



# MONTHLY BOARD MEETING

13 November 2019 / 3:00 PM

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

## MONTHLY MEETING MINUTES<sup>1</sup>

<b>Set-up Venue / Sign-in</b>			
<ul style="list-style-type: none"> <li>• Please silence cell phones</li> <li>• Visitor sign-in sheet - please make sure to sign-in</li> </ul>			
1.	<b>Call to Order - Monthly Board Meeting</b>	Action	Brett Murphy, President
2.	<p><b>Roll Call</b></p> <p>Present: Melissa Snook, Gabriela Guevara, Micheal Dorvillier, Lauren Johnston, Kelli Metcalf, Brett Murphy, Don parks, Benoit Roux, Jessica Wiley, Julie Wright</p> <p>Absent: Gerhard Bendl, Max Shank, Tammy Tillack, Kipp Williams</p> <p>Motion to update agenda – for a second roll call after swearing in</p>	Action	<p>Julie Wright, Secretary</p> <p>Moved by Wright</p> <p>Seconded by Don Parks</p> <p>Unanimous Approval</p>
3.	<b>Approval of September Minutes</b>	Action	<p>Wright</p> <p>Moved by Don Parks</p> <p>Seconded by L Lauren Johnston</p> <p>Unanimous approval</p>
4.	<p><b>Non-Agenda Public Comments</b> (limited to three minutes)</p> <ul style="list-style-type: none"> <li>• Upcoming Events</li> <li>• Updates from Community/Political Leaders</li> <li>• New Business Introductions</li> <li>• All other public comments</li> </ul> <p>Lily Zhou is running for City Council and is looking for signatures for her petition.</p> <p>John Unbewust, manager of La Jolla Village MAD. They started operations on the first of October. A report for October 2019 was circulated with updates on</p>	Information	Murphy

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	<p>landscape maintenance, litter control and power washing.</p> <p>A guest commented that they've never seen the village so clean as it was during the Art and Wine Festival recently.</p> <p>Jodi Rudick recommended visiting the Enhance La Jolla website or attending a meeting of Enhance La Jolla to learn more.</p> <p>Joaquin Fernandez who opened at Lagom, 723 Pearl Street with healthy options, including gluten free and vegan, smoothies, juice bar and coffee.</p> <p>Steve Hadley, council liaison to Councilwoman Barbara Bry, introduced himself as the new representative for the village.</p> <p>Lynn Arsero, marketing firm with photo and video studio, for corporate videos or photo shoots.</p> <p>Magdi Ahmed, manager Tempurpedic La Jolla. The only factory owned store in San Diego. Having a sale. Encourages people to visit now through Dec. 3 to save up to \$600. Plus, a Black Friday event with Tempurpedic Slippers on sale.</p>		
5.	<p><b>Organizational Excellence</b></p> <p><b>A. Associate Membership Approval</b></p> <p><b>Gymguyz</b> – 5 employee, remote/mobile gym fitness services franchise Wright moved Mackey seconded Murphy abstained</p> <p><b>Banc of California</b> Moved by Robert Mackey Seconded by Johnston Unanimous</p> <p><b>Anderson Windows</b> Moved by Robert Mackey Seconded by Jessica Wiley Opposed by Murphy, Supported by all others</p> <p><b>Knead a Massage</b> Moved by Mackey Seconded by Murphy Unanimous</p> <p>B. Review BOD Responsibilities and Attendance Requirements</p> <p>C. Board of Directors Swearing in and Conflict of Interest Statement</p> <p>Mike Dorvillier swore in the new directors: Amber Anderson, Cody Decker, Lauren Johnston, Melissa Snook, and Brett Murphy (Morgan Barnes, absent)</p> <p>D. Roll Call</p> <p>Present: Amber Anderson, Cody Decker, Gabriela Guevara, Lauren Johnston, Robert Mackey, Kelli Metcalf, Brett Murphy, Benoit Roux, Melissa Snook, Jessica Wiley, Julie Wright</p> <p>Absent: Morgan Barnes, Max Shenk, Tammy Tillack, Kipp Williams</p> <p>E. Election of Officers</p> <p>a. President : Brett Murphy Unanimous approval</p>	<p>Action</p> <p>Information Action</p> <p>Action</p>	<p>Rudick</p> <p>Murphy Rudick</p> <p>Rudick</p>

