



MONTHLY BOARD MEETING

08 January 2020 / 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, Vice President
3.	Approval of December 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 B. New Meeting Time – 4:00 PM Beginning February	Action Action	Jodi Rudick, Executive Director Murphy
6.	Financial Report <ul style="list-style-type: none"> • December Financials 	Action	Kelli Metcalf, Treasurer
7.	Economic Vitality and Merchant Development Report		
	A. Holiday Décor Winners 1 st Place - Sigis, Cody's 2 nd Place. Winners have been contacted to claim their prize packages. Over 200 ballots cast for winning décor. All who cast a ballot will be added to data base for future events.	Information	Rudick
	B. Block (Zone) Captain Program – Stephen Gamp, Banc of California has agreed to lead the Task Force	Information	Rudick
	C. Business4Breakfast – 3 rd Tuesday 8 AM – 9:30 AM February – May. Amber Anderson will Chair Sub Committee. Proposed topics. <ol style="list-style-type: none"> February 18– Profitable Partnerships March 17 – Tourism Update with SDTA April 21 – Commercial Real Estate Update May 19 – TBD (What's Hot this Summer) e. 	Information	Rudick
8.	Design/Construction/Traffic		
	• Request for Support –The study of La Jolla Scenic Drive connector bridge project.	Action	Murphy
	• Construction Updates and Requests (if submitted) – • Update from new Enhance La Jolla Executive Director, John Unbewust	Action Information	Rudick John Unbewust

¹ The Board may take action only on agenda items noted for 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.

9.	<p>Promotions/Events/Experiences</p> <p>A. Enjoya New Time – NOON to 3:00 PM. Marketing Committee recommends allowing date to shift when sensible based on community events. (Concours D'Elegance is the 3rd Saturday this year due to Easter Weekend; Enjoya La Jolla on 4th of July Weekend rather than 2nd Saturday.)</p> <p>B. 2020 Event Calendar – Marketing Committee has proposed a complete calendar of events for 2020. Approval requested</p> <p>C. 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.) Anyone can participate even if they didn't sign up in advance. Put your tables and racks outside your storefront. Offer Happy Hour deals via signboards.</p> <p>D. Enjoya La Jolla February – Celebrates LOVE (Love of: Animals/The Planet/La Jolla/Our Customers/Romance/Food/Shopping/Shoes).</p> <p>E. Enjoya La Jolla March– Scavenger Hunt – Contract with Out of the Ordinary Adventures. Will work for “trade.” Approval Requested to proceed.</p> <p>F. Social Media Update – USD MBA Project Report. Interns to continue posting following recommendations</p> <p>G. July 4th Fireworks – Presentation and request for support/participation</p>	<p>Action</p> <p>Action</p> <p>Information</p> <p>Action</p> <p>Information</p> <p>Action</p>	<p>Wright</p> <p>Wright</p> <p>Wright</p> <p>Wright</p> <p>Deborah Marengo/Darcy Ashley</p>
10.	<p>Strategic Plan – Present and discuss strategic plan, make changes per discussion. Take action to Accept Strategic Plan with edits (if any).</p>	<p>Action</p>	<p>Rudick/Murphy/Wright</p>
11.	<p>Adjourn Meeting – 3:00 PM Riford Library Next Meeting, February12, 2019 – ALL MEMBERS ENCOURAGED TO ATTEND.</p>	<p>Action</p>	<p>Murphy</p>

1 The Board may take action only on agenda items noted for 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.

Main Street America's Four Planning Tenets					
	1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
Sample Ideas to Explore:	<p>Professionalism</p> <ul style="list-style-type: none"> • Create BOD Handbook • Consistent BOD onboarding process • Associate Membership Actively promote Category (Bird Rock/La Jolla Shores) <p>Membership</p> <ul style="list-style-type: none"> • Give Monthly Awards to increase attendance at monthly meetings, election process, committees <p>Ways and Means</p> <ul style="list-style-type: none"> • Explore new grants • Fundraising Event • Sponsorship • BID Compliance <ul style="list-style-type: none"> ○ Summer Intern completed audit of BID; anticipated 20% revenue increase ○ Audit every other year (2021) <p>Decrease staff costs using volunteers</p> <ul style="list-style-type: none"> ○ Student/Interns ○ Community Members <p>Continue assigning Liaisons to other La Jolla Community Groups</p>	<p>Merchant Networking</p> <ul style="list-style-type: none"> • Merchant Business Breakfasts. <ul style="list-style-type: none"> ○ Property Panel ○ Business Law ○ Tourism Update ○ Take Your Social Media to the Next Level ○ Profitable Partnerships (Spring) ○ Profitable Partnerships (Fall) • Merchant Mixers • Block Captains • Meet with merchants regularly • Create New Business Welcome Packet. • Develop mentorship program matching new businesses with long-time merchants <p>Real Estate Relationships</p> <ul style="list-style-type: none"> • Develop relationship with property owners, commercial real estate brokers. <p>Traffic and Parking</p> <ul style="list-style-type: none"> • Continue work with parking consultant. • Shuttle -Readdress when trolley opens. 	<p>Leverage Seals</p> <ul style="list-style-type: none"> • Create Seals on Parade Public Art project <p>Signage</p> <ul style="list-style-type: none"> • Cove • Directory <p>Year Round Ambience</p> <ul style="list-style-type: none"> • Ongoing relationship with MAD • Promote Store-front maintenance of PROW/private owned planters, etc. • Music through the village • Determine future of Holiday Décor and lightline 	<p>Duplicate successful events –</p> <ul style="list-style-type: none"> • Pillage the Village in Spring (St. Patty's Day/Spring Scavenger/Egg Hunt) • Taste of SoVilLe (Fay/Pearl?) <p>Enjoya La Jolla</p> <ul style="list-style-type: none"> • Earlier time 12– 3 • Family/Children's Activities • Get more services involved • Get merchants involved outside the Village Center (Create Highlighted Zones, ie Fitness of Fay, Upper Girard Design District, Happenings on Hershel, <p>Fireworks</p> <ul style="list-style-type: none"> • Pre event dining/shopping event • VIP Event (Fundraiser?) <p>Formalize MOU for all "Third Party Events" to ensure Merchants are Benefitting (Parade, Concours, Open Aire Market, Wine and Art Festival, Fashion Film Festival, Summer Concerts, Taste of LaJolla, MOCA, Farmer's Open, etc.</p>	<p>Seal Marketing</p> <ul style="list-style-type: none"> • Leverage our most popular attraction • Implement strategies to move people from the Cove to the Village <p>Charitable Partnering</p> <ul style="list-style-type: none"> • Monthly Give-Back Days • Partner with Local nonprofit partner each month; have % of sales go back to that nonprofit (Enjoya La Jolla?) <p>Advance Social Media</p> <ul style="list-style-type: none"> • Merchant involvement • Promote #mylajolla • Paid boosts for Facebook events • Create snapchat filter • Add Facebook retargeting pixel to website • Social sharing links and CTAs in newsletter <p>Update La Jolla Village Map for wide distribution (hotels, concierge association, etc.)</p> <p>Support Co-op advertising efforts (Tourism publications, La Jollalty Monthly Ad) Continue to elevate ROI of social media</p> <ul style="list-style-type: none"> • PR consistency. Intern Project • Formalize La Jollalty Card Marketing Plan

1 The Board may take action only on agenda items noted for 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.