



AGENDA - MONTHLY BOARD MEETING

13 January 2021 / 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: January 13, 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 872 2752 0916

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 Cody Decker, Vice President
2.	Roll Call	Action Joelyn Cullen, Secretary
3.	Approval of December Minutes (http://lajollabythesea.com/wp-content/uploads/2021/01/Minutes-December-2020-Strategic-Planning-Session-jc-jr.pdf)	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 Rudick
5.	Organizational Excellence <ul style="list-style-type: none"> A. Swearing in of Andy Fotsch as new board member B. LJVMA bank account. Action Required – Approve Cody Decker, Vice President to be a check signer on the Brett will remain as a signer. Executive Director is also a signer. A. 501c3 Update, Action Required – LJVMA, CPA/Auditor is prepare documents for \$500 plus required fees to State and IRS of approximately \$500) Request to move forward with bylaws as submitted. Suggest LJVMA Executive Board members also act as Officers of 501c3. C. Site Visit successfully completed by City of San Diego D. Draft BID budget completed and will be submitted to City by end of the month. Board to review budget and approve at February meeting. 	Action Action Action Information Decker Rudick Rudick
6.	Financial Report <ul style="list-style-type: none"> • December Financials – Action to accept financials. 	Action Anderson
7.	Economic Vitality and Merchant Development Report – La Jolla by the Numbers	Information Rudick
8.	Design/Enhance La Jolla – MAD Update	Information Rudick
9.	Promotions <ul style="list-style-type: none"> A. Event Recap <ul style="list-style-type: none"> a. Holiday Décor Contest - Congratulations to Winner who will receive a \$50 Spiros Gift Certificate to treat their staff to some delicious Mediterranean food. b. Holiday Video (https://lajollabythesea.com/holiday-video-greetings-from-la-jolla/) B. Upcoming Events <ul style="list-style-type: none"> a. Village-Wide Sidewalk Sale –Weekend of January 22-24. Request to promote sale from J McLaughlin and other Girard Merchants. 	Information Information Morgan Barnes, Marketing and Event Chair Barnes

	<p>b. Takeout Taste of La Jolla – Fundraising Event being produced by Fuse Marketing. Event.com is going to handle ticket sales. Participating restaurants will get a portion of ticket sales to help offset expenses. Proceeds will benefit LJVMA.</p> <p>c. March (All month)– Get Lucky La Jolla - Hunt for the 4 Leaf Clovers – Scavenger Hunt like Turkey Hunt.</p> <p>C. Promotional Merchandise to Generate Revenue – Requesting approval to move forward with custom La Jolla Merchandise under guidance of marketing committee. Items will be used for promotion and resale to generate revenue for LJVMA projects. Use OB as example of successful fundraising using this technique. First item will be a jigsaw puzzle with photograph donated by Village resident Simon Fang. More to follow.</p>	<p>Action to support event</p> <p>Information</p> <p>Action</p>	<p>Rudick</p> <p>Rudick</p>
10.	<p>Strategic Plan Review and Approval – Link to Strategic Plan - https://www2.slideshare.net/lajollavillagemerchants/strategic-plan-2021</p>	<p>Action to ratify plan.</p>	<p>Rudick</p>
11.	<p>Adjourn Meeting – . Next meeting is February 10, 2021 via Zoom.</p>	<p>Action</p>	<p>Decker</p>



2021 Strategic Plan

in the time of COVID

Our Mission:

We bring business to La Jolla Village Merchants

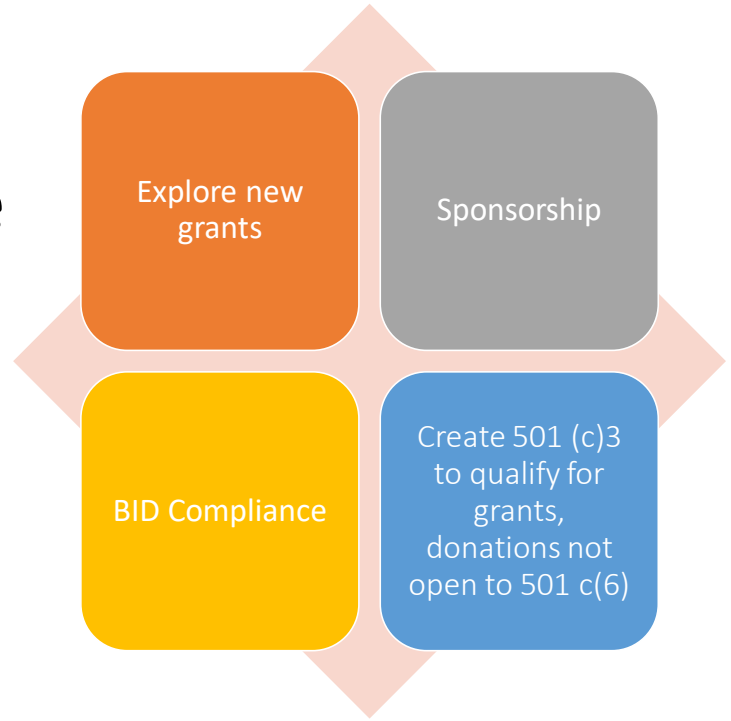
Our Core Values:

LJVMA strives to be flexible, fluid, valuable and valued.



