



# MINUTES - MONTHLY BOARD MEETING

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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 LVMA office at 858.230.2725 at least five (5) business days prior to the meeting date to insure availability.

## MONTHLY MEETING MINUTES

1.	<b>Call to Order - Monthly Board Meeting</b>	Action	Brett Murphy, President
2.	<b>Roll Call</b>  Present: Amber Anderson (late), Morgan Barnes, Cody Decker, Gabriela Guevera, Lauren Johnston, Robert Mackey, Brett Murphy, Benoit Roux (late), Max Shenk, Tammy Tillack (late), Jessica Wiley, Julie Wright  Absent: Kelli Metcalf, Melissa Snook, Kipp Williams	Action	Jessica Wiley, Secretary
3.	<b>Approval of November Minutes</b>	Action Motion to approve: Robert Mackey  Second: Julie wright  Unanimous	Wiley
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <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> Joe LaCava - Running for city council member district 1 – spoke to board and visitors regarding experience and background  Lily - Running for City council member district 1 - spoke to board and visitors regarding experience and background  Steve - Representative from Barbara Bry's office - Passed out monthly newsletter and updated board members and visitors on current issues  Ed Witt - Introduced himself as Enhanced La Jolla Chairman	Information	Murphy
5.	<b>Organizational Excellence</b> A. Associate Membership Approval  Northwestern Mutual: Joe Rogers – IC financial planner. Interested in helping to increase associate memberships and participate in events	Action  Motion: Max Shenk  Second: Brett Murphy	Rudick

	<p>Ahmed Wellness Pharmacy Ahmed Eldahmy – located in village on Draper</p> <p>Roden and Fields Skincare – Elsbeth IC home base in La Jolla</p>	<p>Unanimous</p> <p>Motion: Brett Murphy</p> <p>Second: Lauren Johnston</p> <p>Unanimous</p> <p>Motion: Brett Murphy</p> <p>Second: Robert Mackey</p> <p>Unanimous</p>	
6.	<p><b>Financial Report</b></p> <ul style="list-style-type: none"> <li>November Financials</li> </ul> <p>Up 20% from Bid assessment last year</p>	<p>Action</p> <p>Motion: Robert Mackey</p> <p>Second: Amber Anderson</p> <p>Unanimous</p>	Murphy
7.	<p><b>Economic Vitality and Merchant Development Report</b></p> <p>A. LaJollalty Card Official Launch thanks to La Jolla Light Co-op ad. Other items to be discussed during strategic plan.</p>	<p>Information</p>	Rudick
8.	<p><b>Design/Construction</b></p> <ul style="list-style-type: none"> <li><b>Construction Updates and Requests (if submitted) –</b></li> </ul>	<p>Action</p>	Rudick
9.	<p><b>Promotions</b></p> <p>A. <b>La Jolla Cove Open Water Swim MOU</b> – 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.</p> <p>B. <b>Successful Event Recap</b></p> <p>a. <b>Holiday Festival and Christmas Parade.</b> LJVMA was represented by Brett as Marshall and Jodi as Announcer. Consider an official entry into the Parade for next year.</p> <p>C. <b>Enjoya La Jolla January Celebrates Savings</b>– 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 (7 merchants signed up right now). Second Saturday of the Month – Jan 11<sup>th</sup>.</p> <p>D. <b>Holiday Happening Events – Happy JollaDays</b></p> <p>a. Holiday Event Guide printed and distributed. Extremely favorable reaction from merchants, especially hospitality.</p> <p>b. <b>Holiday Decorating Contest</b> – 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. <b>Shout out to Nat Geo for recruiting merchants to participate in decorating contest</b></p> <p>c. <b>Help concierge services to participate with events and spreading the word with visitors</b></p>	<p>Information</p> <p>Information</p>	<p>Rudick</p> <p>Julie Wright, Vice President</p>

10.	<p><b>Strategic Planning Work Session</b></p> <p>Julie gives overview on where we are and what opportunities we have moving forward 2020. Focused on goals and outcomes – review of completed tasks from last year’s strategic planning 2019.</p> <p>Jodi reviewed merchant survey sent out earlier this month.</p> <p>Moved to strategic planning meeting process. Will review at upcoming meetings.</p>	Information	Murphy/Rudick
11.	<p><b>Adjourn Meeting –</b></p>	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)
<i><b>BIG IDEAS</b></i>				
<b>Generate New Revenue Streams</b>	<b>Ease of Access Parking Program Merchant Education &amp; Communication</b>	<b>Support, Assist &amp; Align with MAD Connect Storeowners to City Resources</b>	<b>Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</b>	<b>Brand La Jolla as Cultural Arts Hub More than Just a Pretty Place</b>
<ul style="list-style-type: none"> <li>✓ Develop <b>Associate Member</b> Category</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 PROW Access program for consistency in billing and design.</del></li> <li>✓ <b>Recruit</b> Student Interns/Volunteers</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>✓ Create <b>Shop Local</b> Discount Program</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> </ul> </li> <li>✓ <b>Increase</b> and promote merchant Resources on Website</li> <li>✓ One on one Summer Sessions</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</b> and <b>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 better control consistency for PROW Access (See Organization)</del></li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Monthly Event</b> – Enjoya La Jolla</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, Open Water Swim, 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>

Key

**New items added**

To be developed

**\*Strategic Planning Process – Instructions for Timed Rotations**

<b>Step One</b>	<b>Group:</b> 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
<b>Step Two</b>	<b>Brainstorm:</b> Create a List of Ideas that Fall Into this Category	15 minutes
<b>Step Three</b>	<b>Prioritize:</b> Prioritize your ideas by numbering them (#1 indicates the highest priority, #2 indicates the second highest priority, etc.).	10 minutes
<b>Step Four</b>	<b>Feasibility Score</b> –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
<b>Step Five</b>	<b>Finalize and Share</b> – 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
<b>Board Q and A</b>	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
<b>Finalize</b>	<b>Vote on Strategic Plan at January Meeting</b>	



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

