LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY BOARD MEETING

12 February 2020 / 4:00 PM

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

MONTHLY MEETING AGENDA[1]

Set-up Venue / Sign-in • 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, Vice Secretary
3.	**Approval of January Minutes**	Action	Wiley
4.	**Non-Agenda Public Comments** (limited to three minutes) • Upcoming Events • Updates from Community/Political Leaders • New Business Introductions • All other public comments	Information	Murphy
5.	**Organizational Excellence** **A. Associate Membership Approval** **B. Accept Board Member Resignation – Tammy Tillack** **C. New Board Member -** Present Self Nominations Received. Vote on and Swear in New Board Member if selected.	Action Information Action	Jodi Rudick, Executive Director/ Murphy
6.	**Financial Report** • **January Financials** • **Draft 2021 Budget** – Due to City February 10	Action Action	Kelli Metcalf, Treasurer
7.	**Economic Vitality and Merchant Development Report** A. **Block (Zone) Captain Program –** Stephen Gamp, Banc of California. Need 24 total Zone Captains. Info Session at 1:30 on February 20 at Cove House. B. **Business4Breakfast –** February 18, 3rd Tuesday 8 AM – 9:30 AM February – May. Thanks to Cove House for sponsoring a. Profitable Partnerships b. March 17 – Tourism Update with SDTA c. April 21 – Commercial Real Estate Update d. May 19 – Marketing Tactics for the New Decade	Information Information Information	Rudick Rudick Rudick
8.	**Design/Construction/Traffic** • **Request for Support/Construction Updates and Requests (if submitted) –** • **Update** from Enhance La Jolla Executive Director, John Unbewust	Action Information	Murphy John Unbewust

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9.	**Promotions/Events/Experiences** A. **Enjoya La Jolla –** Recap of heART Walk a. **March 14 –** Frozen Themed Scavenger Hunt b. **April 18 (THIRD Saturday) Brake in the Village** c. **May 9 – Celebrating Mothers** d. **June 13 – Global Wellness Day** B. **Upcoming 3rd Party Events** a. **Concours D'Elegance –** Request for Support **b. Fireworks Update** C. **Co-op Advertising Update** a. **Tourism Publications** b. **La Jolla Light La Jollalty Card Ad Program** c. **Others**	Information Action	Julie Wright, Committee Chair Laurel McFarlane
10.	Adjourn Meeting – 4:00 PM | Riford Library Next Meeting, March 11, 2019 – ALL MEMBERS ENCOURAGED TO ATTEND.	Action	Murphy

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2020-2021 Strategic Plan Initiatives

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)**
Professionalism ❒ Create BOD Handbook ❒ Consistent BOD onboarding process **Membership** ❒ Give Monthly Awards to increase attendance at monthly meetings, election process, committees ❒ Associate Membership Actively promote Category (Bird Rock/La Jolla Shores) **Ways and Means** • Explore new grants • Fundraising Event • Sponsorship • BID Compliance ○ Summer Intern completed **audit of BID;** anticipated 20% revenue increase ○ Audit every other year (2021) ○ Reach out as needed. **Decrease staff costs using volunteers** • Student/Interns • Community Members **Continue assigning Liaisons to other La Jolla Community Groups**	**Merchant Networking** ❒ Merchant Business Breakfasts. ○ Commercial Panel ○ Business Law ○ Tourism Update ○ Take Your Social Media to the Next Level ○ Profitable Partnerships (Spring) ○ Profitable Partnerships (Fall) • **Merchant Mixers** **Block Captains** ❒ Formalize Program and Choose Chair ❒ Meet with merchants regularly ❒ Create New Business Welcome Packet. ❒ Develop mentorship program matching new businesses with long-time merchants **Real Estate Relationships** ❒ Develop relationship with **property owners**, commercial real estate brokers. **Traffic and Parking** ❒ Continue work with parking consultant. ❒ Shuttle -Readdress when trolley opens.	**Leverage Seals** • Create Seals on Parade Public Art project **Place-Making/Signage** • Cove • Directory • Parking Signage • Pedestrian Signs **Year-Round Ambience** • Ongoing relationship with MAD • Promote Store-front maintenance of PROW/privately owned planters, etc. • Music through the village • Determine future of Holiday Décor and lightline	**Duplicate successful events** • Pillage the Village in Spring (St. Patty's Day/Spring Scavenger/Egg Hunt) • Taste of SoVille (Fay/Pearl?) **Enjoya La Jolla** • 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, • Secure sponsors **Fireworks** • Pre event dining/shopping event • VIP Event (Fundraiser?) **Standardize 3rd Party Event MOU** • invite to partnerships with LJVMA • Link Merchants to 3rd Party Events: (Parade, Concours, Open Aire Market, Wine and Art Festival, Fashion Film Festival, Summer Concerts, Taste of LaJolla, MOCA, Farmer's Open, etc.	**Highlight Current Marketing Magnets** • Leverage our most popular attractions (Seals, Sea Lions, Scenery) • Implement strategies to move people from the Cove to the Village **Charitable Partnering** • Partner with Local nonprofit ○ La Jollalty Card Fundraisers ○ Monthly Give-Back Days ○ Each month % of sales go back to that nonprofit (Enjoya La Jolla?) **Advance Social Media** • Merchant involvement • Promote #mylajolla #enjoyalajolla #lajollatycard • Paid boosts for Facebook events • Create snapchat filter • Add Facebook retargeting pixel to website • Explore Google products • Social sharing links in all media newsletter **Update La Jolla Village Map** for wide distribution (hotels, concierge, park rangers, association, etc.) **Co-op advertising** • Tourism publications • La Jollalty/Enjoya • Explore radio • **PR consistency** • Intern Project • Media alerts • Feature Story pitching **La Jollalty Card** • Marketing Plan • Increase Merchant Engagement

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