



Minutes - 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 Taken	Brett Murphy, President
2.	Roll Call Present: Jo Cullen, Jodi Rudick, Brett Murphy, Amber Anderson, Gabriela Guevara, Morgan Barnes, Cody Decker, Katey Longo, Summer Shoemaker, Karen Finerman Absent: Robert Mackey, Nevin Ramona, Lauren Johnston, Melissa Snook	Action Taken	Joelyn Cullen, Secretary
3.	Approval of November Minutes Jodi Motion was made by Amber 2 nd by Summer Unanimous vote	Action Taken	
4.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> • Updates from Community/Political Leaders • All other public comments <ul style="list-style-type: none"> ○ Steve Hadley working with Joe Kava now. Spoke about City lights on Girard. ○ Craig Blackwood La Jolla Magic gave intro ○ Jamissa Reys from Cormorant Hotel hopes to open soon ○ Manda from The Empress Hotel introduced herself 	Information	Murphy
5.	Organizational Excellence A. Kelli Metcalf resignation. Self-nomination form received from Andy Fotsch, Architect. B. Andy's goal to bring groups together to work together C. Motion to approve Andy Fotsch as Board member made by Brett Murphy and 2 nd by Katey Longo – unanimous vote	Action Taken	
6.	Financial Report <ul style="list-style-type: none"> • November Financials – see the attached report. \$126,443.14 healthy cash flow and assets \$140,186.98. Jodi does a great job managing. • Motion to approve: Brett Murphy 2nd: Cody DEecker Unanimous vote 	Action Taken	
7.	Economic Vitality and Merchant Development Report – La Jolla by the Numbers Up about 100 members. Michael Matthews from Mermaids and Cowboys spoke. Jodi asked we check out our page. Updated Board Roster posted. Site visit scheduled. Drafting budged as if 30% less members	Information	Rudick
8.	Design/Enhance La Jolla <ul style="list-style-type: none"> • Request from Enhance La Jolla • Jodi speaking for Ed – please be the eyes and ears of the village and report problems when something is wrong. • Holiday Lights Installed 	Information	Rudick

	<ul style="list-style-type: none"> • Merchant Holiday Décor Contest 		
9.	<p>Promotions</p> <p>A. Event Recap</p> <ul style="list-style-type: none"> a. November Promotion - Turkey Hunt Success with 15-20 people participating Thanked Ben for all the video Going to do more scavenger hunts in the future 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. The event went well. <p>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.)</p>	Information	Morgan Barnes, Marketing and Event Chair
10.	<p>Strategic Planning Work Session - Complete chat transcript attached.</p>	Information	Murphy/Rudick
11.	<p>Adjourn Meeting – . Next meeting is January 13, 2021 via Zoom.</p>		Murphy

Transcript of Chat Comments Posted During LJVMA Meeting on December 9, 2020

From Ed Witt to Everyone: 04:19 PM

Is Andy aware of the LJ Community Foundation's efforts with street scape plan to revitalize the village? They should be aligned so as to not duplicate efforts. I can provide information if needed.

Phyllis Pfeiffer at LJ Light would be the best contact on the Foundations Streetscape plans.

From Jo Cullen to Everyone: 04:19 PM

Congratulations Andy

From Andy Fotsch to Everyone: 04:20 PM

Thank you all!

@ed can you email me what you have?

andy@willandfotsch.com

I am in a data collecting stage and YES the goal is not to duplicate any work - so send that over please :)

From Jo Cullen to Everyone: 04:26 PM

I am now hungry

From Ed Witt to Everyone: 04:33 PM

Best way Andy is to email ppfeiffer@lajolllight.com she can get you everything you need. Let me know if you need anything else. The Foundation has done a lot of work and has committed funds to the project.

From Andy Fotsch to Everyone: 04:33 PM

@ed will do!

From Andy Fotsch to Everyone: 04:41 PM

I am currently chair of the LJ Shores Permit Committee and Chair of this committee, Vision La Jolla that is an ad hoc committee of the LJCPA.

For your records :)

From Ed Witt to Everyone: 04:43 PM

Ok good to know. Phyllis will help I just spoke with her so she's aware.