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	<p>b. Vice President: Julie Wright Unanimous approval</p> <p>c. Secretary: Jessica Wiley Unanimous approval</p> <p>d. Treasurer: Kelli Metcalf</p> <p>Self Nominations: Benoit Roux Kelli Metcalf Lauren Johnston VOTE: Tied between Kelli Metcalf and Lauren Johnston Per by laws a coin was tossed. Kelli picked heads. Results of toss: heads</p> <p>F. Thanks to Outgoing Board Members Brett handed out thank you cards to Don Parks and Mike Dorvillier, and Gerhard Bendi</p> <p>G. Strategic Planning Meeting next month. All ideas and topics should be forwarded to Jodi at <a href="mailto:jodi@lojollabythesea.com">jodi@lojollabythesea.com</a></p> <p>H. Brown Act Training with City Staff following meeting Following the meeting – required</p>	Information	Rudick/Murphy
6.	<p><b>Financial Report</b></p> <ul style="list-style-type: none"> <li>October Financials</li> </ul> <p>Brett reviewed July through October 2019 financials. Please see financials attachment</p>	Action	<p>Murphy</p> <p>Moved by Cody Decker Seconded by Amber Anderson</p> <p>Approved unanimously</p>
7.	<p><b>Economic Vitality and Merchant Development Report</b></p> <p>A. <b>La Jollalty Card</b> – 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>Soft launch over Art and Wine Festival went well. Hard Launch scheduled for next week with double page spread in La Jolla Light. Merchants are welcomed to highlight themselves with paid ad. Currently have 59 merchants signed up.</p> <p>B. <b>Sponsorship Opportunities</b>- Update has been completed on website. Goal is to sell banner ads on website and/or ad self-promotion banner ads.</p> <p>C. <b>Business4Breakfast</b> – Start up series beginning of the year. Committee needed to take on this program. Jodi reports she is looking for committee chair – Amber Anderson volunteered.</p>	Information	Rudick
8.	<p><b>Design/Construction</b></p> <ul style="list-style-type: none"> <li><b>Construction Updates and Requests (if submitted) –</b> NONE</li> <li><b>Update</b> from new Enhance La Jolla Executive Director, John Unbewust See notes in public comments</li> </ul>	<p>Action</p> <p>Information</p>	<p>Rudick</p> <p>John Unbewust</p>

<p>9.</p>	<p><b>Promotions</b></p> <p>A. <b>La Jolla Cove Open Water Swim MOU</b> – 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>B. Successful October Events</b></p> <ul style="list-style-type: none"> <li>a. Art and Wine Festival – Booth was great partnership with Foundation of La Jolla High School.</li> <li>b. Taste of La Jolla – Restaurants reported great attendance.</li> <li>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.</li> <li>d. Marketing team will be looking at developing a similar to pillage the village in the spring (ex. Egg hunt)</li> </ul> <p>C. <b>Enjoya La Jolla November</b> – Recap. Salute to service. 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. <b>Enjoya La Jolla January – Sidewalk Sale (Celebrates Savings)</b> Permission to use PROW as allowed by law (4 foot access) to set up side-walk sale atmosphere in the Village.)</p> <p><b>E. Holiday Happenings – Happy JollaDays</b></p> <ul style="list-style-type: none"> <li>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</li> <li>b. <b>Enjoya La Jolla December – Celebrate the Season, Holiday Decorating Contest Ends</b></li> <li>c. <b>Holiday Decorating Contest</b> - Merchants will be challenged to take part in Holiday Decorating Contest. Securing prizes for winning merchants and patrons.</li> </ul> <p style="padding-left: 40px;">Jodi passed our informational flyer to board members and attending visitors</p>	<p>Action</p> <p>Information</p> <p>Action</p> <p>Information</p>	<p>Murphy</p> <p>Moved by Julie Wright</p> <p>Seconded by Robert Mackey</p> <p>Approved unanimously</p> <p>Rudick</p> <p>Wright</p> <p>Rudick</p> <p>Moved by Robert Mackey</p> <p>Seconded by Amber Anderson</p> <p>Approved unanimously</p> <p>Rudick</p>
<p>10.</p>	<p><b>Adjourn Meeting</b> – 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> <p>Thoughts on meeting times – difficult to attend. Is there a better time that works perhaps 4 or 5pm</p>		<p>Murphy</p>

