



# MONTHLY BOARD MEETING

11 March 2020 / 4:00 PM

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

## MONTHLY MEETING MINUTES

<b>Set-up Venue / Sign-in</b>			
<ul style="list-style-type: none"> <li>• Please silence cell phones</li> <li>• Visitor sign-in sheet - please make sure to sign-in</li> </ul>			
1.	<b>Call to Order - Monthly Board Meeting</b>	Action	Julie Wright, Vice President
2.	<b>Roll Call</b> Present: Amber Anderson, Morgan Barnes, Cody Decker, Gabriela Guevara, Lauren Johnston, Robert Mackey, Kelli Metcalf, Max Shenk, Katey Longo, Melissa Snook, Jessica Wiley, Julie Wright  Absent: Brett Murphey, Benout Roux, Kipp Williams	Action	Jessica Wiley, Secretary
3.	<b>Approval of February Minutes</b>	Action Motion: Lauren Johnston Second: Cody Decker  Unanimous  Abstain Katey Longo and Robert Mackey	Wiley
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <ul style="list-style-type: none"> <li>• Upcoming Events</li> <li>• Updates from Community/Political Leaders</li> <li>• New Business Introductions</li> <li>• All other public comments</li> </ul> <p>Aracelli, Shoreline Parks Park Ranger: Event Celebration of Whales March 21<sup>st</sup> Saturday 12-5pm at Scripps Park at the Cove. Live band, arts and crafts, 15 booths. Free event.</p> <p>Steven Alan Dow – Education Solutions. VP USC Alumni Association. Casino night at The Lot. Proceeds will go to Rady’s Children Hospital . Sat April 25<sup>th</sup> 7-11am. Asking for donations for raffle prizes</p> <p>Steven Gamp – La Jolla Music Society. Dreamers Circus event at the Conrad. Offering 4 free tickets 7pm tonight.</p>	Information	Wright

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	<p>Barbara Bry Representative – MTS feeder study for trolley system. Will add buss plan for stop at La Jolla</p> <p>Lauren Johnston – Medical Operations Director Patronus Medical. Update on Coronavirus regarding pathology, symptoms, prevention and treatment. Recommended washing hands, limiting close contact with those infected, avoiding touching face, disinfect surfaces, stay at home if you are feeling ill, seek medical attention if you present with symptoms. Passed out informational pamphlet.</p>		
5.	<p><b>Organizational Excellence</b></p> <p><b>A. Associate Membership Approval</b> (if submitted) Steven Alan Dowel – Dowel Educational Solutions</p> <p>Philip Bickley – Publisher La Jolla Living</p> <p><b>B. Swearing in of Board Members</b> – Katey Kalanges and Morgan Barnes</p> <p><b>C. Open Seat</b> – Traffic and Transportation Board, Meets the 3<sup>rd</sup> Wednesday of Each Month, Chair: Dave Abrams Max Shenk self-nominated; Replacing Robert Mackey?</p> <p><b>D.</b> Available board member spot available as Benoit Roux has resigned</p>	<p>Action Motion: Robert Mackey Second: Amber Anderson unanimous</p> <p>Motion: Julie Wright Second: Max Shenk Unanimous</p> <p>Information</p> <p>Action Motion: Morgan Barnes Second: Amber Anderson unanimous</p>	<p>Jodi Rudick, Executive Director Wright</p> <p>Rudick</p>
6.	<p><b>Financial Report</b></p> <ul style="list-style-type: none"> <li><b>February Financials</b> Under budget by 40,000 that must be used by June. Allocating these funds toward marketing initiatives</li> <li><b>2021 Budget Process</b> – Update: has been submitted to City for approval</li> <li><b>City Site Visit Completed</b> March 2 – A+ score</li> </ul>	<p>Action Motion: Max Shenk Second: Julie Wright Unanimous</p> <p>Information</p> <p>Information</p>	<p>Kelli Metcalf, Treasurer</p> <p>Rudick</p> <p>Rudick</p>