Idea for attendance give an award to most attended or top 3/5 with meaningful award debit card etc

From Jo Cullen to Everyone: 04:43 PM

I believe someone brought up dropping off a treat, coffee, coupon for our businesses for those that attend - I liked that!

From Michael Matthews to Everyone: 04:43 PM

Virtual Game Show Board! La Jolla Jeopardy or La Jolla Feud

From Summer Shoemaker to Everyone: 04:43 PM

have a theme

From Gabriela Guevara BOD to Everyone: 04:43 PM

promote community togetherness by attending these meetings, raffles for parking spots!

From Brett Murphy - BOD to Everyone: 04:43 PM

business spotlight for a Merchant new or old

From Amber Anderson, BOD to Everyone: 04:43 PM

raffle for attendees

From Ed Witt to Everyone: 04:43 PM

My idea is for non board members

From Andy Fotsch to Everyone: 04:44 PM

I think connection to all of the groups is REALLY important... there is a lot of duplicate work going on right now... and when we don't work together we don't get as far

From Katey Longo BOD to Everyone: 04:44 PM

Encouraging new businesses to come on and do a business spotlight

From Bill Podway to Everyone: 04:44 PM

The monthly meetings could feature a representative from the 12 La Jolla committees and explain what they do.

From Michael Matthews to Everyone: 04:44 PM

Cooking lessons

From Cody Decker BOD to Everyone: 04:44 PM

every meeting someone mentions some new aspect they love about the village, and something they don't / would change

From Jo Cullen to Everyone: 04:44 PM

get a reward for bringing a new person

From Karen Finerman BOD to Everyone: 04:44 PM

nice to extend out to La Jolla Shoes and Bird Rock-more involvement the better; update of activities in La Jolla so we all know what is going on in each business sector; virtual happy hour

From Cody Decker BOD to Everyone: 04:45 PM

love the idea of bringing a new person

From Summer Shoemaker to Everyone: 04:45 PM

virtual tours - special offers for attendees at local restaurants

more formal newsletter of goings on in community

From Jo Cullen to Everyone: 04:45 PM

Meditation after the meeting or a drink!

From Andy Fotsch to Everyone: 04:45 PM

Drink!

From Katey Longo BOD to Everyone: 04:46 PM

Covid Q&A with local businesses. How have you been creative with your business and what has helped you during these difficult times?

Happy Hour is encouraged LOL! Bring your coffee or a glass of wine.

From Brett Murphy - BOD to Everyone: 04:47 PM

the gift card idea Jodi had

From Me to Everyone: 04:47 PM

Alternative Revenue

From Amber Anderson, BOD to Everyone: 04:47 PM

cookbook for La Jolla

From Jo Cullen to Everyone: 04:47 PM

Maybe a silent auction

From Summer Shoemaker to Everyone: 04:47 PM

official stuffed animal (seal) to sell to all the visitors

From Karen Finerman BOD to Everyone: 04:47 PM

gift card idea is great-brings more people in and active

From Katey Longo BOD to Everyone: 04:48 PM

La Jolla calendar. Donations will be

From Bill Podway to Everyone: 04:48 PM

Quarterly raffles tied into the holiday events from Morgan s team.

From Brett Murphy - BOD to Everyone: 04:48 PM

Grants are great but need to be specific

From Katey Longo BOD to Everyone: 04:48 PM

Donations if we can get them approved

Virtual fundraiser/raffle with gifts donated from merchants in the village

From Sales at SD Fly Rides to Everyone: 04:49 PM

Claiming a % of parking citation revenue in LJ

From Summer Shoemaker to Everyone: 04:49 PM

official selfie stations in peak walking areas. Encouraging ppl to tag and bring more business to the community

From Karen Finerman BOD to Everyone: 04:49 PM

Walking Tour to highlight points of interest

From Morgan BOD to Everyone: 04:49 PM

La Jolla village photography book showcasing different businesses / views etc

From Summer Shoemaker to Everyone: 04:49 PM

official postcards/coloring books etc

From Karen Finerman BOD to Everyone: 04:50 PM

Isn't a shop doing La Jolla key chains?

From Brett Murphy - BOD to Everyone: 04:50 PM

1 signature ticketed event

From Summer Shoemaker to Everyone: 04:50 PM

Yes, events!!

