



MONTHLY BOARD MEETING

11 September 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) <ul style="list-style-type: none"> Upcoming Events Updates from Community/Political Leaders New Business Introductions All other public comments 	Information	Murphy
6.	Financial Report <ul style="list-style-type: none"> August Financials Audit Update 	Action Information	Murphy Jodi Rudick, Executive Director
7.	Design/Construction <ul style="list-style-type: none"> Construction Updates and Requests (if submitted) Presentation from new Executive Director, John Unbewust 	Action Information	Rudick John Unbewust
8.	Organizational Excellence <ol style="list-style-type: none"> Associate Membership Approval (if any) Partnership request from REBA (Real Estate Brokers Association) – 50% off Associate Membership for individual real estate agents who are REBA Members in good standing. REBA will help promote membership. Board of Directors Update <ol style="list-style-type: none"> Election Process and Update <ol style="list-style-type: none"> All eligible merchants were postal mailed Self Nomination and Election Instructions. Self-Nomination Forms were due today at noon. There will be 6 open seats. Incumbent Board Members who have completed the 2nd year of their two-year term and need to reapply: <ol style="list-style-type: none"> Gerhard Bendl – has elected not to re-run. Brett Murphy – Self nomination form received. Don Parks - Lauren Johnston – Self Nomination Form Received Melissa Snook – Self Nomination Form Received Board members whose will continue as they are completing the 1st year of their two-year term (no application required) <ol style="list-style-type: none"> Kelli Metcalf Julie Wright Gaby Guevara Robert Mackey Benoit Roux 	Action Action Information	Rudick Rudick/Kelli Metcalf Rudick/Wright

	<p>6. Max Shenk 7. Tammy Tillack 8. Jessica Wiley 9. Kipp Williams</p> <p>v. Candidate Forum – Each Candidate will have one minute to speak about qualifications, goals as it pertains to LJVMA. Those not present will have candidate statement read aloud by current member of the board.</p> <p>vi. October 2 – Secret Ballots will be cast at LJVMA Office from 8:00 AM to 6:00 PM. Interns will be on hand. All ongoing Board members requested to take a shift to help with voting. Please contact Jodi to sign up for a shift.</p> <p>vii. October 9 - Annual Meeting and Election – Non-partial election official will be on site to open ballots.</p>		
9.	<p>Economic Vitality and Merchant Development Report</p> <p>D. Business4Breakfast is September 17 at Sushi on the Rock. Thanks to Celeste Johnson for generously hosting and providing continental breakfast. All are encouraged to attend. Topic: Art, Wine and Other Fall Events with featured Speaker, Sherry Ahern, La Jolla’s “Queen of Arts.” Please RSVP if you have not already done so. All Board Members and Candidates are encouraged to attend. Need a few people to arrive early to meet and greet.</p> <p>E. La Jollalty Card – Locals Incentive Program Update First Phase Completed; 40 Merchants have signed agreement; Website has been updated with La Jollalty Card icons and pages. La Jolla High School Foundation will be test partner for non-profit fundraising distribution. Grand Launch Art and Wine Festival.</p> <p>F. Sponsorship Opportunities- Update has been completed on website. Goal is to sell banner ads on website and/or ad self-promotion banner ads.</p>	Information	Rudick
10.	<p>Promotions</p> <p>A. Street Banner Update - New Banners have been installed in the Village. Life Time La Jolla sponsored production, installation and display fees.</p> <p>B. Enjoya La Jolla – Celebrates Summer – This Saturday. Changes have been made based on input from both merchants and participants.</p> <p>C. Enjoya La Jolla November – Salute to Service. Working on partnership with USO/military service organizations. Looking into music provided by military veterans, groups. Laurie Durisoe, former board member is assisting with entertainment and collaborations.</p> <p>D. Enjoya La Jolla December – Merchants will be challenged to decorate and celebrate the holidays.</p> <p>E. Holiday Happenings – Event and Marketing Committee to develop marketing campaign/calendar will be developed to promote FREE holiday events in La Jolla Village. Girard Holiday Open House (on November 24 will kick off the calendar, other merchant clusters encouraged to collaborate: Ideas include: Ho, Ho, Ho on Ivanhoe Fa, la, la on Fay Get Jolly on Girard Gingerbread on Girard </p>	Information	Rudick/Wright
11.	<p>Adjourn Meeting - Next Meeting September 11, 2019 3:00 PM Riford Library. Candidate Forum</p>	Action	Murphy



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