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# 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](http://www.sandiegowineclassic.com)

**MODERNIST CUISINE GALLERY**    **SAN DIEGO BAY WINE + FOOD FESTIVAL**





## 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)
<i>BIG IDEAS</i>				
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 <b>Cultural Arts Hub</b> More than Just a Pretty Place

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<ul style="list-style-type: none"> <li>✓ Develop <b>Associate Member Category</b></li> <li><input type="checkbox"/> <b>Actively Promote Associate Membership to Neighboring Businesses (Bird Rock and La Jolla Shores)</b></li> <li><input type="checkbox"/> <del>Re-vamp <b>PROW</b> Access program for consistency in billing and design.</del></li> <li>✓ <b>Recruit Student Interns/Volunteers</b></li> <li>✓ Apply for Community Enhancement Grant</li> <li>✓ Develop Media Kit/Rate Card</li> <li><input type="checkbox"/> Develop Sales strategy to attract sponsors and advertisers.</li> <li><input type="checkbox"/> <b>Create Shop Local Discount Program</b></li> <li>✓ Create <b>Key Messaging</b> (Elevator Speech – See Marketing and Publicity) “More than just a pretty place.”</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Park La Jolla</b> – Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village</li> <li>✓ <b>Merchant Development</b> <ul style="list-style-type: none"> <li>○ Education Workshops</li> <li>○ <b>Mentorship via Block Captains</b></li> <li>○ Increase and promote merchant Resources on Website</li> <li>○ One on one Coaching Sessions</li> </ul> </li> <li><input type="checkbox"/> <b>Help merchants recruit and hire quality staff. (Job Fair, Job listings on website)</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Align</b> with Maintenance Assessment District to insure LJVMA needs are being addressed</li> <li>✓ <b>Maintain and upgrade</b> design amenities that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program)</li> <li>✓ <b>Lighting improvements</b> not covered by MAD</li> <li><input type="checkbox"/> <b>Storefront Improvement – Small Business Development Grants</b></li> <li>✓ <b>Experiential</b> events (See Event and Experiences Committee)</li> <li><input type="checkbox"/> Design and order new street banners for self-promotion. Offset costs by allowing merchant sponsorship.</li> <li><input type="checkbox"/> <del>Communicate and <b>better control</b> consistency for PROW Access (See Organization)</del></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Monthly Event</b> (First Friday/La Jolla After Dark)</li> <li><input type="checkbox"/> <b>Monetize Enjoya La Jolla and/or Develop Revenue Generating Component</b></li> <li>✓ <b>Strategic Tie-in</b> 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)</li> <li>✓ <b>Collaborate</b> 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.)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Write <b>marketing/media plan</b></li> <li>✓ Complete high-level marketing research project</li> <li>✓ <b>Correct</b> misconceptions (parking, haughtiness)</li> <li>✓ <b>Support</b> all other initiatives (events, experiences, local’s engagement, etc.)</li> </ul>
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**New items added**

**To be developed**

Key

Completed/Phase Completed

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