From Michael Matthews to Everyone: 04:50 PM

Virtual Concerts

From Katey Longo BOD to Everyone: 04:50 PM

I miss events!

From Michael Matthews to Everyone: 04:50 PM

Music/Comedy Concert with a headliner performer

From Summer Shoemaker to Everyone: 04:50 PM

small business day in the community - everyone with a bag gets a % off at participating businesses

From Katey Longo BOD to Everyone: 04:54 PM

Professional development

From Janissa Reyes to Everyone: 04:54 PM

International business etiquette

From Morgan BOD to Everyone: 04:54 PM

marketing / social media classes or merchants

From Amber Anderson, BOD to Everyone: 04:55 PM

value added network breakfast or network breakfast happy hours. Each person on zoom gets to introduce their business , with a 15 minute guest speaker to help businesses, marketing ideas, social media, hosting virtual events, ways to increase business. afternoon happy hour

From Gabriela Guevara BOD to Everyone: 04:55 PM

resources for small businesses during COVID. social media marketing!

From Bill Podway to Everyone: 04:55 PM

Open houses / ribbon cuttings at new business locations.

From Katey Longo BOD to Everyone: 04:56 PM

Events, networking, marketing, advertising.

From Steven Hadley to Everyone: 04:58 PM

I've got to jump over to La Jolla Recreation Center Advisory Group's quarterly meeting. On, on!

From Me to Everyone: 04:59 PM

Design and Ambience

From Summer Shoemaker to Everyone: 04:59 PM

best looking block competition between merchants

From Katey Longo BOD to Everyone: 04:59 PM

Improving work life balance: how to keep your mind healthy during these challenging times (highlight areas in the village that promote health and wellness, even hidden paths and hiking trails

From Summer Shoemaker to Everyone: 04:59 PM

flowers!

From Ed Witt to Everyone: 05:00 PM

Keep you MAD informed about issues on the public right of way....etc etc

MAD will help with planters on sidewalks

From Morgan BOD to Everyone: 05:00 PM

more sidewalk sales, art on the streets

From Amber Anderson, BOD to Everyone: 05:00 PM

touch directory station in the middle of the village that lists businesses like a mall, we can create revenue for merchants to have ads on the station.

From Summer Shoemaker to Everyone: 05:00 PM

more attractive benches in view areas

From Amber Anderson, BOD to Everyone: 05:00 PM

Instagram spots... photos spots for social sharing

From Jo Cullen to Everyone: 05:00 PM

I would like to see more artists on display in some form

From Andy Fotsch to Everyone: 05:00 PM

streetscape & street trees. The pedestrian experience has a lot of room for improvement. The engagement of restaurants on the street is something great

From Morgan BOD to Everyone: 05:01 PM

interactive art installations

From Andy Fotsch to Everyone: 05:01 PM

We are also looking at creating a small park in the middle of the village

From Summer Shoemaker to Everyone: 05:01 PM

at holidays put lights across Prospect and Girard streets

From Andy Fotsch to Everyone: 05:01 PM

there is a parking lot we have our eye on....

From Amber Anderson, BOD to Everyone: 05:01 PM

second the holiday lights

From Summer Shoemaker to Everyone: 05:01 PM

music is a great idea

From Andy Fotsch to Everyone: 05:01 PM

Lighting at night on the street year round to create ambiance

From Katey Longo BOD to Everyone: 05:01 PM

More lights to help brighten up the streets at night

From Jo Cullen to Everyone: 05:01 PM

Maybe musicians playing at certain times

From Gabriela Guevara BOD to Everyone: 05:02 PM

the seal installations would be great for photo ops. more art pop ups throughout town

From Michael Matthews to Everyone: 05:02 PM

Pop up performances/Entertainment - Block Party

From Andy Fotsch to Everyone: 05:02 PM

Wider sidewalks

sculptures and artwork

we were talking about adding a sign like that - great idea

From Michael Matthews to Everyone: 05:03 PM

Socially Distanced Silent Parties

From Katey Longo BOD to Everyone: 05:03 PM

Chalk art day where people in the village come out and decorate the sidewalks

From Summer Shoemaker to Everyone: 05:03 PM

seal art sculpture (connecting stuffed seal sales) for selfies

From Ed Witt to Everyone: 05:08 PM

Virtual events would work with Seals all year long. Pupping season might be very special to the overall community/SoCal area for people to travel too LJ to see pups if not able to leave cars due to COVID maybe a outside screen at children's pool area so show them to cars moving by. Also begin to leverage the Seals as a free to LJVMA members to bring traffic to LJ. What do we have in the village to bring coastal lookers to the village? Parking....Seal artifacts.....sidewalk art with picture opportunities When you think of it. LJ is a bit like Safari Park only with two types of seals and it's ALL FREE!

