



AGENDA - MONTHLY BOARD MEETING

11 December 2019 / 3:00 PM

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

Agenda

The Board may only act on items which are designated "Action" If a sign language interpreter, aid for the visually impaired, or Assisted Listening Devices (ALDs) are required, please contact the LJVMA office at 858.230.2725 at least five (5) business days prior to the meeting date to insure availability.

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	Jessica Wiley
3.	Approval of November 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 A. Associate Membership Approval	Action	Rudick
6.	Financial Report <ul style="list-style-type: none"> November Financials 	Action	Murphy
7.	Economic Vitality and Merchant Development Report A. LaJollalty Card Official Launch thanks to La Jolla Light Co-op ad. Other items to be discussed during strategic plan.	Information	Rudick
8.	Design/Construction <ul style="list-style-type: none"> Construction Updates and Requests (if submitted) – 	Action	Rudick
9.	Promotions A. La Jolla Cove Open Water Swim MOU – La Jolla Open Water Swim Committee has decided to bring event to Kiwanis as their primary concern was working with a 501(c)3 organization. (LJVMA is a 501(c)6 which doesn't offer the same donor tax advantages. We will meet with Kiwanis to discuss partnership opportunities. B. Successful Event Recap a. Holiday Festival and Christmas Parade. LJVMA was represented by Brett as Marshall and Jodi as Announcer. Consider an official entry into the Parade for next year. C. Enjoya La Jolla January Celebrates Savings – Village-Wide Sidewalk Sale and All Day Happy Hour (allowing restaurants to get in on the theme.) (Celebrates Savings) Permission to use PROW as allowed by law (4 foot access) to set up side-walk sale atmosphere in the Village.) Slow response so far. D. Holiday Happening Events – Happy JollaDays a. Holiday Event Guide printed and distributed. Extremely favorable reaction from merchants, especially hospitality. b. Holiday Decorating Contest – 29 Merchants taking part. PLEASE vote and ask staff members to vote! Great prizes for those who cast their ballot by December 14. Winning stores will be announced in local papers and on LJVMA owned media.	Information Information	Rudick Wright
10.	Strategic Planning Work Session	Information	Murphy/Rudick
11.	Adjourn Meeting –	Action	Murphy



2020 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. ✓ 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 Summer 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 – Enjoya La Jolla <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, Open Water Swim, 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.)

Key

New items added

To be developed

*Strategic Planning Process – Instructions for Timed Rotations

Step One	Group: Based on your interests choose one group to begin the process. Each group will have a facilitator and flip chart that will stay with the Topic during all rotations. Assign a secretary to take legible notes.	5 Minutes
Step Two	Brainstorm: Create a List of Ideas that Fall Into this Category	15 minutes
Step Three	Prioritize: Prioritize your ideas by numbering them (#1 indicates the highest priority, #2 indicates the second highest priority, etc.).	10 minutes
Step Four	Feasibility Score –Move your entire group clockwise to the next topic. Facilitator does not rotate. Look at the previous groups list of top FIVE Priorities Using a different colored marker give them a Feasibility Grade (use school grading system) F is a Fail, impossible; A is extremely feasible, etc. Consider: budget, politics, hurdles, time requirements, resources, etc.	5 minutes
Step Five	Finalize and Share – Groups go back to original topic Looking at the list and Feasibility Scores Choose THREE Initiatives to bring to the large group. Choose presenter or presenters to share the ideas with the Board Members and large group.	30 minutes (5 minutes to re-rank) 25 minutes to share with large group
Board Q and A	Board members to ask questions and get clarification from groups regarding selected strategies. Board to choose Key Initiatives for the 2019 Calendar Year.	15 minutes
Finalize	Vote on Strategic Plan at January Meeting	



Strategic Planning Worksheet

Our Mission: We bring business to La Jolla Village

	Main Street America's Four Planning Tenets				
	1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
Description	<p>Involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district</p> <ul style="list-style-type: none"> • By laws • Fiscal Management • Ways & Means (New Ideas to Generate Revenue for the Organization) ○ GRANTS ○ Sponsorship/Ad Revenue 	<p>Focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.</p> <ul style="list-style-type: none"> • Attracting new businesses to La Jolla • Merchant Events (Networking, Social, Education) • 	<p>Supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.</p> <ul style="list-style-type: none"> • Décor (Holiday) • Ambience • MAD (Maintenance Assessment District) Relationship 	<p>Positions La Jolla Village as the center of the community and hub of economic activity, Events</p> <ul style="list-style-type: none"> • Partnership Events • New Events 	<p>Creating a positive image that showcases La Jolla Village's unique characteristics. Marketing and Publicity</p> <ul style="list-style-type: none"> • Social Media • Print • Digital
Sample Ideas to Explore:	<ul style="list-style-type: none"> • Actively promote Associate Membership Category (Bird Rock/La Jolla Shores) • Create Ways and Means Committee responsible for developing new funding opportunities. • Find and apply for more grants • Summer Intern completed audit of BID; anticipated 20% revenue increase Suggest audit every other year. • Continue attracting merchants to monthly meetings, election process, committees. • Continue Volunteer Internship program • Assign Liaisons to Other La Jolla Community Groups 	<ul style="list-style-type: none"> • Merchant Networking Mixers/Socials • Merchant Business Breakfasts (Currently 4 per year. Should there be more? Other times? Topics?) • Create New Business Welcome Packet. Meet with as many new merchants as possible. • Block Captains to regularly meet with merchants. • Create mentorship program matching new businesses with long-time merchants • Develop relationship with property owners, commercial real estate brokers. • Continue work with parking consultant. • Readdress shuttle concept when trolley opens. 	<ul style="list-style-type: none"> • Clarify and formalize relationship between MAD and BID • Work with MAD to determine future of Holiday Décor and lightline • Music through the village • Placemaking Signage initiative (Directories) • Signage at Cove 	<ul style="list-style-type: none"> • Formalize MOU for all "Third Party Events" – Parade, Concours, Open Aire Market, Wine and Art Festival, Fashion Film Festival, Summer Concerts, Taste of LaJolla, MOCA, Farmer's Open, etc.) • Enjoya La Jolla – Review/Reengineer? Time, Format, Themes; Monetize? • Duplicate successful events – Pillage the Village in Spring (Spring Egg Hunt?) • Taste of SoVille (Fay/Pearl?) • Develop major signature event (Illuminate La Jolla, Music Festival?) • Create fundraiser in conjunction with Fireworks? VIP Viewing Event at La Valencia or Rooftop Deck 	<ul style="list-style-type: none"> • Update marketing plan. Work with SDSU again? • Update La Jolla Village Map for wide distribution (hotels, concierge association, etc.) • Support Co-op advertising efforts (Tourism publications, La Jollalty Monthly Ad) • Continue to elevate ROI of social media (Intern Program) • PR consistency. Intern Project • Formalize La Jollalty Card Marketing Plan •
Facilitator					

	1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
Other Ideas					