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7.	<p><b>Economic Vitality and Merchant Development Report</b></p> <p>A. <b>Block (Zone) Captain Program</b> – First Info Session attracted over 24 Block Captains. There are still some zones. Next meeting is at Sushi on the Rock, March 19 at 1:30 PM. Steve Gamp, Chairperson</p> <p>B. <b>Business4Breakfast</b> – Sushi on the Rock, March 17, 3<sup>rd</sup> Tuesday 8 AM – 9:30 AM</p> <ol style="list-style-type: none"> <li>March 17 – Tourism Update with SDTA – Brian Hillman will be answering questions regarding how Coronavirus has been affecting tourism</li> <li>April 21 – Commercial Real Estate Update – Hosted at Life Cafe at Lifetime</li> <li>May 19 – Marketing Tactics for the New Decade</li> </ol>	<p>Information</p> <p>Information</p>	<p>Rudick/Gamp</p> <p>Rudick</p>
8.	<p><b>Design/Construction/Traffic</b></p> <ul style="list-style-type: none"> <li><b>Request for Support/Construction Updates and Requests</b> (if submitted) NO REQUESTS</li> <li><b>Enhance La Jolla Update</b> - Executive Director, John Unbewust Monthly report has been posted on website (enhancelajolla.org). Continuing to make updates throughout village including trees, trash cans/dumpsters, painting SDGE transformer boxes, benches, power washing sidewalks, planter boxes. Asks to report graffiti in the village to quickly mitigate the problem.</li> <li><b>Wayfinding Working Group</b> – 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). <b>Action:</b> Support Concept; Develop and Distribute RFP for Wayfinding Plan.</li> </ul>	<p>Action</p> <p>Information</p> <p>Action Motion: Amber Anderson Second: Morgan Barnes</p> <p>Unanimous</p>	<p>Wright</p> <p>John Unbewust</p> <p>Rudick/Elsass</p>
9.	<p><b>Promotions/Events/Experiences</b></p> <p>A. <b>Happy Hour Tour Proposal – Tour Freely</b> – Request to explore partnership and move discussion to Marketing Committee for further review. GPS audio tour app – share appreciation of La Jolla. \$5 a tour. Featured on trip advisor.</p> <p>B. <b>Proposal to Partner with La Jolla Living Magazine</b> – Request to explore partnership and move discussion to Marketing Committee for further review. Magazine will be distributed via mail to 3,403 homes. Monthly production date.</p> <p>C. <b>Enjoya La Jolla</b> –</p> <ol style="list-style-type: none"> <li><b>Request to Fund Art Curator</b>, 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.</li> </ol>	<p>Action: Marketing Committee will discuss further</p> <p>Action: Marketing Committee will discuss further</p> <p>Action Motion: Julie Wright Second: Lauren Johnston</p> <p>Unanimous</p>	<p><b>Mindy Flanagan</b>, Tour Freely</p> <p><b>Philip Bickley</b>, Publisher</p> <p><b>Rudick</b></p>