From Bill Podway to Everyone: 05:09 PM

How about a pub crawl on Friday nights in conjunction with art galleries.

From Summer Shoemaker to Everyone: 05:10 PM

chef tasting and wine event at park

From Manda Post to Everyone: 05:11 PM

Empress Hotel La Jolla would absolutely participate (and love to see) a similar gift card program that the Downtown San Diego Partnership is launching

From Summer Shoemaker to Everyone: 05:11 PM

better village promotions, signage at the cove guiding ppl up the hill

From Amber Anderson, BOD to Everyone: 05:11 PM

virtual concert

From Jo Cullen to Everyone: 05:11 PM

Ben film virtual tours of businesses to share on SM

From Gabriela Guevara BOD to Everyone: 05:11 PM

monthly prizes/gift cards to best post with #mylajolla

From Michael Matthews to Everyone: 05:11 PM

Silent headphone tour

From Katey Longo BOD to Everyone: 05:11 PM

visual local shopping guides and sharing them regularly on Social Media

From Bill Podway to Everyone: 05:11 PM

We need to survey the restaurants again to see who has take out and delivery available now.

From Brett Murphy - BOD to Everyone: 05:11 PM

social media campaign for one sale item per merchant

From Summer Shoemaker to Everyone: 05:12 PM

painted sidewalk art making a path to guide ppl to the village??

From Andy Fotsch to Everyone: 05:12 PM

temporarily close wall street (or another area) and create an outdoor pedestrian area to try it out. Been successful in the shores and other areas of SD.

would work once outdoor dining is allowed again

From Michael Matthews to Everyone: 05:12 PM

Holiday Music Showcases

From Katey Longo BOD to Everyone: 05:12 PM

Posting concise lists for restaurants and retailers that are open and delivering... make it easy for people to shop from home

From cody Decker BOD to Everyone: 05:13 PM

Help sponsor a DM to La Jolla Residents letting them know the Village needs their help and a list of open retailers by category?

From Sales at SD Fly Rides to Everyone: 05:13 PM

Official LJMA cork board inside the stores of merchants that have biz cards/flyers of all merchants + map of where everyone is located.

From Katey Longo BOD to Everyone: 05:13 PM

Re: Andy - I really love this idea and I think it would do amazing things for the village!

From Michael Matthews to Everyone: 05:13 PM

Cooking showcases

From Summer Shoemaker to Everyone: 05:14 PM

I can do a free night stay!

From Andy Fotsch to Everyone: 05:14 PM

Work with the LJ Historic Society

From Ed Witt to Everyone: 05:15 PM

Andy Wall Street closure has been proposed and is still an effort to be explored....pocket park etc

From Jo Cullen to Everyone: 05:15 PM

Can do prizes

From Michael Matthews to Everyone: 05:15 PM

Private Chef Giveaway and Gift Card

From Katey Longo BOD to Everyone: 05:16 PM

Same! Peter Lik can donate a prize

From cody Decker BOD to Everyone: 05:16 PM

I have a stack of Gift cards for any event :)

From Summer Shoemaker to Everyone: 05:16 PM

all in on historical tours - I am working on getting more historical photography framed in this building too.

From Katey Longo BOD to Everyone: 05:16 PM

Yes Jodi!

From Jo Cullen to Everyone: 05:17 PM

I have people that will help

From Ed Witt to Everyone: 05:18 PM

Good idea Summer

LEVERAGE THE SEALS

IDEA IS LEVERAGE THE SEALS

From Amber Anderson, BOD to Everyone: 05:18 PM

leverage the seals!

