



MONTHLY BOARD MEETING

11 March 2020 / 4:00 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	Julie Wright, Vice President
2.	Roll Call	Action	Jessica Wiley, Secretary
3.	Approval of February Minutes	Action	Wiley
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	Wright
5.	Organizational Excellence <ul style="list-style-type: none"> A. Associate Membership Approval (if submitted) B. Swearing in of Board Members – Katey Kalanges and Morgan Barnes C. Open Seat – Traffic and Transportation Board, Meets the 3rd Wednesday of Each Month, Chair: Dave Abrams 	Action Information Action	Jodi Rudick, Executive Director Wright Rudick
6.	Financial Report <ul style="list-style-type: none"> February Financials 2021 Budget Process – Update City Site Visit Completed March 2 	Action Information Information	Kelli Metcalf, Treasurer Rudick Rudick
7.	Economic Vitality and Merchant Development Report <ul style="list-style-type: none"> A. Block (Zone) Captain Program – First Info Session attracted over 20 Block Captain. There are still some zones. Next meeting is at Sushi on the Rock, March 19 at 1:30 PM. Steve Gamp, Chairperson B. Business4Breakfast – Sushi on the Rock, March 17, 3rd Tuesday 8 AM – 9:30 AM <ul style="list-style-type: none"> March 17 – Tourism Update with SDTA April 21 – Commercial Real Estate Update May 19 – Marketing Tactics for the New Decade 	Information Information	Rudick/Gamp Rudick
8.	Design/Construction/Traffic <ul style="list-style-type: none"> Request for Support/Construction Updates and Requests (if submitted) Enhance La Jolla Update - Executive Director, John Unbewust 	Action Information Action	Wright John Unbewust Rudick/Elsass

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	<ul style="list-style-type: none"> • Wayfinding Working Group – Brad Elsass has agreed to lead a Wayfinding Work Group as part of ACE Mobility Solutions - Pro Bono Parking/Mobility Consultant Agreement. First meeting held on March 3 with representatives from: Traffic and Transportation; MAD/Enhance La Jolla; ACE Parking; Switchfoot Design (created the plan for Encinitas Wayfinding); Property Owner (Jonathon Lipsky). Action: Support Concept; Develop and Distribute RFP for Wayfinding Plan. 		
9.	<p>Promotions/Events/Experiences</p> <p>A. Happy Hour Tour Proposal – Tour Freely – Request to Explore Partnership.</p> <p>B. Proposal to Partner with La Jolla Living Magazine – Request to Explore Partnership and move discussion to Marketing Committee for further review.</p> <p>C. Enjoya La Jolla –</p> <ol style="list-style-type: none"> Request to Fund Art Curator, Mika De La Cruz Local Artist Education Program \$250/month through June and allow Mika to charge artists small fee to exhibit. Fee to be paid directly to Mika. March 14 – Frozen Themed Scavenger Hunt April 18 (THIRD Saturday) Brake in the Village May 9 – Celebrating Mothers (Repeat Art Walk) June 13 – Global Wellness Day (Committee Formed lead by Dr. Nevin Ramona and Lauren Johnston) <p>D. Upcoming 3rd Party Events – Share Event Calendar</p> <p>E. Co-op Advertising Update if submitted</p>	<p>Action</p> <p>Action</p> <p>Action</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Mindy Flanagan, Tour Freely</p> <p>Philip Bickley, Publisher</p> <p>Rudick</p> <p>Julie Wright, Committee Chair</p> <p>Rudick</p> <p>Rudick</p>
10.	<p>Adjourn Meeting – 4:00 PM Riford Library</p> <p>Next Meeting, April 9, 2020 – ALL MEMBERS ENCOURAGED TO ATTEND.</p>	<p>Action</p>	<p>Wright</p>

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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)
<p>Professionalism</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create BOD Handbook <input type="checkbox"/> Consistent BOD onboarding process <p>Membership</p> <ul style="list-style-type: none"> <input type="checkbox"/> Give Monthly Awards to increase attendance at monthly meetings, election process, committees <input type="checkbox"/> Associate Membership Actively promote Category (Bird Rock/La Jolla Shores) <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) ○ Reach out as needed. <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"> <input type="checkbox"/> Merchant Business Breakfasts. <ul style="list-style-type: none"> ○ Commercial Panel ○ Business Law ○ Tourism Update ○ Take Your Social Media to the Next Level ○ Profitable Partnerships (Spring) ○ Profitable Partnerships (Fall) • Merchant Mixers <p>Block Captains</p> <ul style="list-style-type: none"> <input type="checkbox"/> Formalize Program and Choose Chair <input type="checkbox"/> Meet with merchants regularly <input type="checkbox"/> Create New Business Welcome Packet. <input type="checkbox"/> Develop mentorship program matching new businesses with long-time merchants <p>Real Estate Relationships</p> <ul style="list-style-type: none"> <input type="checkbox"/> Develop relationship with property owners, commercial real estate brokers. <p>Traffic and Parking</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue work with parking consultant. <input type="checkbox"/> Shuttle -Readdress when trolley opens. 	<p>Leverage Seals</p> <ul style="list-style-type: none"> • Create Seals on Parade Public Art project <p>Place-Making/Signage</p> <ul style="list-style-type: none"> • Cove • Directory • Parking Signage • Pedestrian Signs <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, • Secure sponsors <p>Fireworks</p> <ul style="list-style-type: none"> • Pre event dining/shopping event • VIP Event (Fundraiser?) <p>Standardize 3rd Party Event MOU</p> <ul style="list-style-type: none"> • 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. 	<p>Highlight Current Marketing Magnets</p> <ul style="list-style-type: none"> • Leverage our most popular attractions (Seals, Sea Lions, Scenery) • Implement strategies to move people from the Cove to the Village <p>Charitable Partnering</p> <ul style="list-style-type: none"> • Partner with Local nonprofit <ul style="list-style-type: none"> ○ La Jollalty Card ○ Monthly Give-Back Days ○ Each month % 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 #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 <p>Update La Jolla Village Map for wide distribution (hotels, concierge, park rangers, association, etc.)</p> <p>Co-op advertising</p> <ul style="list-style-type: none"> • Tourism publications • La Jollalty/Enjoya • Explore radio • PR consistency • Intern Project • Media alerts • Feature Story pitching <p>La Jollalty Card</p> <ul style="list-style-type: none"> • Marketing Plan • Increase Merchant Engagement

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