



AGENDA - MONTHLY BOARD MEETING

9 December 2020 / 4:00 PM

Via Zoom

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

Time: December 9, 2020 4:00 PM Pacific Time (US and Canada). 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	Information	Jodi Rudick, Executive Director
a. Video/Audio Enabled by Host		

MONTHLY MEETING AGENDA¹

Set-up Venue / Sign-in			
<ul style="list-style-type: none"> • Please silence cell phones • Visitor sign-in sheet - please make sure to sign-in 			
1.	Call to Order - Monthly Board Meeting	Action	Brett Murphy, President
2.	Roll Call	Action	Joelyn Cullen, Secretary
3.	Approval of November Minutes	Action	Rudick
4.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> • Updates from Community/Political Leaders • All other public comments 	Information	Murphy
5.	Organizational Excellence A. Kelli Metcalf resignation. Self-nomination form received from Andy Foutsch, Architect.	Action	Murphy
6.	Financial Report <ul style="list-style-type: none"> • November Financials 	Action	Murphy
7.	Economic Vitality and Merchant Development Report – La Jolla by the Numbers	Information	Rudick
8.	Design/Enhance La Jolla <ul style="list-style-type: none"> • Request from Enhance La Jolla • Holiday Lights Installed • Merchant Holiday Décor Contest 	Information	Rudick
9.	Promotions A. Event Recap <ul style="list-style-type: none"> a. November Promotion - Turkey Hunt b. Christmas at the Cove – Congrats to La Jolla Town Council re-engineered Holiday Festival and Christmas Parade. Thanks to Morgan for volunteering as a judge for the event. B. Continue with Virtual Events/Scavenger Hunts/Contests – January – Sidewalk Sale, February – Valentines – Looking for Love, March – Hunt for the 4 Leaf Clovers, etc. (Can be discussed during Strategic Planning Session.)	Information	Morgan Barnes, Marketing and Event Chair
10.	Strategic Planning Work Session	Information	Murphy/Rudick
11.	Adjourn Meeting – . Next meeting is January 13, 2021 via Zoom.	Action	Murphy



2020-2021 Strategic Plan Initiatives (Modified June 2020)

Our Mission: We bring business to La Jolla Village (Merchants)

