



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

09 September 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 – September 2020

Time: September 9, 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)

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, Joelyn Cullen, Cody Docker, Gabriela Guevara, Lauren Johnston, Robert Mackey, Kelly Metcalf, Brett Murphy, Max Shenk, Melissa Snook, Jessica Wiley, Julie Wright, Absent: Katey Longo, Nevin Ramona	Jessica Wiley, Secretary	
4. Approval of August Minutes		Action Motion: Brett Murphy Second: Max Shenk Unanimous
5. Update from Elected Officials • N/A		Information
6. Public Comment (Limited to 3 minutes, no action can be taken on items not on the agenda.) • Rebecca Meier – introduction: AVOCADO organic and sustainable mattress company + home goods items. • Will Moore - introduction: running to represent you at the City Council. I'm a small business lawyer and have spent a career looking out for business people and the community. Call my cell anytime - 858-210-7999 • Arthur Myo - introduction: owner of CHERRYWINE		Information

<ul style="list-style-type: none"> ii. A Breath of Fresh Air – La Jolla iii. <i>La Jolla Village News</i> Campaign Continues iv. Video Campaign – Ben Roberts – A Breath of Fresh Air Video shoot v. Social Media Team posting 4 – 5 times each week. Contests have been very successful. vi. La Jollalty PLUS Gift Card Campaign – likely will launch during winter holidays vii. Morgan Barnes will take over as lead chair of marketing committee going forward <p>b. Pillage the Village has been cancelled due to COVID in conjunction with REBA. Bring your Halloween Spirit, Pumpkin Carving, Creative Mask or other themed Contest via social media similar to last year’s La Jolla-Days Holiday Contest</p> <p>c. Internal (Merchants)</p> <ul style="list-style-type: none"> i. Discount Merchant Parking Program - \$75 month, get in touch with Jodi to sign up or learn more. ii. Reminder - Facebook Group - La Jolla Village. Merchants and Blog; www.lajollavillagemerchants.com iii. DON’T FORGET TO VOTE! Ballots will be picked up, can be emailed, mailed or dropped off to LJVMA offices. 	Murphy	Information
<p>11. Meetings</p> <ul style="list-style-type: none"> a. Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until meeting restrictions lifted. b. Meeting log-in information/agenda is on website (posted 72 hours prior to meetings). 	Murphy	Information
<p>12. Adjourn to Next meeting – October 14, 2020</p>	Murphy	Information