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	<ul style="list-style-type: none"> <li>b. <b>March 14</b> – Frozen Themed Scavenger Hunt – ACE SPACE PARKING APP offering \$4.99 parking all day. Will continue for future Enjoya La Jolla events</li> <li>c. <b>April 18 (THIRD Saturday) Brake in the Village</b></li> <li>d. <b>May 9 – Celebrating Mothers</b> (Repeat Art Walk)</li> <li>e. <b>June 13 – Global Wellness Day</b> (Committee Formed led by Dr. Nevin Ramona, Dr. Jessica Wiley, and Lauren Johnston)</li> </ul> <p>D. <b>Upcoming 3<sup>rd</sup> Party Events</b> – Share Event Calendar on website</p> <p>E. <b>Co-op Advertising Update</b> if submitted – no update</p>	<p>Information</p> <p>Information</p> <p>Information</p>	<p><b>Julie Wright, Committee Chair</b></p> <p>Rudick</p> <p>Rudick</p>
10.	<p><b>Adjourn Meeting</b> – 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><b>Professionalism</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create BOD Handbook</li> <li><input type="checkbox"/> Consistent BOD onboarding process</li> </ul> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Give Monthly Awards to increase attendance at monthly meetings, election process, committees</li> <li><input type="checkbox"/> Associate Membership Actively promote Category (Bird Rock/La Jolla Shores)</li> </ul> <p><b>Ways and Means</b></p> <ul style="list-style-type: none"> <li>• Explore new grants</li> <li>• Fundraising Event</li> <li>• Sponsorship</li> <li>• BID Compliance               <ul style="list-style-type: none"> <li>○ Summer Intern completed <b>audit of BID</b>; anticipated 20% revenue increase</li> <li>○ Audit every other year (2021)</li> <li>○ Reach out as needed.</li> </ul> </li> </ul> <p><b>Decrease staff costs using volunteers</b></p> <ul style="list-style-type: none"> <li>• Student/Interns</li> <li>• Community Members</li> </ul> <p><b>Continue assigning Liaisons to other La Jolla Community Groups</b></p>	<p><b>Merchant Networking</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Merchant Business Breakfasts.               <ul style="list-style-type: none"> <li>○ Commercial Panel</li> <li>○ Business Law</li> <li>○ Tourism Update</li> <li>○ Take Your Social Media to the Next Level</li> <li>○ Profitable Partnerships (Spring)</li> <li>○ Profitable Partnerships (Fall)</li> </ul> </li> <li>• <b>Merchant Mixers</b></li> <li><b>Block Captains</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Formalize Program and Choose Chair</li> <li><input type="checkbox"/> Meet with merchants regularly</li> <li><input type="checkbox"/> Create New Business Welcome Packet.</li> <li><input type="checkbox"/> Develop mentorship program matching new businesses with long-time merchants</li> </ul> </li> <li><b>Real Estate Relationships</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop relationship with <b>property owners</b>, commercial real estate brokers.</li> </ul> </li> <li><b>Traffic and Parking</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Continue work with parking consultant.</li> <li><input type="checkbox"/> Shuttle -Readdress when trolley opens.</li> </ul> </li> </ul>	<p><b>Leverage Seals</b></p> <ul style="list-style-type: none"> <li>• Create Seals on Parade Public Art project</li> </ul> <p><b>Place-Making/Signage</b></p> <ul style="list-style-type: none"> <li>• Cove</li> <li>• Directory</li> <li>• Parking Signage</li> <li>• Pedestrian Signs</li> </ul> <p><b>Year-Round Ambience</b></p> <ul style="list-style-type: none"> <li>• Ongoing relationship with MAD</li> <li>• Promote Store-front maintenance of PROW/private owned planters, etc.</li> <li>• Music through the village</li> <li>• Determine future of Holiday Décor and lightline</li> </ul>	<p><b>Duplicate successful events</b></p> <ul style="list-style-type: none"> <li>• Pillage the Village in Spring (St. Patty's Day/Spring Scavenger/Egg Hunt)</li> <li>• Taste of SoVilLe (Fay/Pearl?)</li> </ul> <p><b>Enjoya La Jolla</b></p> <ul style="list-style-type: none"> <li>• Earlier time 12– 3</li> <li>• Family/Children's Activities</li> <li>• Get more services involved</li> <li>• Get merchants involved outside the Village Center (Create Highlighted Zones, ie Fitness of Fay, Upper Girard Design District, Happenings on Hershel,</li> <li>• Secure sponsors</li> </ul> <p><b>Fireworks</b></p> <ul style="list-style-type: none"> <li>• Pre event dining/shopping event</li> <li>• VIP Event (Fundraiser?)</li> </ul> <p><b>Standardize 3<sup>rd</sup> Party Event MOU</b></p> <ul style="list-style-type: none"> <li>• invite to partnerships with LJVMA</li> <li>• Link Merchants to 3<sup>rd</sup> Party Events: (Parade, Concours, Open Aire Market, Wine and Art Festival, Fashion Film Festival, Summer Concerts, Taste of LaJolla, MOCA, Farmer's Open, etc.</li> </ul>	<p><b>Highlight Current Marketing Magnets</b></p> <ul style="list-style-type: none"> <li>• Leverage our most popular attractions (Seals, Sea Lions, Scenery)</li> <li>• Implement strategies to move people from the Cove to the Village</li> </ul> <p><b>Charitable Partnering</b></p> <ul style="list-style-type: none"> <li>• Partner with Local nonprofit               <ul style="list-style-type: none"> <li>○ La Jollalty Card</li> <li>○ Monthly Give-Back Days</li> <li>○ Each month % of sales go back to that nonprofit (Enjoya La Jolla?)</li> </ul> </li> </ul> <p><b>Advance Social Media</b></p> <ul style="list-style-type: none"> <li>• Merchant involvement</li> <li>• Promote #mylajolla #enjoyalajolla #lajollatycard</li> <li>• Paid boosts for Facebook events</li> <li>• Create snapchat filter</li> <li>• Add Facebook retargeting pixel to website</li> <li>• Explore Google products</li> <li>• Social sharing links in all media newsletter</li> </ul> <p><b>Update La Jolla Village Map</b> for wide distribution (hotels, concierge, park rangers, association, etc.)</p> <p><b>Co-op advertising</b></p> <ul style="list-style-type: none"> <li>• Tourism publications</li> <li>• La Jollalty/Enjoya</li> <li>• Explore radio</li> <li>• <b>PR consistency</b></li> <li>• Intern Project</li> <li>• Media alerts</li> <li>• Feature Story pitching</li> </ul> <p><b>La Jollalty Card</b></p> <ul style="list-style-type: none"> <li>• Marketing Plan</li> <li>• Increase Merchant Engagement</li> </ul>

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