Alternative Revenue Ways and Means

led by Amber Anderson, Treasurer



Specific Alternate Revenue Tactics

La Jollalty Gift Card Promotion

- Bonus Bucks
- Package Hotel, Meal, Retail

Virtual Events

- Online Silent Auction
- Priceless experiences (Classes/Intimate Gatherings with celebrity chefs, authors, photographers, designers, etc.)
- Quarterly Raffles for Holiday Events

Create and Sell La Jolla Branded items

- T-shirts
- Beach Towels
- Jigsaw Puzzle
- Produce Custom Books
 - Cookbook for La Jolla
 - Coloring Book

Part Two Merchant Education and Engagement

Education

- Business Breakfasts (Virtual)
- Promote Job Board
- Promote 3rd Party online education (“Don’t reinvent the wheel.”)
- Deliver Hands on Online Education
- Social Media
- Wellness for Merchants – Highlight Village Professionals
- Work-Life Balance
- Stress Reduction
- Nutrition
- Exercise and Movement
- Promote parks, beaches and trails

Networking with Added Value

- Guest Speakers
- How to Sessions (Social Media, Hosting Virtual Events, How to Increase Business, Fundraisers as a Marketing Tool, Marketing, Funding Resources, City Services)

Block Captains

- Continue Virtual Outreach Program to keep merchants informed and connected [during COVID CRISIS]
- Assist Merchants with COVID Orders
- Create New Business Welcome Packet

Increase Value and Participation of Monthly Membership Meetings by Merging with Merchant Engagement

Increase attendance

- Reward attendance and ongoing attendance
 - Raffle for free parking for all who attend
 - Attend three meetings in a row and get a prize
- Outreach to La Jolla Shores, Bird Rock
- Reward for bringing a new person to the meeting
- Treats for those who pre-register (coffee coupons, wine, chocolates, snacks)

Enhance Content and Format

- Theme each meeting
- Virtual Game Show (La Jolla Jeopardy, La Jolla Family Feud, Bingo)
- Virtual Happy Hour with the three merchant groups (et al) quarterly to get an update and work smarter together – not harder.
- Post meeting meditation, chair yoga, etc.
- Community Networking – Make time for introductions
 - Business Spotlight each month
 - Community Spotlight each month (Showcase a La Jolla Community Group each month allowing them to share for 5 minutes)
- Interactive Icebreaker Question each meeting (One thing I love about the Village, one thing I would change, the best idea I’ve seen in other Shopping Areas, best marketing idea I’ve tried lately) this time

Part Three: Design and Ambience Ideas

<p>Storefront/Window Display Improvements</p> <ul style="list-style-type: none"> • Create Friendly Competitions with Prizes • Best looking Block Competition • Window Decorating Contests (Holidays and Beyond) • Help with window design and merchandising (Window Design Mentors) 	<p>La Jolla, MAD, City Resources and Get-it-Done App to all</p> <ul style="list-style-type: none"> • Connect with organizations working on Streetscapes • Pocket Park 	<p>Promotional Use of PROW</p> <ul style="list-style-type: none"> • Sidewalk Sales • Sidewalk Cafes • Parklets • Street Closures • Public Art <ul style="list-style-type: none"> • Seal Installations • Explore other public art • Capitalize on Murals • Photo Stops (IG worthy backgrounds, window displays, etc) 	<p>Wayfinding</p> <ul style="list-style-type: none"> • Touch Directory in the Village • Wayfinding Blade Signs 	<p>Lighting</p> <ul style="list-style-type: none"> • Explore additional holiday lights • Improve lighting overall 	<p>Sound Design - Music throughout the village</p> <ul style="list-style-type: none"> • When allowed - Live pop-up performances, encourage buskers • Recorded music
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Part Four - Marketing and Events – Big Ideas

<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 nonprofits • La Jollalty Card Fundraisers 	<p>Advance Social Media</p> <ul style="list-style-type: none"> • Use virtual events (scavenger hunts, contests, etc.) to increase social media engagement. • 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 in Conjunction with Wayfinding</p> <ul style="list-style-type: none"> • Align with overall Wayfinding Plan • Widen distribution (hotels, concierge, park rangers, association, etc.)
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Specific Marketing & Events Tactics

On Site Marketing

- Selfie Stations in Peak Walking Areas Encourage People to tag and bring more business to the community
- Directory/Bulletin Boards outside or inside of stores to cross promote fellow merchants
- COVE Marketing
 - Coupons
 - Gifts
 - Shuttle Rides

COVID Friendly Events

- Self Guided Walking Tours (Connect with Historic Society)
- Small Business Day(s) (Buy a Bag, Get a Discount at participating stores/restaurants)
- Virtual Ribbon Cuttings (when stay-in-place order)
- Virtual Ribbon Cutting to celebrate all business which opened during COVID
- On-line Cooking Classes
- Behind the Scenes Tours of Iconic Places (La Valencia, Grand Colonial,

Natural Resources are Natural Attractions

- Seals/Sea Lions
- Cormorants
- Collaborate
 - Galleries (Nat Geo/Mangelson/Peter Lk)
 - Environmental Groups
 - Photographers

Create/Sponsor Groups to tie into Special Interest

- Meet-up
- Social groups
- Photography
- Environmental
- Open Water Swimmers
- Foodies
- Happy Hours
- Singles
- Moms

Gift Card Program

- Bonus Bucks
- Model after successful programs

Strategic Video Marketing with Ben Roberts

- Visual Local Shopping Guide for Specific Interests
 - Families/Kids
 - Pet Lovers
 - Romantics
 - Girls Day Out
 - Foodies
 - Retail Therapy
 - Fitness

Merchant Cross promotion and collaborations

- Trade Gift Cards
- Buy this from us, get that from another merchants



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

