



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MINUTES

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 – 4:05	Brett Murphy, President	
2. Roll Call – Present: Brett Murphy, Morgan Barnes, Karen Finerman, Cody Decker, Gaby Guevara, Katy Longo, Melissa Snook, Jo Cullen, Lauren Johnston, Will May, Robert Mackey. NO ABSENCES. Although it was noted that Kelli Metcalf submitted her resignation and would not be sworn onto the board. Kelli has left her position at member company Granite Escrow and will be taking a new job in Del Mar. 3. Approval of October Minutes	Jodi Rudick, Executive Director	Action Motion to Approve – Johnston, 2 nd Barnes. Motion Passed Unanimously
4. Swearing In of New Board. After Brett Murphy thanked Councilmember Bry for her four years of service CM Bry conducted a call and response Swearing in Ceremony of five returning and three new board members. (As noted above, there is ONE OPEN BOARD seat. The board will review any self-nominations at next month’s meeting.)	Council Member Barbara Bry	Action
5. Election of Officers. The following officers were elected: a. President – Brett Murphy (Self Nominated, 2 nd Anderson, Elected Unanimously.) b. Vice President – Cody Decker (Nominated by Murphy, 2 nd Mackey, Elected Unanimously.) c. Treasurer – Amber Anderson (Lauren Johnston and Amber Anderson both were nominated. All board members cast their ballot via private email or messaging. Anderson was elected by a majority vote.	Information	Rudick

<p>d. Secretary – Joelyn Cullen – Nominated by Murphy, 2nd Decker, Elected Unanimously.</p> <p>6. Executive Director’s Update –</p> <p>a. Audit Update – Auditor is completing final audit steps.</p> <p>b. LJVMA Office Relocation – New address: 7734 Hershel Avenue</p> <p>i. Please set up a time to stop by once COVID restrictions are lifted.</p> <p>ii. Set up for small meetings in the future (must adhere to COVID Rules)</p> <p>c. LJVMA by the Numbers – 1269 BID members on the City’s October list.</p> <p>d. LJVMA Updates – Support the new businesses which have opened recently.</p>		
<p>7. Update from Elected Officials – Steve Hadley from Council District 1 office reminded members they can help with COVID questions.</p>		Information
<p>8. Public Comment None although new business owners in attendance were acknowledged.</p>		Information
<p>9. Finances</p> <p>a. Accept October Financials – Murphy reported that our financial situation is strong due to low expenses and ongoing strong BID income.</p>	Murphy	Action Motion to Approve – Murphy, 2nd Mackey. Motion Passed Unanimously
<p>10. Design/Beautification</p> <p>a. Wayfinding/Smart Parking Update – Rudick shared that the Coastal Commission has supported the initial Smart Parking proposal submitted after receiving 12 responses from the RFP. La Jolla Coastal Access and Parking board will formally address the respond next week at monthly meeting (rescheduled to November 19 due to the Thanksgiving Holiday)</p> <p>b. Vacant Storefronts Enhancements – Working with Property Owner Jonathan Lipsky (former Banana Republic location) to develop La Jolla Village branded interior window decals to promote and inspire positivity.</p>	Rudick Rudick	Information Information
<p>11. Marketing/Promotions/Crisis Communications</p> <p>a. External</p> <p>i. Pumpkin Decorating Contest - Results and next steps to boost social media engagement. Congrats to Blue Apparel for their first place winning entry!</p> <p>ii. November Turkey Scavenger Hunt – Barnes shared info about the Thanksgiving contest.</p> <p>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.</p>	Morgan Barnes, Chair Rudick	Information

<ul style="list-style-type: none"> iv. 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 	Murphy	Information
<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). 	Murphy	Information
<p>13. Adjourn to Next meeting – Strategic Planning Session December 9, 2020, Meeting adjourned at 4:58.</p>	Murphy	Information