



MONTHLY BOARD MINUTES

08 January 2020 / 3:00 PM

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

MONTHLY MEETING MINUTES

Board Members in attendance: Amber Anderson, Morgan Barnes, Cody Decker, Lauren Johnston, Robert Mackey, Brett Murphy, Melissa Snook, Julie Wright

Absent: Gabriela Guevara, Jessica Wiley, Kelli Metcalf, Benoit Roux, Max Shenk, Tammy Tillack, Kipp Williams

1.	Call to Order - Monthly Board Meeting The meeting was called to order at 3:40 p.m.	Action	Brett Murphy, President
2.	Roll Call Wright took roll call with 8 board members present and a quorum established.	Action	Julie Wright, Vice President
3.	Approval of December Minutes Amber Anderson moved to approve, Brett Murphy seconded and the motion was approved unanimously.	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 Express Employment Application Brett Murphy moved to approve, Lauren Johnston seconded and the motion was approved unanimously. Horizon Professional Window Cleaning Brett Murphy moved to approve, Robert Mackie seconded and the motion was approved unanimously. B. New Meeting Time – 4:00 PM Beginning February Amber Anderson moved to approve, Melissa Snook seconded and the motion was approved unanimously	Action Action	Jodi Rudick, Executive Director Murphy
6.	Financial Report <ul style="list-style-type: none"> • December Financials Murphy presented the Financials as Kelli Metcalf, Treasurer was out	Action	Murphy

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	Cody Decker moved to approve, Amber Anderson seconded and the motion was approved unanimously.		
7.	<p>Economic Vitality and Merchant Development Report</p> <p>A. Holiday Décor Winners 1st Place - Sigis, Cody's 2nd 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.</p> <p>B. Block (Zone) Captain Program – Stephen Gamp, Banc of California has agreed to lead the Task Force</p> <p>C. Business4Breakfast – 3rd Tuesday 8 AM – 9:30 AM February – May. Amber Anderson will Chair Sub Committee. Proposed topics.</p> <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) 	Information Information Information	Rudick Rudick Rudick
8.	<p>Design/Construction/Traffic</p> <ul style="list-style-type: none"> Request for Support –The study of La Jolla Scenic Drive connector bridge project. Natalie Aguirre, who represents the LJVMA on the LJ Traffic and Transportation Board, provided an update on the connector that was never completed and the lack of report or information on why it was stopped 40+ years ago. Research is being done through Barbara Bry's office to find out why the City didn't complete it and asked for support from the LJVMA to proceed with the information gathering / a study. <p>Johnston moved to approve, Murphy seconded and the motion was approved unanimously.</p> <ul style="list-style-type: none"> Construction Updates and Requests (if submitted) – Update from new Enhance La Jolla Executive Director, John Unbewust <p>Unbewust provided an update on Village Streetscape Plan and an upcoming meeting Jan. 16 at 4-6 p.m. at the La Jolla Recreation Center which he encouraged people to attend in order to have input into the revitalization project. He also updated on the MAD's activities over the past three months and progress on "deferred maintenance" in the village.</p>	Action Action Information	Murphy Rudick John Unbewust
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>Wright moved to approve, Murphy seconded and the motion was approved unanimously.</p> <p>B. 2020 Event Calendar – Marketing Committee has proposed a complete calendar of events for 2020. Approval requested</p> <p>Tabled until next month.</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>No pre registration is required. The event is Jan. 11 from 12 to 3 p.m. The set up begins at about 9 a.m. with music stations and DJ and art enclave in front of Sotheby's.</p>	Action Action Information	Wright Wright Wright

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	<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. Frozen the musical is coming to Broadway San Diego and they’ve chosen La Jolla as the community they want to focus on. So, they have been offered the opportunity to sponsor this March Enjoya La Jolla. The board needs to approve the trade with Out of the Ordinary.</p> <p>Brett Murphy motioned and Amber Anderson seconded the motion to allow trade with Out of the Ordinary on a scavenger hunt.</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>Deborah Marengo and Darcy Ashley were not able to attend and present their request. Murphy said that the LJVMA will discuss moving Enjoya La Jolla to the July 4th weekend in order to bring people to the village around the event as well as summer concert series.</p>	<p>Action</p> <p>Information</p> <p>Action</p>	<p>Rudick</p> <p>Rudick</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>Rudick presented the strategic plan including edits from the marketing committee and its review and input.</p> <p>Brett Murphy motioned and Johnston seconded the motion and it was approved unanimously.</p>	Action	Rudick/Murphy/Wright
11.	<p>Adjourn Meeting – The meeting was adjourned at 4:25 PM Riford Library</p>	Action	Murphy

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	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) <p>Merchant Mixers</p> <p>Block Captains</p> <ul style="list-style-type: none"> • 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

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