



# 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

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

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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 Present: Amber Anderson, Morgan Barnes, Cody Decker, Gabriela Guevara, Lauren Johnston, Robert Mackey, Kelli Metcalf, Brett Murphy, Max Shenk, Melissa Snook, Katey Longo, Jessica Wiley, Julie Wright Absent: Kipp Williams	Jessica Wiley	
4. Approval of March Minutes		Action Motion: Max Shenk

		Second: Julie Wright Unanimous Abstain: Brett Murphy
<p>5. Update from City of San Diego – Questions can be submitted via the chat box. Q and A limited to 10 minutes.</p> <p>Barbara Bri:</p> <ul style="list-style-type: none"> <li>• Thanked Jodi and Brett for being proactive and continuing to support the community through monthly meetings and blog posts.</li> <li>• City approved 6 million small business relief fund. Fund are allocated on a first come first serve basis. This money has most likely been utilized at this time.</li> <li>• Advised merchants to take advantage of other federal programs including SBA loans (PPP and EIDL)</li> <li>• Additional stimulus package likely in future</li> <li>• Working on getting a porta potty and wash stations set up at Scripps Park and library parking lot</li> <li>• Convention Center has opened to 800+ homeless persons with an expectation of 700 more.</li> <li>• Bri’s full staff continues to work remotely.</li> <li>• Advised to reach out Steve for further support and information as needed.</li> </ul> <p>Q: Robert Mackey - Will a list be published on business granted city relief fund A: Bri - Unsure at this time</p> <p>Q: Danial Friedlander - Once these additional homeless resources are available, is there anything we businesses should do in particular or do we have to wait for them to be violent as has been previous guidance given to us by police. Again, thank you for all your efforts A: Bri - homeless outreach team will return to La Jolla once initial resource are set up. Jodi - advised merchants to use SDgetitdone App to report safety issues.</p>	<p>Council President Pro Tem Barbara Bry, San Diego City Council, District 1</p>	<p>Information</p>
<p>6. Public Comment None</p>		<p>Information</p>
<p>7. Organization Update</p> <p>a. LJVMA Status Brett Murphy – addressed attendees regarding COVID-19 update. LJVMA wants and needs to be a resource for merchants during this uncertain time. Jodi continues to update website daily and 20-25 volunteers called 1300 merchants to offer assistance. Advised to reach out if you have any</p>	<p>Brett Murphy, President</p>	<p>Information</p>

<p>questions regarding funding support regarding city relief loan and SBA loans (PPP EIDL). Requested for merchant support to make continued positive changes for the community during and after the COVID-19 crisis.</p> <p>Board of Director Opening – Review Applications if Submitted Nevin Ramona has submitted application for this open position. Will vote at next meeting</p> <p>b. Associate Member Applications: i. La Jolla Mom – blogger</p>		<p>Information</p> <p>Action Motion: Brett Murphy Second: Max Shenk Unanimous</p>
<p>8. Finances</p> <p>a. Financials Please see report for March Financials</p> <ul style="list-style-type: none"> <li>Update: San Diego city is allowing deferment of Business Tax Certificate application fees until July at this time. Unfortunately, this may restrict revenue to the BID as this is our main source of funding. Expenses for marketing and events are on hold until further notice. Thankfully, budget is not event dependent and BID is fiscally healthy. Continuing to utilize pro-bono options as able.</li> </ul> <p>b. Exploring Alternative Funding Options:</p> <ul style="list-style-type: none"> <li>Currently doing outreach through a survey link in order to possibly apply for SBA grant.</li> <li>Looking to develop small business relief fund for merchants to continue to support merchants with funding.</li> </ul> <p>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>	<p>Kelli Metcalf, Treasurer Rudick</p>	<p>Action Motion: Julie Wright Second: Lauren Johnston Unanimous</p> <p>Information</p> <p>Action Motion: Kelli Metcalf Second: Amber Anderson Unanimous</p>
<p>9. Marketing/Promotions/Crisis Communications</p>	<p>Julie Wright, Chair</p>	<p>Information</p>

<p><b>a. Crisis Communications Tips</b></p> <ul style="list-style-type: none"> <li>• Utilize website blog for resources</li> <li>• Recommend using FB group for support</li> <li>• Shop local, take out local, do business local!!</li> </ul> <p><b>b. External</b></p> <p>i. La Jolla Village News EBlasts, Daily Links to Restaurants, Daily Ads - #takeouttuesday. Over 60 local restaurants that offer take out.</p>	Wright	Information
<p>ii. Boosts to Social Media</p> <p>iii. Partnership Campaign – “It’s Your Turn, La Jolla” Digital Media can be customized . (La Jolla High School Foundation)</p> <p>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.</p> <p>c. <b>Events</b> – All Cancelled through End of April. Will continue to abide by all orders from CDC, State, County, City.</p>		
<p><b>d. Internal (Merchants)</b></p> <p>i. Facebook Group - La Jolla Village Merchants -- PLEASE JOIN AND POST SOMETHING RIGHT AWAY</p> <p>ii. Sharing resources and information is priority. PLEASE bookmark Blog at <a href="http://www.lajollavillagemerchants.com">www.lajollavillagemerchants.com</a></p>	Jodi Rudick	Information
<p>iii. Block Captain - Virtual Launch</p>	Jodi Rudick	Information
<p>1. <b>All Call La Jolla</b> - Mission: Reach Out to EVERY Member via phone. All 1364 Members were called, messages left, emails updated.</p>		
<p>2. HUGE Thanks to over 25 Volunteers Making Calls</p> <p>3. Calls will continue on a regular basis until Face to Face Visits can begin.</p>		
<p>10. Meetings</p> <p>a. Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until Shelter-in-Place Orders lifted.</p> <p>b. Meeting log-in information/agenda is on website (posted 72 hours prior to meetings)</p>	Jodi Rudick	Information
<p>11. Adjourn to Next meeting – May 13, 2020</p>	Brett Murphy	Information