held; merchants very enthusiastic. Platform is being built; merchant profiles have begun to be input. Grand Launch Art and Wine Festival.</p> <ul style="list-style-type: none"> - Partnering with La Jolla High School. Students will sell as a fundraiser. - Merchants will provide special offer for card. - Physical show and save card - No fee to be part of the first phase of the card. Online/mobile app in future. - Merchants will receive decals for door. - Program to start in 8 weeks <p>E. Hospitality Group Update – First meeting took place on July 30 at 8:30 AM at Empress Hotel. All Hotels, restaurants and tour companies invited to attend and develop strategic plan. Focus will be on collaborations, publicity and co-op marketing.</p> <ul style="list-style-type: none"> - Morgan: social media export – empress meeting with hotels in the village put together staycation bundles to be promoted to guests. Outdoorsy, romantic, other themes – ask merchants involved to provide discounts. – promote La Jolla as a staycation destination, market as sunset happy hour and friendliest place to shop. Tourism authority assisting <p>F. Sponsorship Opportunities- Update</p> <ul style="list-style-type: none"> - Application in from Life Time Fitness – LJVMA looking to upgrade banner program. Lifetime Fitness as offered to support funding for p banner printing, display, and instillation for 3 years and 2 months. New banners to go up in September. 		Rudick
9.	<p>Promotions</p> <p>A. Enjoya La Jolla – Celebrates Summer – Please volunteer if not working a retail location.</p> <ul style="list-style-type: none"> - Looking for volunteers. Sept 14th last Celebrate Summer Series <p>B. October Street Closure Request - La Jolla Art and Wine Festival requests Letter of Support for Street Closures. Merchants will be encouraged to increase their “footprint” for the weekend taking advantage of the Sidewalk. (See item 9c)</p> <ul style="list-style-type: none"> - Laurel McFarlane– McFarlane Promotions – All merchants along the festival route have been notified. Approved by traffic and transportation. Special event permit requesting letter of support. Murphy – asked for information on demographics. People from all over San Diego, 20,000 people per day during the weekend. <p>C. Board Member Volunteer Request - Enjoya La Jolla Celebrates La Jolla Art and Wine Festival October 12 – 13. No stand-alone Enjoya La Jolla but rather, will partner with LJAWF. Workshop will be held to educate merchants about opportunities offered by the Festival. LJVMA will be given a booth at the event. All available board members will be asked to work a few hours at the booth on one or both days. 9 AM to 6 PM. Merchants will be encouraged to extend onto the PROW/Sidewalk (ie: lounge, sidewalk sale, tasting samples, beverages, refreshment station, doggy day care, carnival-style</p>	<p>Information</p> <p>Action Brett – motion Lauren – second Unanimous</p> <p>Information</p>	<p>Murphy</p> <p>Murphy</p> <p>Rudick</p>

	<p>game (wheel of fortune), children’s activity, hands on craft – something to attract visitors to their store/restaurant.</p> <ul style="list-style-type: none"> - Asking for volunteers – allowed to wear company info. Offered booth at farmers marketing every weekend – option but need volunteers <p>D. Enjoya La Jolla November – Celebrates Service. Working on partnership with USO/military service organizations. Looking into music provided by military veterans, groups.</p> <ul style="list-style-type: none"> - Laurie Durisoe, former board member is assisting with entertainment and collaborations. Veterans Day weekend – reaching out to the military. Still looking for volunteers 		
10.	<p>Design/Construction Construction Updates and Requests (if submitted)</p> <p>MAD Approved by City Council – Update from new Executive Director, John Unbewust (see open comments section)</p>	<p>Action NO ACTION</p> <p>Information</p>	<p>Rudick</p> <p>John Unbewust</p>
11.	<p>Adjourn Meeting - Next Meeting September 11, 2019 3:00 PM Riford Library. Candidate Forum</p>	<p>Action</p>	<p>Murphy</p>



2019 Strategic Plan Initiatives (June 2019 Update)

1. ORGANIZATIONAL EXCELLENCE	2. ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3. DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
BIG IDEAS				
<p style="text-align: center;">Generate New Revenue Streams</p> <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 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) “More than just a pretty place.” 	<p style="text-align: center;">Ease of Access Parking Program Merchant Education & Communication</p> <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) 	<p style="text-align: center;">Support, Assist & Align with MAD Connect Storeowners to City Resources</p> <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 type="checkbox"/> Communicate and better control consistency for PROW Access (See Organization) 	<p style="text-align: center;">Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</p> <ul style="list-style-type: none"> ✓ Monthly Event (First Friday/La Jolla After Dark) <input type="checkbox"/> Monetize Enjoya La Jolla and/or Develop Revenue Generating Component ✓ 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. Concours, Art and Wine Festival, Taste of La Jolla, Open Aire Market) ✓ 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.) 	<p style="text-align: center;">Brand La Jolla as Cultural Arts Hub More than Just a Pretty Place</p> <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.)

New items added

To be developed

Key

Completed/Phase Completed