



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

ANNUAL MEETING

MONTHLY BOARD MEETING

9 October 2019 / 3:00 PM

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

ANNUAL MEETING 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 – Annual Board Meeting		Brett Murphy, President
3.	Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof	Action	Julie Wright, Secretary
4.	Approval of 2018 Annual Meeting Minutes – No minutes as quorum was not established. Action:	Information	Wright
5.	Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official.	Action	Impartial Election Officials
6.	Adjourn to Monthly Meeting	Action	Brett Murphy

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting	Action	Brett Murphy, President
2.	Roll Call	Action	Julie Wright, Secretary
3.	Approval of September Minutes	Action	Wright
4.	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
5.	Financial Report <ul style="list-style-type: none"> September Financials Acceptance of Audit 	Action Action	Murphy Jodi Rudick, Executive Director
6.	Design/Construction <ul style="list-style-type: none"> Construction Updates and Requests (if submitted) – <ul style="list-style-type: none"> Lifetime Fitness – Final Construction Phase Update from new Enhance La Jolla Executive Director, John Unbewust 	Action Information	Rudick John Unbewust
7.	Economic Vitality and Merchant Development Report <p>A. La Jollalty Card – Website has been updated, cards and window decals will be distributed to all merchants. La Jolla High School Foundation will be test partner for non-profit fundraising distribution. Grand Launch Art and Wine Festival.</p> <p>B. 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



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				
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 More than Just a Pretty Place
<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.” 	<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 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) <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.) 	<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