



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

14 October 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: October 14, 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	Information	Jodi Rudick, Executive Director
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ANNUAL MEETING AGENDA

Call to Order – Annual Board Meeting		Brett Murphy, President
Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof	Action	Jessica Wiley Secretary
Approval of 2019 Annual Meeting Minutes – No minutes as quorum was not established.	Information	Murphy
Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official. If no quorum established (see above) defer action to Monthly Meeting Agenda.	Action	Rudick/Bill Podway
Adjourn to Monthly Meeting	Action	Brett Murphy

MONTHLY MEETING AGENDA

1. Call meeting to Order	Brett Murphy, President	
2. Roll Call 3. Approval of September Minutes	Jessica Wiley, Secretary	Action
4. Organization Update – BID by the Numbers 5. Election (if deferred) All eligible ballots will be publicly opened and counted by Election Officer during Zoom Meeting. Election Official will reveal results prior to adjournment. (Wednesday, November 11 is Swearing in and Election of Officers)	Information	Jodi Rudick

a. Audit Update – Audit Letter – Request to Accept auditor findings.	Action	Murphy
b. Suggestions from Auditor - <ul style="list-style-type: none"> <li data-bbox="331 212 1040 491">i. Board Vote to allow Executive Director to use LJVMA credit card for monthly recurring charges and previously budgeted and approved items up to \$2500 without Board Approval. Any charges exceeding \$2500 require written approval from bank signatory. (Executive Officer). Charges to be reported to BOD at subsequent Board meeting. Provides same two person checks and balances as check signing policy. <li data-bbox="331 491 1040 659">ii. Allow write offs of old accounts receivables (June 2020) from unpaid associate membership fees. COVID-19 eliminated the ability for association to deliver promised benefits. Total write off is under \$1000. 	Action	Murphy
c. LJVMA Office Relocation - Update	Information	Rudick
6. Finances <ul style="list-style-type: none"> <li data-bbox="228 743 1040 825">a. Accept September Financials 	Murphy	Action
7. Update from Elected Officials		Information
8. Public Comment (Limited to 3 minutes, no action can be taken on items not on the agenda.)		Information
9. Design/Beautification <ul style="list-style-type: none"> <li data-bbox="228 978 1040 1079">a. Wayfinding/Smart Parking Update - RFP was written and distributed to various parking vendors. RFP is posted on LJVMA Website with Coastal Access and Parking documents. <li data-bbox="228 1079 1040 1150">b. MAD Update – One year anniversary report 	Rudick	Information
	MAD Representative	Information
10. Marketing/Promotions/Crisis Communications <ul style="list-style-type: none"> <li data-bbox="228 1230 1040 1965">a. External <ul style="list-style-type: none"> <li data-bbox="331 1230 1040 1541">i. Video Campaign <i>A Breath of Fresh Air</i> Video reveal <ul style="list-style-type: none"> <li data-bbox="418 1262 1040 1331">1. Developing social media campaign to promote video <li data-bbox="418 1331 1040 1541">2. Monthly video production schedule developed that will be target audience focused – i.e. La Jolla for Dogs and their People, La Jolla for kids, La Jolla for Romantics, La Jolla for ? Looking for merchants to get involved and suggest theme ideas. <li data-bbox="331 1541 1040 1793">ii. Website Updates <ul style="list-style-type: none"> <li data-bbox="418 1583 1040 1621">1. New Job Board <li data-bbox="418 1621 1040 1793">2. Blog has new feature – La Jolla Behind the Scenes written by community member and writer, Robby Robinson. All merchants are welcome to contact us to arrange an interview time and be featured in this column. <li data-bbox="331 1793 1040 1965">iii. Pumpkin Decorating Contest via social media (similar to last year’s La Jolla-Days Holiday Contest). Voting will take place via social media only in strict adherence to COVID-19 guidelines. 	Morgan Barnes, Chair	Information

<ul style="list-style-type: none"> iv. La Jollalty PLUS Gift Card Campaign – will be launched for Holidays. v. Ongoing – <ul style="list-style-type: none"> 1. Parking Campaign (Park. Stay. Play All Day.) 2. <i>La Jolla Village News</i> Campaign Continues 3. La Jolla <p>b. Internal (Merchants)</p> <ul style="list-style-type: none"> i. Discount Merchant Parking Program continues - \$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 	Murphy	Information
11. Election Results Revealed	Election Official, Bill Podway, Community Volunteer	Action to accept findings election results
12. Meetings <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
13. Adjourn to Next meeting – November11, 2020	Murphy	Information