



AGENDA - MONTHLY BOARD MEETING

10 March 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: March 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 AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Brett Murphy, President
2.	Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Karen Finerman, Andy Fotsch, Gabriela Guevara, Lauren Johnston, Katey Longo, Robert Mackey, Brett Murphy, Nevin Ramona, Summer Shoemaker, Melissa Snook, Jodi Rudick (Executive Director)	Action	Joelyn Cullen, Secretary
3.	Approval of February Minutes http://lajollabythesea.com/wp-content/uploads/2021/02/Minutes-February-2021-jr-jc.pdf	Action	Cullen
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 <ul style="list-style-type: none"> A. Final 2022 budget submitted to the city with the help of Economic Development staff. All BID budgets will be presented to City Council later this month. B. Swearing in of Natalie Aguirre, J McLaughlin. C. Additional Board Announcements – Resignation of Board President, Brett Murphy D. Fill Open Officer Position – Board of Directors elects officers. Can fill seat(s) immediately or elect an open officer positions next moth allowing BOD members to consider taking executive positions now vacant. E. Fill Open Board Position left vacant by Brett Murphy. Review self-nomination(s) received. 	Information Action	Jodi Rudick, Executive Director Murphy
6.	Financial Report <ul style="list-style-type: none"> • February Financials – Action to accept financials. 	Action	Anderson
7.	Economic Vitality and Merchant Development Report – La Jolla by the Numbers – BID list from February 28, 2021: 1137 Businesses, 4519 Employees (January 31 – 1140 businesses, 4629 employees.) <ul style="list-style-type: none"> • New Member Welcome Packet being developed with the help of Interns including Emma Johnson and Alexiss McPherson • 2nd Annual Community Diversity Workshop – Diversity, Equity & Inclusion. Follow-up to diversity panel held last summer in response to Black Lives Matter. Co-present with other community groups 	Information Information	Rudick Cody Decker, Vice President, Emma Johnson, Intern

8.	<p>Design/Village Improvements–</p> <ul style="list-style-type: none"> • Enhance La Jolla Day – March 20 – 7am to 11am. All Board Members are asked to participate in one of two ways: <ul style="list-style-type: none"> ○ Assist with hands-on beautification projects. ○ Volunteer at LJVMA information booth answering questions, gathering contact information from visitors, promoting/selling tickets to Take Out Taste of the Village. <i>Who’s in?</i> • Smart Parking and Wayfinding Project has been presented to community groups with unanimous support for the concept by Traffic and Transportation Board and La Jolla PDO. La Jolla CPA expected to ratify the decision of these subgroups at monthly meeting tomorrow night, March 4 at 6:00 PM via Zoom. Working with Vision La Jolla group which is led by LJVMA Board member Andy Fotsch to create sign design. 	Information	Ed Witt, Enhance La Jolla Chair
9.	<p>Promotions</p> <p>A. Takeout Taste of the Village –</p> <ul style="list-style-type: none"> • 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. • All Board Members should get tickets for at least one (if not multiple nights.) Consider purchasing additional tickets as appreciation gifts for staff, clients, birthday celebrations or just because. <p>B. Seal Cam (aka Cove Cam) Update – Site visit completed at La Valencia with HDRelay, a San Diego company who installed and manages Ocean Beach Cam. La Valencia camera would allow viewers to get multiple angles of the Cove, La Jolla Shores, sea lions due to ½ mile visibility. Would need 2nd camera to see Seals at Children’s Pool. Consider mounting dedicated camera at Lifeguard station after first camera is launched. <i>Tie into Earth Day?</i></p> <p>C. Young Adult Social Marketing Campaign – Targeted at College Students. Photo and video shoot took place on March 4 with the help of La Jolla Golf Carts and several restaurants and retailers. Models included interns. A huge thanks to Jamie Dickerson and Ben Roberts and all merchants who participated.</p> <p>D. Social Media Update</p>	Information	Jacob Rocha, Fuse Events
		Information	Murphy
		Information	Rudick
		Information	Julia Espinosa, Social Media Manger
10.	<p>Adjourn Meeting – . Next meeting is April 14, 2021 via Zoom.</p>	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.

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Part One Organizational Excellence

led by Brett Murphy, President

Membership

Increase attendance at monthly meetings (live or virtual), election process, committees

Increase Associate Memberships

- Promote to Bird Rock/La Jolla Shores
- Seek out home based businesses
- Banks

Liaisons to other La Jolla Community Groups

Appoint only members who are active in association

Review appointments annually

Increase Volunteerism

Student/Interns

Community Members

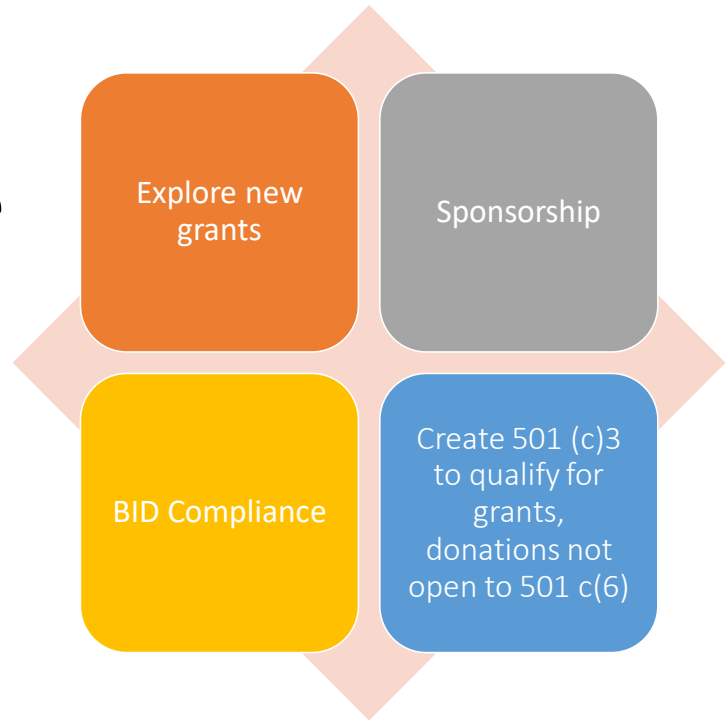
Professionalism

BOD Ethics Training

Consistent BOD onboarding process

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