



MONTHLY BOARD MINUTES

10 September 2019 / 3:00 PM

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

<p>Call to Order - Monthly Board Meeting</p> <ul style="list-style-type: none"> Murphy called meeting to order at 3:05 p.m. 	Action	Brett Murphy, President
<p>Roll Call</p> <ul style="list-style-type: none"> Wright took roll call Present: Melissa Snook, Lauren Johnston, Brett Murphy, Tammy Tillack, Jessica Wiley, Gaby Guevara, Michael Dorvillier, Max Shenk Absent: Gerhard Bendl, Kelli Metcalf, Don Parks, Benoit Roux, Kipp Williams, Robert Mackey 	Action	Julie Wright, Secretary
<p>Approval of Minutes</p>	<p>Action</p> <p>Moved Brett Murphy, 2nd Lauren Johnston</p> <p>Abstains: Julie Wright, Gabby Guevara, Michael Dorvillier</p>	Wright
<p>Non-Agenda Public Comments (limited to three minutes)</p> <ul style="list-style-type: none"> Upcoming Events <ul style="list-style-type: none"> Bike racks are ready for deployment Updates from Community/Political Leaders <ul style="list-style-type: none"> Sen Toni Atkins rep reported all legislation will pass by midnight, AB5 clarifying independent contractors vs employees was passed, SB1 environmental air quality bill is being advanced by Sen Atkins, Calif now has free tuition at community college for first-time students and is otherwise at \$50 / unit Lily Zhou Candidate for District 1 Morgan King, host of La Jolla Local podcast, invited locals to share stories and experiences with lessons on her podcast Sherry Savage from La Jolla Rotary shared that the focus is on women's, children's and community health and invited people to attend a Luau event at the La Jolla Shores hotel and support the event with donations, contributions or tickets Nina, intern working on Enjoya La Jolla and Ashley, intern, on the La Jollalty card introduced themselves 	Information	Murphy
<p>Financial Report</p> <ul style="list-style-type: none"> August Financials <ul style="list-style-type: none"> End of Aug: \$74K in bank, \$208 negative income was from spending some Audit Update 	<p>Action</p> <p>Wright moved / Wiley seconded</p> <p>Unanimous</p> <p>Information</p>	Murphy

a. Election Process and Update

- i. All eligible merchants were postal mailed Self Nomination and Election Instructions.
- ii. Self-Nomination Forms were due today at noon. There will be 6 open seats. Rudick reported that LJVMA has received more self-nominations than in any election in recent memory.
- iii. Incumbent Board Members who have completed the 2nd year of their two-year term and need to reapply:
 - 1. Gerhard Bendl – has elected not to re-run.
 - 2. Brett Murphy – Self nomination form received.
 - 3. Don Parks -
 - 4. Lauren Johnston – Self Nomination Form Received
 - 5. Melissa Snook – Self Nomination Form Received
- iv. Board members whose will continue as they are completing the 1st year of their two-year term (no application required)
 - 1. Kelli Metcalf
 - 2. Julie Wright
 - 3. Gaby Guevara
 - 4. Robert Mackey
 - 5. Benoit Roux
 - 6. Max Shenk
 - 7. Tammy Tillack
 - 8. Jessica Wiley
 - 9. Kipp Williams
- v. **Candidate Forum** – Each Candidate will have one minute to speak about qualifications, goals as it pertains to LJVMA.

There are 6 open positions and 12 candidates have submitted:

Lauren Johnston – Interim board member, a program manager for a health and wellness firm in the village with experience in nonprofit boards, budgets and facilitating community projects through events and policy; interested in sustaining businesses and has enjoyed being on the LJVMA marketing task force.

Brett Murphy – Current board President with 4 years of board services, great relationship with Jodi Rudick and excited about the strategic plan, owns La Jolla Sports Club and SanDiego.com, has enjoyed being in the role and looks forward to continuing the process.

Don Parks – *Rudick presented:* With UT Community Press and is passionate about supporting small business, has 30 years experience with media sales, he'd like to continue to be part of exciting changes in the Village, he's vice-President of the Executive Board this year.