From Ed Witt to Everyone: 05:18 PM

THEY ARE FREE

From Summer Shoemaker to Everyone: 05:18 PM

seals are cuter stuffed

From Andy Fotsch to Everyone: 05:18 PM

Street activity - dining, parklet, etc

From Bill Podway to Everyone: 05:20 PM

Seals and outdoor dining,

From Katey Longo BOD to Everyone: 05:21 PM

One major street closure. Improve design and ambiance to help get more people to the village.

From Summer Shoemaker to Everyone: 05:21 PM

oh, there are so many! Seals, history/story telling of the village and more guidance to get ppl up the hill

From Sales at SD Fly Rides to Everyone: 05:21 PM

I second Katey Longo's idea of one street closure

From Jo Cullen to Everyone: 05:21 PM

Keep the street business going on outdoors - and bring more businesses together

From Summer Shoemaker to Everyone: 05:21 PM

more events too, when we can have them

From Amber Anderson, BOD to Everyone: 05:21 PM

Just keep the monthly activities to get merchants engaged. morgan I can help with social. :)

From Brett Murphy - BOD to Everyone: 05:21 PM

be positive!!!!

From Morgan BOD to Everyone: 05:21 PM

organize business spotlights to get new customers for merchants

From Manda Post to Everyone: 05:21 PM

With hotels being limited to accepting certain types of travel right now, we could really use your help in getting the word out about our Extended Stay, Essential Worker, and Healthcare worker rates

From Gabriela Guevara BOD to Everyone: 05:21 PM

business spotlights! on the blog of our website

From Katey Longo BOD to Everyone: 05:22 PM

And more interesting networking and events at our meetings to get more people involved! I love the virtual happy hour idea or a cooking show... let businesses show off in their own creative way!

From Andy Fotsch to Everyone: 05:22 PM

I am in a due diligence phase right now - very much trying to avoid duplicate work. Want see what everyone else is doing, thinking, etc. So send me any info or connect me with anyone! Pull together into a comprehensive plan!

From Cody Decker BOD to Everyone: 05:22 PM

I would really love to help check off some of the harder to accomplish tasks from this year's strategic plan right away! If we knock out the difficult things first, the easy ones will be a piece of cake!

From Summer Shoemaker to Everyone: 05:22 PM

Manda - come stop by and say hi soon!!!!

From Jo Cullen to Everyone: 05:22 PM

Happy to donate prizes, help from team members here, do some classes for merchants complimentary live social distanced or zoom

From Michael Matthews to Everyone: 05:22 PM

An Outdoor, Spread out, Safe Event dedicated to help front line workers

From Gabriela Guevara BOD to Everyone: 05:23 PM

I can donate gift cards anytime. provide shelf space for promotional things, etc

From Summer Shoemaker to Everyone: 05:23 PM

happy to donate and contribute shared marketing efforts where it makes sense

From Bill Podway to Everyone: 05:24 PM

I like Michael's idea for a essential workers /frontline worker event.

From Jo Cullen to Everyone: 05:25 PM

love everyone being involved chat and live - wonder if we could do some sort of event or fundraiser for the service industry people and get the community involved

From Summer Shoemaker to Everyone: 05:25 PM

Will all these ideas be shared somehow? I couldn't read them all fast enough and type at the same time :)

From Morgan BOD to Everyone: 05:26 PM

I have to go to work down at the shores. thank you everyone for a great , meeting

From ashleym@lajollalight.com to Me: (Privately) 05:26 PM

You can also hit the button three dots and save the chat

From Katey Longo BOD to Everyone: 05:26 PM

We are all in this together and we will get through this pandemic and come out stronger. Thank goodness we have each other!

From Bill Podway to Everyone: 05:28 PM

Jodi, I can help you put the bags together.

From ashleym@lajollalight.com to Everyone: 05:28 PM

Not yet

From Ed Witt to Everyone: 05:29 PM

Happy Holidays everyone an please help your MAD help you by letting us know of messes....like dog poo

ok

Where are you moving to Brett

From Katey Longo BOD to Everyone: 05:30 PM

Happy Holidays Everyone!!

From Andy Fotsch to Everyone: 05:30 PM

Thank you all! Happy to be on board!

From Manda Post to Everyone: 05:30 PM

Thank you for all for your support!



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 Ambiance</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 SoVille (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

