



# AGENDA - MONTHLY BOARD MEETING

10 February 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: February 10, 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 AGENDA<sup>1</sup>

1.	<b>Call to Order - Monthly Board Meeting.</b>	Action	Brett Murphy, President
2.	<b>Roll Call All board members present Karen Finerman. Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Andy Fotsch, Gabriela Guevara, Lauren Johnston, Katey Longo, Robert Mackey, Brett Murphy, Nevin Ramona, Summer Shoemaker, Melissa Snook, Jodi Ruddick</b>	Action	Joelyn Cullen, Secretary
3.	<b>Approval of January Minutes</b> ( <a href="http://lajollabythesea.com/wp-content/uploads/2021/01/Minutes-January-2021-with-Strategic-Plan-JC-JR.pdf">http://lajollabythesea.com/wp-content/uploads/2021/01/Minutes-January-2021-with-Strategic-Plan-JC-JR.pdf</a> ) Motion: Lauren Johnston 2 <sup>nd</sup> : Amber Anderson – Minutes approved	Action	Cullen
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <ul style="list-style-type: none"> <li>• Updates from Community/Political Leaders</li> <li>• All other public comments: Amber made a comment about the schools and wanted us to be aware pushing to get SD Unified moving.</li> <li>• Jason Weisz – New administration committed to schools open. Talked about supply and demand for vaccines. Feel the back log is getting better. Recommend country website and contacting your doctor – 65 and older. Small business relief grant – over a billion given out so far. If you have questions please reach out to Jason. Jodi added the link to the county website. Live music is back on patios. Still following the tier system currently from the state. Brett asked about ideas for helping with the gym act that is working towards. Jodi asked for the number to that bill.</li> <li>• Kevin Healy – citizen of the Village asking about the bird poop smell on Prospect and by the Cove. Steve Hadley checking to see where the plan is now. Natalie shared about the gates being open and how that impacted it.</li> <li>• Steve Hadley spoke about the loans and grants available.</li> <li>• Steve Gamp / Banc of CA– 2<sup>nd</sup> round of PPP went smooth and he is available to help. It is easier and there are funds available. Ed Witt asked about the Palm trees dying</li> <li>• Ed Witt / MADD – continue to power wash 3 times a week. Cleaning garbage 7 days. Cleaning up after homeless. Go to the <a href="http://enhancelajolla.org">enhancelajolla.org</a> website let us know. Seeing lots of dog waste lately. Current projects – tree wells, painting guard rail at Prospect and Girard, trash can refurbish and replace. Use the “Get it done” App PLEASE! Ed gave his contact information.</li> </ul>	Information	Murphy
5.	<b>Organizational Excellence</b> <ul style="list-style-type: none"> <li>A. <b>501c3 Update</b> – We’ve received our IRS # and CPA will file with the State. Name is La Jolla Small Business Foundation. Our Executive BOD’s will be the BOD for that too.</li> <li>B. Draft BID budget completed and submitted to the City on January 29. Need Board approval of budget.</li> </ul>	Information	Jodi Rudick, Executive Director

