



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
 Monthly Board Meeting Minutes
 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).

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, Gabriella Guevara, Lauren Johnson, Katey Longo, Robert Mackey, Kelli Metcalf, Brett Murphy, Max Shenk, Melissa Snook, Jessica Wiley, Julia Wright 4. Approval of April Minutes	Jessica Wiley	Action Motion: Max Shenk Second: Lauren Johnson unanimous
5. Update from Elected Officials Jason Weisz– senate leader Toni Atkins (State) <ul style="list-style-type: none"> Advised those with questions regarding government funding to reach out to office Current California budget deficit: \$54 billion Working budget to be approved by June 15th Jason Bercovitch – Congressman Scott Peters (Federal) <ul style="list-style-type: none"> PPP – working on obtaining clear guidance on how loans will be forgiven. Timeline on this unknown. Working on possible stimulus check type direct benefit for business owners under 50 employees. Steven Hadley – council member Barbara Bry (city) <ul style="list-style-type: none"> City had been allocated 249 million from federal government. Still working out how this money will be spent. 		Information
6. Public Comment <ul style="list-style-type: none"> Patrick Ahern – Board member on La Jolla Community Planning, La Jolla Parks and Beaches, La Jolla Scripps Association. Request endorsement for 		Information

<p>Belvedere Project. Proposal link left in chat comments.</p>		
<p>6. Organization Update</p> <ul style="list-style-type: none"> • Strategic Plan Modification • Board of Director Openings – Review Applications (Richard Walker, Dr. Nevin Ramona, others if submitted) <ul style="list-style-type: none"> ○ Kipp Williams and Beniot Roux have submitted applications for resignation which have both been accepted by the board ○ Both Richard Walker and Dr Nevin Ramona are active members of the LJVMA • Associate Member Applications: <ul style="list-style-type: none"> i. Never Boring Entertainment a. Appointments to CPA and Other Community Groups – Diane Kane, New CPA President, has asked for our list of appointments. <ul style="list-style-type: none"> i. Community Groups offer La Jolla Village Merchants Association dedicated seats on various groups, boards and committees. (Coastal Access and Parking, PDO, Traffic and Transportation) ii. This is a privilege and we are honored to be included. iii. Any persons appointed to these groups must be active participants of La Jolla Village Merchants Association as they represent the mission and needs of LJVMA. They must be willing to attend and report to the board as issues arise related to LJVMA’s mission. <ol style="list-style-type: none"> 1. BOD will Appoint/Re-appoint annually (Ideally at April Meeting as CPA confirms appointments in May) 2. Criteria – LJVMA Participation/Involvement 3. For 2020-21 – We will finalize appointments at next month’s meeting 4. Fill mid-year vacancies as they needed. 	<p>Brett Murphy</p> <p>Brett Murphy</p> <p>Murphy</p> <p>Brett Murphy</p>	<p>Information</p> <p>Action Motion: Brett Murphy Second: Max Shenk Unanimous</p> <p>Action Motion: Brett Murphy Second: Morgan Barnes Unanimous</p> <p>Action Motion: Brett Murphy Second: Jessica Wiley Unanimous</p>
<p>7. Finances</p> <ul style="list-style-type: none"> • Financials Please see attached financials 	<p>Kelli Metcalf, Treasurer/Brett Murphy</p>	<p>Action Motion: Brett Murphy Second: Amber Anderson Unanimous</p>

<ul style="list-style-type: none"> • City Grant \$5000 offered to all BIDs to assist with finances during Crisis. • 501(c)3 Formation – Developing Mission statement and completing paperwork. Will be presented to the Board at June meeting for approval. 	<p>Kelli Metcalf, Treasurer</p> <p>Julie Wright, Vice President</p>	<p>Information</p> <p>Information</p>
<p>8. Design/Beautification</p> <ul style="list-style-type: none"> • 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 • Ed Witt – chair of the board, Enhance La Jolla (MAD) – Recommend Wall ST to be a soft street in La Jolla to allow safe area to walk, work and eat. • Diana Kane – scheduling a meeting this Friday or next Friday with local community groups to map out possible safe streets. • Steven: Barbara Bry’s current proposal is to slow traffic on certain streets for pedestrian safety. Bry’s office also open to street closure suggestions as well for business improvement. <ul style="list-style-type: none"> • Wayfinding/Parking Communication Plan Proposal. Approval Requested to move forward by presenting to other community groups. <p>Brad Elsass – Key findings from parking study April 2019</p> <ul style="list-style-type: none"> • Under-utilized parking in the village • Parking should not be a barrier to business in village • Street closures should not effect parking • Need better communication regarding parking and getting around the village to encourage visitors 	<p>Murphy</p> <p>Jodi Rudick/Brad Elsass, LJVMA Parking Consultant</p>	<p>Information</p> <p>Action Motion: Brett Murphy Second: Melissa Snook Unanimous</p>
<p>9. Marketing/Promotions/Crisis Communications</p> <ul style="list-style-type: none"> • 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. 	<p>Julie Wright, Chair</p> <p>Morgan Barnes, Co- Chair</p> <p>Wright</p>	<p>Information</p> <p>Information</p> <p>Information</p>

<p>iv. Social Media - Contest/ /Word Find</p> <ul style="list-style-type: none"> • 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 	Rudick	Information
<p>10. Meetings</p> <ul style="list-style-type: none"> • Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until Shelter-in-Place Orders lifted. • Meeting log-in information/agenda is on website (posted 72 hours prior to meetings). • Adjourn to Next meeting – June 10, 2020 	Murphy	Information