



AGENDA - MONTHLY BOARD MEETING

12 May 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: May 12, 2021 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	Cody Decker, President
2	Roll Call - Natalie Aguirre, Amber Anderson, Jo Cullen, Cody Decker Gabriela Guevara, Lauren Johnston, Katey Longo, Robert Mackey, Michael Matthews, Melissa Snook, Jodi Rudick (Executive Director), Andy Fotsch, Summer Shoemaker, Karen Finerman	Action	Joelyn Cullen, Secretary
3	Approval of Aprill Minutes http://lajollabythesea.com/wp-content/uploads/2021/05/Minutes-April-14-2021.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	Decker
5	Financial Report <ul style="list-style-type: none"> • April Financials 	Action	Anderson
6	Organizational Excellence <ol style="list-style-type: none"> 1) Board Resignations and Replacements: Robert Mackey and Dr. Nevin Ramona have both resigned. Nevin has sold her practice and Robert has moved to Arizona. Robert still owns La Jolla Golf Carts but is no longer in San Diego most of the time. We regretfully accept their resignations. Per our bylaws we will review any midyear nominations that have been submitted and vote on midyear replacements. Possible candidtates: <ol style="list-style-type: none"> a) Lauren Turton – Co-owner Ciao! Ciao! Piadina b) Kelli Metcalf – Chartwell Escrow 	Information Information	Decker Jodi Rudick, Exec Director
7	Economic Vitality and Merchant Development Report – <ul style="list-style-type: none"> • Limelight La Jolla – Business Spotlight Program – Intern has been brought on to exclusively manage this program. Will kick off in the next few weeks. • New Member Welcome Packet • Job Board Update 	Information	Decker
8	Design/Village Improvements– <ol style="list-style-type: none"> 1. Enhance La Jolla and MAD Update 2. Digital Kiosks – Presentation by Marshall . San Diego Downtown Partnership. Marshall will share information about brining a state-of-the-art digital signage program to San Diego which may be scaled to work in La Jolla. 	Information Action	Ed Witt, Enhance; La Jolla Marshall

	<p>3. Wall Street Placemaking Project Update – An onsite review of the Wall Street footprint was completed with City staff representing the Special Events Department, Economic Development Department and City Council District One.</p> <ul style="list-style-type: none"> ○ As Puesto moves through their permit review process we will learn more about both community support and city requirements for a longer-term placemaking process. In the meantime, we have learned what it takes to use Wall as an event space. ○ As a result of that meeting we recommend postponing this placemaking process in lieu of concept testing via regular events and activation in the area. The activation could be mini festivals, art walks, farmers/makers market or family carnivals – similar to “Off the Wall,” an event which took place decades ago. ○ Suggest Marketing/Events Committee pull together ideas and bring back to Board next month. 	Information	Andy Fotsch
9	<p>Promotions</p> <p>1. Intern Update – Introduction of Summer Interns and re-introduce continuing interns.</p> <p>2. Upcoming Events</p> <p>a. Buskers in the Village - Update. Form has been created for easy processing of requests and offers to perform. Intern will be exclusively assigned to this project to test over the summer.</p> <p>b. La Jolla’s Largest Ribbon Cutting Event. Volunteer Bill Podway has done an audit of the village and developed a list of over 30 businesses that have opened since 2019. Reaching out to La Jolla Light</p> <ul style="list-style-type: none"> ● Photography - Jamie Dickerson has committed to photographing the event. to coordinate this event in keeping with City/County/State Guidelines (Perhaps in conjunction with June 15 target dates). Still need to be vigilant about COVID rules. ● La Jolla Lately – Map will be produced to highlight the 30+ new businesses which opened since or just before COVID-19. ● Location – Sotheby’s Plaza ● Tentative Schedule <ol style="list-style-type: none"> 1. Reception – 4 PM – 5 PM 2. Ribbon Cutting 5:00 to 5:30 ● 3 or 4 additional mini events throughout the village. 5:30 to 7:30 (Open House Style) <ol style="list-style-type: none"> 1. Ivanhoe 5:30 – 7:30 2. Prospect 3. Girard <p>c. Fireworks at the Cove – Update. Presentation by David Morgan Request to contract with Reaction Marketing to handle event logistics.</p>	Information Information Action	Jodi Rudick Barnes David Morgan, Reaction Marketing
1	<p>Adjourn Meeting – Next Meeting will be hosted at the Conrad! June 9, 2021 (COVID Guidance willing) More information to follow.</p>	Action	Decker



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

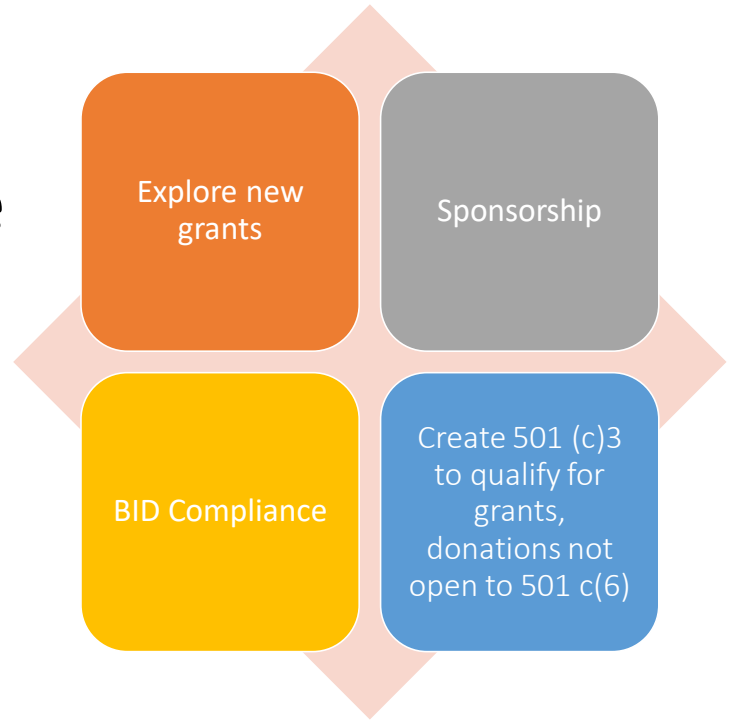
Professionalism

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