



MONTHLY BOARD MEETING

13 November 2019 / 3:00 PM

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

MONTHLY MEETING AGENDA¹

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 			
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.	Organizational Excellence <p>A. Associate Membership Approval</p> <p>B. Review BOD Responsibilities and Attendance Requirements</p> <p>C. Board of Directors Swearing in and Conflict of Interest Statement</p> <p>D. Election of Officers</p> <p> a. President _____</p> <p> b. Vice President _____</p> <p> c. Secretary _____</p> <p> d. Treasurer _____</p> <p>E. Thanks to Outgoing Board Members</p> <p>F. Strategic Planning Meeting next month. All ideas and topics should be forwarded to Jodi at jodi@lojollabythesea.com</p> <p>G. Brown Act Training with City Staff following meeting</p>	Action Information Action Action Information	Rudick Murphy Rudick Rudick Rudick/Murphy
6.	Financial Report <ul style="list-style-type: none"> October Financials 	Action	Murphy
7.	Economic Vitality and Merchant Development Report <p>A. La Jollalty Card – Very successful launch with Foundation of La Jolla High School at Art and Wine Festival. They have also promoted cards at Homecoming, Taste of La Jolla, Committee Meetings and Sporting Events, Donations to Foundation total about \$2500. The LOT continues to give FREE movie ticket to donors. Website is up to date. Vendors continue to come on board. Marketing Plan to be developed as part of Strategic Plan.</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> <p>C. Business4Breakfast – Start up series beginning of the year. Committee needed to take on this program.</p>	Information	Rudick
8.	Design/Construction <ul style="list-style-type: none"> Construction Updates and Requests (if submitted) – Update from new Enhance La Jolla Executive Director, John Unbewust 	Action Information	Rudick John Unbewust

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9.	<p>Promotions</p> <p>A. La Jolla Cove Open Water Swim MOU – La Jolla Open Water Swim Committee has come to us about “adopting” their event as well as other events which have been funded in The Cove including 4 summer concerts. LJVMA would act as Fiscal agent and help with marketing and management. Partnership with Kiwanis who would assist with community outreach and fundraising. Judy Halter, Race Director, along with committee will continue to produce the event using Race event specialist (RaceWire). Requesting motion to proceed with MOU; Final MOU will be presented to Board for Final Approval within two months.</p> <p>B. Successful October Events</p> <ul style="list-style-type: none"> a. Art and Wine Festival – Booth was great partnership with Foundation of La Jolla High School. b. Taste of La Jolla – Restaurants reported great attendance. c. Pillage the Village with Dog-O-Ween Decker’s Dog + Cat; 35 Dogs and owners at Dog-O-Ween. Will grow next year. Huge thanks to Cody Decker for making this happen. <p>C. Enjoya La Jolla November – Recap. Added both community expo for associate members and Interactive Art Pop Ups for local artists through Partnership with Balboa Park’s Spanish Village</p> <p>D. Enjoya La Jolla January – Sidewalk Sale (Celebrates Savings) Permission to use PROW as allowed by law (4 foot access) to set up side-walk sale atmosphere in the Village.)</p> <p>E. Holiday Happenings – Happy JollaDays</p> <ul style="list-style-type: none"> a. Holiday Event Calendar to be printed as part of Enjoya La Jolla Marketing Poster and Counter Card. All merchants are asked to share public holiday events, parties, receptions, etc. between Thanksgiving and New Year’s b. Enjoya La Jolla December – Celebrate the Season, Holiday Decorating Contest Ends c. Holiday Decorating Contest - Merchants will be challenged to take part in Holiday Decorating Contest. Securing prizes for winning merchants and patrons. 	<p>Action</p> <p>Information</p> <p>Action</p> <p>Information</p>	<p>Murphy Rudick</p> <p>Wright</p> <p>Rudick</p> <p>Rudick</p>
10.	<p>Adjourn Meeting – 3:00 PM Riford Library</p> <p>Strategic Planning Workshop – December 11, 2019 – ALL MEMBERS ENCOURAGED TO ATTEND. Goal: Each board members brings 2 – 3 merchants/people with them. Invite all your neighbors!</p>	Action	Murphy

Please Join Us Tonight for a Very Special Reception

YOU'RE INVITED!

We'd like to invite you to be our guest for a special party in association with the San Diego Bay Wine + Food Festival. Stop by Modernist Cuisine Gallery for a night of art, wine, and light snacks, and to meet artist Nathan Myhrvold.

Location

Modernist Cuisine Gallery
1241 Prospect Street
(across the street from George's at the Cove)

Date & Time

Wednesday, November 13, 2019
5:30-7:00 p.m.

RSVP

An RSVP for the evening is required.
Please do so [here](#).

Additional details about the event can be found through the festival's website.
www.sandiegowineclassic.com

MODERNIST CUISINE GALLERY
SAN DIEGO BAY WINE + FOOD FESTIVAL



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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)
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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 	<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 	<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.)

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<p>than just a pretty place.”</p>		<p>Access (See Organization)</p>		
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New items added

To be developed

Key

Completed/Phase Completed

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