



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

10 June 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. This Month’s Meeting features a very special program: La Jolla Listens: An Honest Conversation About Race, Diversity and Black Lives Matter.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting

Time: June 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)

	<ol style="list-style-type: none"> 1. Meeting Format and Guidelines <ol style="list-style-type: none"> a. Video/Audio Enabled by Host b. We recommend using speaker view for the best experience. Speakers will be unmuted, all others will be muted. Questions can be submitted via the Chat Function or sent to LJVMA via text: 858-230-2725 	Jodi Rudick, Executive Director	
4:00	<ol style="list-style-type: none"> 2. Call meeting to Order 	Brett Murphy, President	
4:05	<ol style="list-style-type: none"> 3. Roll Call 		
4:10	<ol style="list-style-type: none"> 4. La Jolla Listens – An Honest Conversation About Race, Diversity and Black Lives Matter. 	Brett Murphy, President Rehema Ally-Lifa, LJVMA Diversity Manager Danika, Organizer, White Flower March	Information
5:00	<ol style="list-style-type: none"> 5. Approval of April Minutes 	Jessica Wiley	Action
	<ol style="list-style-type: none"> 6. Update from Elected Officials (3 minute maximum) 		Information
	<ol style="list-style-type: none"> 7. Non Agenda Public Comment (3 minute maximum; Public comment can also be sent via Chat. 		Information
	<ol style="list-style-type: none"> 8. Finances <ol style="list-style-type: none"> a. Financials b. 501(c)3 Formation – Mission Statement Drafted, Working on bylaws. 	Kelli Metcalf, Treasurer Julie Wright, Vice President	Action Information Information
	<ol style="list-style-type: none"> 9. Organization Update <ol style="list-style-type: none"> a. Strategic Plan Modification b. Appointments to CPA Community Groups (July 1 2020 – June 30, 2021) c. PDO – Planned District Ordinance <ol style="list-style-type: none"> i. Brett Murphy ii. Melissa Snook 	Brett Murphy Brett Murphy Murphy	Action Action Action

	<ul style="list-style-type: none"> iii. Katey Longo d. Coastal Access and Parking <ul style="list-style-type: none"> i. Brett Murphy ii. Bob Mackey iii. Gaby Guevara e. Traffic and Transportation <ul style="list-style-type: none"> i. Natalie Aguirre ii. Max Shenk 		
	10. Public Safety Update (This item may move based on Lt. Joy's Schedule)	Lieutenant Thomas Joy, Protest Unit, San Diego Police Department	Information
	11. Design/Beautification/ <ul style="list-style-type: none"> a. Outdoor Dining Expansion including Wall St Closure Update b. Wayfinding – On hold until businesses work through re-opening phase 	<p>Murphy</p> <p>Murphy</p>	Information
	12. Marketing/Promotions/Crisis Communications <ul style="list-style-type: none"> a. Internal/External Public Safety Information <ul style="list-style-type: none"> i. Reality vs. Rumors Campaign ii. Thanks to City Leadership and SDPD b. Re-opening Promotional Campaign <ul style="list-style-type: none"> i. Signage ii. Social Distancing Floor Decals iii. Face Masks for Merchants c. External <ul style="list-style-type: none"> i. La Jolla Village News EBlasts, Daily Links to Restaurants, Daily Ads ii. Video Distribution – More than Just a Pretty Place Unmasked iii. Social Media Team posting 4 – 5 times each week d. 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>Wright</p> <p>Murphy</p>	<p>Information</p> <p>Information</p> <p>Information</p>
	13. Meetings <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). 	Murphy	Information
	14. Adjourn to Next meeting – July 8, 2020	Murphy	Information