



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

11 November 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: November 11, 2020 4:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allowing for technical issues.

Join Meeting using Zoom ID 856 1760 9276

1. Meeting Format and Guidelines a. Video/Audio Enabled by Host	Information	Jodi Rudick, Executive Director
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MONTHLY MEETING AGENDA

1. Call meeting to Order	Brett Murphy, President	
2. Roll Call 3. Approval of October Minutes	Jessica Wiley, Secretary	Action
4. Swearing In of New Board 5. Election of Officers a. President b. Vice President c. Treasurer d. Secretary 6. Executive Director’s Update – a. Audit Update b. LJVMA Office Relocation – New address: 7734 Hershel Avenue i. Please set up a time to stop by ii. Set up for Small meetings (must adhere to COVID Rules) c. LJVMA by the Numbers d. LJVMA Updates	Council Member Barbara Bry Information	Action Rudick
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. Finances a. Accept October Financials	Murphy	Action
10. Design/Beautification		

<ul style="list-style-type: none"> a. Wayfinding/Smart Parking Update b. Vacant Storefronts Enhancements 	<p>Rudick Rudick</p>	<p>Information Information</p>
<p>11. Marketing/Promotions/Crisis Communications</p> <ul style="list-style-type: none"> a. External <ul style="list-style-type: none"> i. Pumpkin Decorating Contest - Results and next steps to boost social media engagement ii. November Turkey Scavenger Hunt iii. Video Campaign – Next Video will be focused on the Upcoming Holidays. Next Video will be focused on the Happy Holidays, holiday vibe in the village. The early that merchants decorate the more likely we’ll be able to include them in video. iv. Website Updates – To be discussed later in the agenda v. Tourism Publications vi. Ongoing – <ul style="list-style-type: none"> 1. Parking Campaign (Park. Stay. Play All Day.) 2. <i>La Jolla Village News</i> Campaign Continues b. Internal (Merchants) <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 iii. New Job Board – PLEASE list jobs. We will be promoting regularly to create awareness. Will be sending the job board link to organizations that cater to diverse students, groups, et 	<p>Morgan Barnes, Chair Rudick</p>	<p>Information Information</p>
<p>12. 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). 		
<p>13. Adjourn to Next meeting – Strategic Planning Session December 9, 2020</p>		