



LA JOLLA VILLAGE MERCHANTS ASSOCIATION Monthly Board Meeting – Online Format via Zoom

13 May 2020 / 4:00 PM

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: May 13, 2020 4:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allow for technical issues.

Join Zoom Meeting (Password Protected)

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 April Minutes		Action
5. Update from Elected Officials		Information
6. Public Comment		Information
7. Organization Update a. Strategic Plan Modification b. Board of Director Openings – Review Applications (Richard Walker, Dr. Nevin Ramona, others if submitted c. Associate Member Applications: i. Never Boring Entertainment d. Appointments to CPA Community Groups – Diane Kane, New CPA President, has asked for our list of appointments. Recommendations: i. BOD Should Appoint/Re-appoint annually (Ideally at April Meeting as CPA confirms appointments in May) ii. Criteria – LJVMA Participation/Involvement iii. For 2020-21 - Finalize Appointments at next month’s meeting iv. Fill vacancies as they needed.	Brett Murphy Brett Murphy Murphy Brett Murphy	Information Action Action Action
8. Finances a. Financials b. City Grant \$5000 offered to all BIDs to assist with finances during Crisis. c. 501(c)3 Formation – Developing Mission statement and completing paperwork. Will be presented to the Board at June meeting for approval.	Kelli Metcalf, Treasurer Kelli Metcalf Julie Wright, Vice President	Action Information Information

<p>9. Design/Beautification</p> <ul style="list-style-type: none"> a. Soft Streets – City request for suggestions to temporarily close high pedestrian streets to allow safe passage, ques, access, 6 foot spacing. Suggest: Wall Street Closure, Girard Closure b. Wayfinding/Parking Communication Plan Proposal. Approval Requested to move forward by presenting to other community groups. 	<p>Murphy</p> <p>Jodi Rudick/Brad Elsass, LJVMA Parking Consultant</p>	<p>Information</p> <p>Action</p>
<p>10. Marketing/Promotions/Crisis Communications</p> <ul style="list-style-type: none"> a. External <ul style="list-style-type: none"> i. New Activities <ul style="list-style-type: none"> 1. Video – Fuel the Jewel 2. Distribution/Broadcast ii. Ongoing <ul style="list-style-type: none"> 1. La Jolla Village News EBlasts, Daily Links to Restaurants, Daily Ads iii. Partnership Campaign – “It’s Your Turn, La Jolla” Digital Media can be customized. <ul style="list-style-type: none"> 1. New Blog Feature – 2. Events –Will continue to abide by all orders from CDC, State, County, City. iv. Social Media - Contest/ /Word Find b. Internal (Merchants) <ul style="list-style-type: none"> i. Linking merchants to continuing opportunities from County, State, etc. ii. Reminder - Facebook Group - La Jolla Village. Merchants and Blog; www.lajollavillagemerchants.com 	<p>Julie Wright, Chair</p> <p>Morgan Barnes, Co-Chair</p> <p>Wright</p> <p>Rudick</p>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>
<p>11. 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>Murphy</p>	<p>Information</p>
<p>12. Adjourn to Next meeting – June 10, 2020</p>	<p>Murphy</p>	<p>Information</p>