



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
Monthly Board Meeting

08 April 2020 / 4:00 PM

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

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its regular monthly meetings via the Zoom Online Meeting platform during the Coronavirus Crisis.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting - April 2020

Time: Apr 8, 2020 04:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allow for technical issues.

Join Zoom Meeting

<https://zoom.us/j/559766771>

Meeting ID: 559 766 771

One tap mobile

+16699006833,,559766771# US (San Jose)

+13462487799,,559766771# US (Houston)

Dial-in numbers (These numbers are provided for those unable to use computer audio only.)

+1 669 900 6833 US (San Jose)

+1 346 248 7799 US (Houston)

+1 301 715 8592 US

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US

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1. Meeting Format and Guidelines a. Video/Audio Enabled by Host	Jodi Rudick, Executive Director	
2. Call meeting to Order	Brett Murphy, President	
3. Roll Call	Jessica Wiley	
4. Approval of March Minutes		Action
5. Update from City of San Diego – Questions can be submitted via the chat box. Q and A limited to 10 minutes.	Council President Pro Tem Barbara Bry, San Diego City Council, District 1	Information
6. Public Comment		Information
7. Organization Update a. LJVMA Status b. Board of Director Opening – Review Applications if Submitted c. Associate Member Applications:	Brett Murphy, President Jodi Rudick	Information Action Action

<ul style="list-style-type: none"> i. La Jolla Mom ii. La Jolla Living Magazine 		
<p>8. Finances</p> <ul style="list-style-type: none"> a. Financials b. Exploring Alternative Funding Options c. 501(c)3 Formation – La Jolla Village Attorney, Jack Kennedy (Lee, Shome and Kennedy) has generously offered to assist with filing PRO BONO. 	<p>Kelli Metcalf, Treasurer Rudick</p>	<p>Action Information Action</p>
<p>9. Marketing/Promotions/Crisis Communications</p>	<p>Julie Wright, Chair</p>	<p>Information</p>
<ul style="list-style-type: none"> a. Crisis Communications Tips b. External <ul style="list-style-type: none"> i. La Jolla Village News EBlasts, Daily Links to Restaurants, Daily Ads 	<p>Wright</p>	<p>Information</p>
<ul style="list-style-type: none"> ii. Boosts to Social Media iii. Partnership Campaign – “It’s Your Turn, La Jolla” Digital Media can be customized . (La Jolla High School Foundation) iv. New Blog Feature -will highlight ways merchants are creatively getting through the Crisis. Will be written by former La Jolla Light reporter Corey Levitan. c. Events – All Cancelled through End of April. Will continue to abide by all orders from CDC, State, County, City. 		
<ul style="list-style-type: none"> d. Internal (Merchants) <ul style="list-style-type: none"> i. Facebook Group - La Jolla Village Merchants -- PLEASE JOIN AND POST SOMETHING RIGHT AWAY ii. Sharing resources and information is priority. PLEASE bookmark Blog at www.lajollavillagemerchants.com 	<p>Jodi Rudick</p>	<p>Information</p>
<ul style="list-style-type: none"> iii. Block Captain - Virtual Launch 	<p>Jodi Rudick</p>	<p>Information</p>
<ul style="list-style-type: none"> 1. All Call La Jolla - Mission: Reach Out to EVERY Member via phone. All 1364 Members were called, messages left, emails updated. 		
<ul style="list-style-type: none"> 2. HUGE Thanks to over 25 Volunteers Making Calls 3. Calls will continue on a regular basis until Face to Face Visits can begin. 		
<p>10. Meetings</p> <ul style="list-style-type: none"> a. Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until Shelter-in-Place Orders lifted. b. Meeting log-in information/agenda is on website (posted 72 hours prior to meetings) 	<p>Jodi Rudick</p>	<p>Information</p>
<p>11. Adjourn to Next meeting – May 13, 2020</p>	<p>Brett Murphy</p>	<p>Information</p>

