



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

12 August 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 – August 2020

Time: August 12, 2020 4:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allowing for technical issues.

Join Zoom Meeting (Password Protected)

<p>1. Meeting Format and Guidelines a. Video/Audio Enabled by Host</p>	<p>Jodi Rudick, Executive Director</p>	
<p>2. Call meeting to Order – 4:09pm</p>	<p>Brett Murphy, President</p>	
<p>3. Roll Call Present: Amber Anderson, Morgan Barnes, Joelyn Cullen, Cody Decker, Gabriella Guevara, Lauren Johnston, Katey Longo, Kelli Metcalf, Brett Murphy, Nevin Ramona, Max Shenk, Jessica Wiley, Julie Wright Absent: Robert Mackey, Melissa Snook</p> <p>4. Approval of July Minutes</p>	<p>Jessica Wiley, Secretary</p>	<p>Action Motion: Brett Murphy Second: Cody Decker Unanimous</p>
<p>5. Update from Elected Officials</p> <ul style="list-style-type: none"> Steve Hadley (Barbara Bry Representative) – continuing to offer assistance to residents and businesses during COVID 		<p>Information</p>
<p>6. Public Comment (Limited to 3 minutes, no action can be taken on items not on the agenda.)</p> <ul style="list-style-type: none"> Brett Murphy – working on ways to support commercial real estate Ed Witt (MAD representative) – continuing to address needs around the village from removal of news racks to restoring benches 		<p>Information</p>
<p>7. Organization Update a. Swearing in – Joelyn Cullen</p>	<p>Murphy</p>	

<ul style="list-style-type: none"> b. Membership – Review/Approve Associate Membership(s) <ul style="list-style-type: none"> • Avant Garde Senior Living: Lee Stotts – memory care until with 47 beds, 15 employees c. Audit Update <ul style="list-style-type: none"> • To be completed by end of September d. Election Timeline – Review <ul style="list-style-type: none"> i. Self-Nomination Forms mailed last week to everyone on the July 31 BID list (1256 addresses) ii. Wed, September 9 – Self Nomination Form must be received at LJVMA office iii. Wednesday, Sept 30 – Date of Record to Vote iv. Wednesday, October 7 – Voting Deadline v. Wednesday, October 14 – Ballots Publicly Opened and Counted during Zoom Meeting. vi. Wednesday, November 11 – Swearing in and Election of Officers 	<p>Murphy</p> <p>Rudick</p> <p>Rudick</p>	<p>Action Motion: Brett Murphy Second: Lauren Johnston Unanimous</p> <p>Information</p> <p>Information</p>
<p>8. Finances</p> <ul style="list-style-type: none"> a. Financials – please see financials for Aug 2020 Total income is down from budget due to COVID and lack of advertising/events. However, cash flow remains balanced at this time. Jodi: Current lease is expiring Nov 2020. Budget set at \$2000 a month (lease, parking, utilities). Looking for a new office space on the ground floor for easy access to merchants b. 501(c)3 Formation – Approval of Bylaws Draft, Mission Statement and Board Structure: <ul style="list-style-type: none"> i. Structure: 9 board Members, including 4 Officers (President, Vice President, Treasurer, Secretary) ii. <i>The general purposes for which this Corporation/Organization has been established are as follows: support the needs of small businesses within the Coastal communities of La Jolla, California, to include, but not be limited to La Jolla Village. Fundraising efforts will support various initiatives related to: beautification, marketing, special events, advocacy, professional development and placemaking.</i> <p>Jodi – bylaws has not yet been approved by attorney at this time.</p> 	<p>Murphy</p> <p>Julie Wright, Vice President</p>	<p>Action Motion: Lauren Johnston Second: Morgan Barnes Unanimous</p> <p>Action – motion to approve draft of mission statement only. Full bylaws to be reviewed by attorney. Motion: Brett Murphy Second: Amber Anderson Unanimous</p>
<p>9. Design/Beautification</p> <ul style="list-style-type: none"> a. Temporary Outdoor Business Permits – Update 	<p>Rudick</p>	<p>Information</p>

<ul style="list-style-type: none"> Presented slide deck of outdoor dining options in La Jolla Village. Available on website BLOG. Includes all restaurants open with current hours. Thank you to Bill Podway and Morgan Barnes for their efforts on this project Morgan – 55 business currently offering outdoor dining. Phase II will include restaurants offering takeout “Breathe of fresh air” – promotion of outdoor businesses in La Jolla <p>b. Wayfinding Update</p> <ul style="list-style-type: none"> Presented artwork drafts with varies color schemes – wayfinding to include directions to parking and attractions Quoted \$30,000 for fabrication and installation. Will look into funding options once permitting is approved 	Rudick	Information
<p>10. Marketing/Promotions/Crisis Communications</p> <p>a. Re-opening Promotional Campaign Continues</p> <p>b. External</p> <ol style="list-style-type: none"> Ongoing - Parking Campaign (Park. Stay. Play All Day.) Breathe Easy La Jolla (Yoga in the Village) <i>La Jolla Village News</i> Campaign Continues Video Campaign – Ben Roberts Continues Work Social Media Team posting 4 – 5 times each week. Contests have been very successful. Looking to work with San Diego Downtown Partnership - electronic gift cards <p>c. Internal (Merchants)</p> <ol style="list-style-type: none"> Survey Information <ul style="list-style-type: none"> Jodi: presented Aug survey regarding how merchants are doing post COVID Reminder - Facebook Group - La Jolla Village. Merchants and Blog; www.lajollavillagemerchants.com 	Julie Wright, Chair	Information
<p>11. Meetings</p> <ol style="list-style-type: none"> Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until meeting restrictions lifted. Meeting log-in information/agenda is on website (posted 72 hours prior to meetings). 	Murphy	Information
<p>12. Adjourn to Next meeting – September 9, 2020</p>	Murphy	Information