Melissa Snook – Merrill Lynch, La Jolla native and UCSD alum, lives in the Village, attending her first board meeting and looks forward to the strategic planning ahead, she has worked in La Jolla since

Information

Rudick/Wright

she was 15 and is excited to see the Village bustling.

Natalie Aguirre – Store Manager J McLaughlin Store, 30 year luxury retailer in San Diego and NY, brings knowledge in tourism and retail and thinks that background will be helpful, she's on the Traffic and Transportation Board, tracks her clients and runs a 50-50 split between locals and tourists.

Sima Alefi – A wealth management advisor for LPL Financial, with 22 years of industry experience, two boys in college and relocated five years ago from NorCal where she had been very active in the community, Chamber, Rotary, etc. She described the LJVMA and Jodi as a breath of fresh air

Amber Anderson – Sotheby's realtor for 10 years with a passion for La Jolla where she works and lives, she also sells La Jolla and wants to see businesses succeed, 2018 Realtor of the Year, chaired their Young Professionals group, great advocate for awareness, participated with Pillage in the Village and Concours d'Elegance, does a video series called Keeping It Local

Morgan Barnes – Representing Cove House, a new restaurant on Girard, with 15 years of experience in the hospitality industry and has worked for many stores and restaurants locally as well as planned multiple events in the village including Enjoya La Jolla, ribbon cuttings and supported marketing task force and hospitality group, she's excited to keep people coming to La Jolla

Cody Decker – *Rudick presented:* Owner of Decker's Dog + Cat and live nearby on Fay Avenue, young entrepreneur, experience launching other retail businesses.

John Hansen – moved to the village 5 years ago and has been in San Diego since 1999, has a consumer law practice specializing in lemon law, located on Fay Avenue, has been a board or committee member for National Association for Consumer Advocates and bar association, has five kids and knows the community

Mike Murrell – *Rudick presented:* GM of the Pantai Inn for the past 4 years and represents La Jolla's hotel industry, passionate about supporting local businesses and improving and promoting the village as a destination

Diana Pickett – *Rudick presented:* LJ resident since 1960, was a member of the town council, lived and worked all over the world, has an MA and PhD in psychology, her practice is located on Fay, she's raised a family here who have attended all LJ schools

- 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

<p>take a shift to help with voting. Please contact Jodi to sign up for a shift.</p> <p>Only members of good standing as of September 30 are eligible to vote in this election. LJVMA will provide designated election officials and Robert Mackey will provide golf cart transportation to / from.</p> <p>vii. October 9 - Annual Meeting and Election – Non-partial election official will be on site to open ballots. Swearing in ceremony will be Nov. 13.</p>		
<p>Economic Vitality and Merchant Development Report</p> <p>C. Business4Breakfast is September 17 starts at 8 a.m. at Sushi on the Rock with program at 8:30 a.m. 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. Check out the LJVMA blog for more.</p> <p>D. La Jollalty Card – Locals Incentive Program Update First Phase Completed; almost 50 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>E. Sponsorship Opportunities- Update has been completed on website. Goal is to sell banner ads on website and/or ad self-promotion banner ads. Will have 24 ad spaces and allow annual contracts.</p>	Information	Rudick
<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. The wide banners are up for Sept and Oct. But the skinny ones will be up for a two year. There are some poles available and sponsors can be identified on 5% of the banner space.</p> <p>B. Enjoya La Jolla – Celebrates Summer – This Saturday. Changes have been made based on input from both merchants and participants. Rudick will share data next meeting. Intern Nina said they are pushing event attendees to merchants doing incentives and activities and she is reaching out to merchants to get their full participation.</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> <p>The next board meeting is the last Tuesday, Sept 24 at 4 p.m.</p>	Information	Rudick/Wright
<p>Adjourn Meeting - Next Meeting September 11, 2019 3:00 PM Riford Library.</p>	Action Adjourned at 4:30	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