Note: COVID-19 Driven Initiatives in RED | ☑ Indicates completed

Main Street America's Four Planning Tenets				
1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
<p>COVID-19 Crisis Management</p> <ul style="list-style-type: none"> ☑ Use media assets to connect merchants to resources, funding opportunities, programs, ☑ Promote needs of all merchants to elected officials during budget and decision-making process ☐ Create 501 (c)3 to qualify for grants, donations not open to 501 c(6) ☑ Adjust meeting format until in person meetings can be resumed. ☑ Bring on Policy Intern to navigate changes. ☐ Prepare draft 2021-22 Budget based on 30% Decrease in BID Revenue <p>Professionalism</p> <ul style="list-style-type: none"> ☑ BOD Ethics Training ☐ Consistent BOD onboarding process <p>Membership</p> <ul style="list-style-type: none"> ☑ Increase attendance at monthly meetings (live or virtual), election process, committees ☐ Associate Membership - Actively promote Category (Bird Rock/La Jolla Shores) <p>Ways and Means</p> <ul style="list-style-type: none"> ☐ Explore new grants ☑ Sponsorship ☑ BID Compliance <p>Decrease staff costs using volunteers</p> <ul style="list-style-type: none"> ☑ Student/Interns ☑ Community Members <p>Liaisons to other La Jolla Community Groups</p> <ul style="list-style-type: none"> ☑ Appoint only members who are active in association ☑ Review appointments annually <p>Diversity and Inclusion</p> <ul style="list-style-type: none"> ☑ Create Task Force and Initiatives 	<p>Merchant Education</p> <ul style="list-style-type: none"> ☑ Business Breakfasts (Profitable Partnerships) ☑ Diversity Education ☑ Create Job Board on Website to further reach to diverse candidates ☑ Online Education ☑ Promote 3rd Party online education ("Don't reinvent the wheel.") ☑ Develop Webinar Education specific to La Jolla Village merchant needs <ul style="list-style-type: none"> ○ The Big Pivot ○ Social Media ○ Re-opening Safely <p>Block Captains</p> <ul style="list-style-type: none"> ☑ Create Virtual Outreach Program to keep merchants informed and connected during COVID CRISIS ☑ Choose Chair ☑ Assist Merchants with COVID Orders ☐ Create New Business Welcome Packet <p>Real Estate Relationships</p> <ul style="list-style-type: none"> ☑ Develop relationship with property owners, commercial real estate brokers. <p>Traffic and Parking</p> <ul style="list-style-type: none"> ☑ Continue work with parking consultant. ☑ Draft Parking Communication/Wayfinding Program 	<p>Social Distancing</p> <ul style="list-style-type: none"> ☑ Assist with Soft Streets City Plan for Street Closure ☑ Communicate Design Ideas to assist with social distancing. <p>Leverage Seals</p> <ul style="list-style-type: none"> • Create Seals on Parade Public Art project <p>Draft Place-Making/Signage</p> <ul style="list-style-type: none"> ☑ Cove ☑ Directory ☑ Parking Signage ☑ Pedestrian Signs <p>Year-Round Ambience</p> <ul style="list-style-type: none"> ☑ Ongoing relationship with MAD ☑ Promote Store-front maintenance of PROW/private owned planters, etc. ☐ Music through the village ☐ Determine future of Holiday Décor and lightline 	<p>Adjust to COVID Shutdown Orders. Shift to Virtual Events</p> <p>If Allowed:</p> <p>Duplicate successful events</p> <ul style="list-style-type: none"> • Pillage the Village • Taste of SoVile (Fay/Pearl/La Jolla Blvd?) <p>Enjoya La Jolla- Earlier time 12- 3</p> <ul style="list-style-type: none"> ☑ Family/Children's Activities ☑ Get more services involved ☑ Get merchants involved outside the Village Center (Create Highlighted Zones, ie Fitness of Fay, Upper Girard Design District, Happenings on Hershel, ☑ Secure sponsors <p>Fireworks (4th of July or New Year's?)</p> <ul style="list-style-type: none"> ☑ Pre event dining/shopping event ☑ VIP Event (Fundraiser?) <p>Standardize 3rd Party Event MOU</p> <ul style="list-style-type: none"> ☑ Invite to partnerships with LJVMA ☑ Link Merchants to Available 3rd Party Events. (if allowed) 	<p>Highlight Current Marketing Magnets</p> <ul style="list-style-type: none"> ☐ Leverage our most popular attractions (Seals, Sea Lions, Scenery) ☐ Implement strategies to move people from the Cove to the Village <p>Charitable Partnering</p> <ul style="list-style-type: none"> ☑ Partner with Local nonprofit <ul style="list-style-type: none"> ○ La Jollalty Card Fundraisers <p>Advance Social Media</p> <ul style="list-style-type: none"> ☑ Add New Blog Features (Meet the Merchant, Merchants Doing Good) ☑ Shift Event Calendar from Live to Virtual Events ☑ Promote #mylajolla ☑ Paid boosts for Facebook events ☑ Social sharing links in all media newsletter ☑ Explore Google products <p>Update La Jolla Village Map</p> <ul style="list-style-type: none"> ☐ Align with overall Wayfinding Plan ☐ Widen distribution (hotels, concierge, park rangers, association, etc.) <p>Co-op advertising (based on COVID reopening)</p> <ul style="list-style-type: none"> ☐ Tourism publications ☐ La Jollalty/Enjoya ☐ Explore radio ☐ PR consistency ☐ Intern Project ☐ Media alerts ☐ Feature Story pitching <p>La Jollalty Card/Fresh Air Business</p> <ul style="list-style-type: none"> ☑ Marketing Plan ☐ Increase Merchant Engagement

*Strategic Planning Process – Instructions for Zoom Workshop

- Executive Board Recommendation:
 - Assume COVID Restrictions will remain in place for this plan.
 - As COVID restrictions are lifted, plan can be modified.

	Activity	Organizational Excellence 10 minutes (max)	Economic Vitality 10 Minutes (max)	Design 10 Minutes (max)	Promotion/Events 10 Minutes (max)
Step One	Board Member will review a section of the plan via Powerpoint.				
Step Two	Using the polling tool, rate the Current Strategies under this category. 1. Just right. – Let’s leave it as is and focus on completing current tasks. 2. Not enough. Let’s add some new initiatives. I’ve listed ideas below. 3. Too much. Let’s refocus on a few initiatives that can be completed during COVID 4. Other – Fill in your answer				
Step Three	Brainstorm: Using the chat box, add your ideas.				
Step Four	Prioritize: Following the review of all categories choose the one initiative that matters most to you.				
Step Four	Feasibility Review – Ideas will be weighted based on Feasibility (budget, resources, COVID restrictions, etc.)				
Step Five Finalize and Summarize –					
Board Q & A Board members to ask questions and get clarification from groups regarding selected strategies. Board to choose Key Initiatives for the 2021 Calendar Year. 15 minutes					
Finalize	Vote on Strategic Plan at January Meeting				