	<p>Motion: Brett Murphy 2<sup>nd</sup>: Cody Decker Unanimously approved.</p> <p>C. Fill Open Board Seat – Review and vote on self-nominations submitted.</p> <p>a. Natalie Aguirre, J McLaughlin. Back ground in branding and back ground in luxury. Make LAJ more attractive to more merchants.</p> <p>Motion: Murphy 2<sup>nd</sup>: Anderson. Approved Unanimously.</p> <p>D. Traffic and Transportation LJVMA Open Seat – Cody Decker has volunteered. Board appointment needed.</p> <p>Motion: Brett 2<sup>nd</sup>: Andy Fotsch Unanimously approved.</p> <p>E. <b>Intern Update</b> – 9 interns have will be working on a variety of projects. Projected number of volunteer intern hours – 756 between now and June 30. Introduction of those interns in attendance today. Interns starting to work with Ben on seal video. Victoria Russell introduced herself. Emma Johnson introduced herself.</p> <p>F. <b>Jodi hopes to be joining the La Jolla CPA Board</b></p>	<p>Action</p> <p>Action</p> <p>Information</p>	<p>Rudick</p> <p>Rudick</p> <p>Rudick</p>
6.	<p><b>Financial Report</b></p> <ul style="list-style-type: none"> <li>January Financials – Action to accept financials.</li> </ul> <p>Amber addressing: Kudos to Jodi leading this organization to success and healthy assets at this time \$142,850.45 Motion: Brett 2<sup>nd</sup>: Robert Mackay Unanimous vote to approve</p>	<p>Action</p>	<p>Anderson</p>
7.	<p><b>Economic Vitality and Merchant Development Report</b> – La Jolla by the Numbers – BID list from January 31 – 1140 businesses, 4629 employees. Sharp decrease since January 2020 – 1359 Businesses, 6102 employees. Decrease of 219 businesses, 1473 Employees.</p> <p>Brett believes new businesses are coming. Appreciates the businesses that toughed it out. Appreciates all Jodi has done to support the village business with video ETC. Summer – good question regarding the accuracies. Steve Hadley said it may take a bit to get the correct information. Brett spoke about ideas to promote employees and the village though social media.</p>	<p>Information</p>	<p>Brett</p>
8.	<p><b>Design/Village Improvements–</b></p> <p>Requesting Support for Smart Parking and Wayfinding Pilot project presented by La Jolla Coastal Access and Parking Board. LJCAP is asking for support for a state-of-the-art system to assist visitors access available parking spaces in coastal parking garages. The system is updated in real time and will eliminate the need for visitors to “circle the village” searching for acceptable parking options. A direction sign will be well placed to offer visitors the information they need, where they need it to diminish traffic congestion and enhance traffic flow in impacted village and coastal roads.</p> <p>Jodi shared the LAJ Coastal Access and Parking Board presentation from Monday. Goal to help people navigate and find parking easier. Use funds to help with this issue. Lots of parking in La Jolla. Need to help the visitors know there is parking available.</p> <p>Ed Witt offered MADD to support this and attend meetings.</p> <p>Motion to approve: Brett Murphy 2<sup>nd</sup>: Melissa Snook Approved Unanimously</p>	<p>Action</p>	<p>Rudick</p>
9.	<p><b>Promotions</b></p> <p>A. <b>Event Recap</b> – Village Wide Sidewalk Sale. Consider hosting several times a year. Natalie recapped – Fundraiser for the homeless tied in with the sidewalk sale. Looking forward – talking about doing this 2 times a year</p> <p>B. Upcoming Event</p> <p>a. <b>Takeout Taste of the Village</b> – March 22 – 25. Fundraising Event being produced by Fuse Marketing. Events.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><b>Takeout Taste of the Village update from Jodi</b> – she will add content if needed here.</p> <p>Amber Anderson has agreed to sponsor the custom bags for the event.</p>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Natalie Aguirre</p> <p>Rudick</p> <p>Barnes</p> <p>Rudick</p>

	<p>Tickets going on sale soon \$85 150 tickets a night. 600 total. 20% goes to the businesses. Brett helping fill up the restaurants to our list if needed. This is our first attempt at a fundraiser. Prizes needed too.</p> <p>C. <b>Promotional Merchandise to Generate Revenue</b> – Marketing Committee approved creating La Jolla Village jigsaw puzzle using photograph by Simon Fang. Jodi will keep us posted on this project as it moves along. Ordering 500 puzzles upfront. Merchants can sell the puzzles. Selling it for \$29.95. Merchants buy for \$15. Looking at other items.</p> <p>D. <b>Seal Cam (aka Cove Cam) concept. Seeking Approval to proceed</b>          Had a meeting today on this. Mount a camera at a beautiful place to be able to watch seals, sea lions, the waves on the shores...ETC. Opportunities to advertise. Check out OB's – we are impressed with what they have done. Asking for support for this as we move forward. No action required at this time.</p>		
10.	Adjourn Meeting – . Next meeting is March 10, 2021 via Zoom.	Action	Murphy



# 2021 Strategic Plan

*in the time of COVID*

## **Our Mission:**

**We bring business to La Jolla Village Merchants**

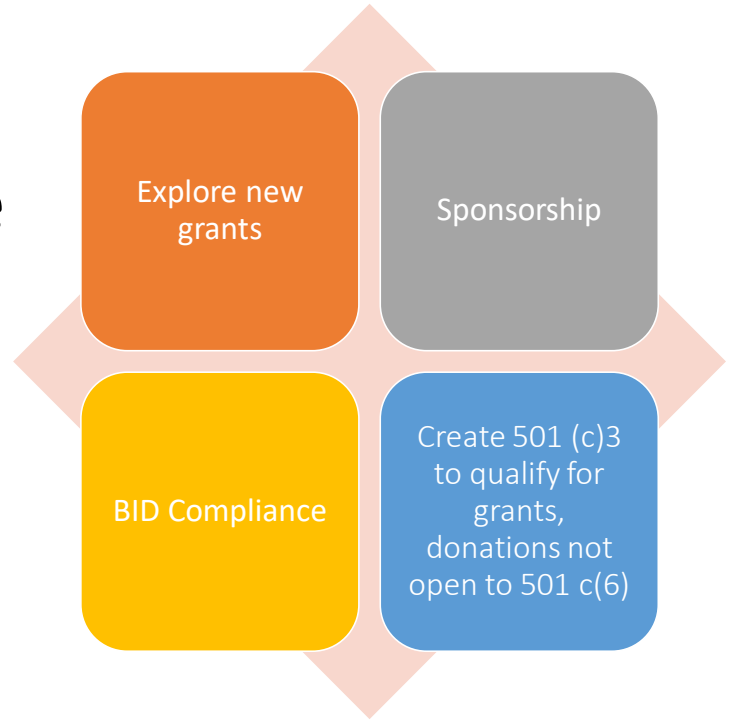
## **Our Core Values:**

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

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

