



MINUTES - MONTHLY BOARD MEETING

14 April 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: April 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	Cody Decker, President
2.	Roll Call - The Following Members were present: 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 March Minutes http://lajollabythesea.com/wp-content/uploads/2021/03/Minutes-March-2021-jr-jc.pdf Cody motioned and Amber second: Minutes approved	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: • Brenda Fake spoke about raising funds for the FOCWT. Another event with Natalie at her store giving back 15% to the FOCWT. This is in alignment with Earth Weekend. Event and walk the trail on Sunday. Needs new fence and many other repairs. • Owner Tigg Mitchell asking for support for the parklets to continue for as long as possible (please add this to our Agenda for next month). • Steve Hadley – Economic committee about permit for permanent outdoor dining update. • Jason Weisz – spoke about the full reopening day June 15th. Tomorrow events can resume with restrictions. 16 and up can receive vaccine. Talking about continuing outside businesses and drinks – bill in motion for the city. PPP conformity issues Bill AE80. • Rachel Granadino – same updates that Jason gave. Suggested we view their website for updates 	Information	Cody Decker, President
5.	Organizational Excellence <ol style="list-style-type: none"> 1) Presentation to Brett Murphy – Brett could not make it. We will connect and thank him for all he has done for the Village and this board. <ol style="list-style-type: none"> A. 501c3 Update - All applications have been submitted and EIN has been assigned. Still waiting on Articles of Incorporation and Determination Letter from State of CA and IRS (can take up to five months). These documents are needed to set up a bank account/accept donations. As soon as they are received, we will set up account. <ol style="list-style-type: none"> a. Jodi has been reaching out and recruiting people to help develop a strategic plan for the 501c3. They do not have to be BID members, but rather people who are passionate about supporting small businesses in La Jolla. 	Information Information	Decker Jodi Rudick, Exec Director

	(5) Join the Merchants Facebook GROUP (6) Attend Monthly Meetings		
8.	<p>Design/Village Improvements–</p> <ul style="list-style-type: none"> • Enhance La Jolla Day Recap and MAD Update Mary Montgomery updated everyone and thanked everyone for helping with the 1st Enhance La Jolla Day and invited everyone to tomorrow’s meeting. Included her information in our chat. • Permit Review – Letter of Support Request for a five-year Placemaking Permit to allow Puesto to transform deck into a community dining space with ADA accessibility. Adler brothers Eric and Alex forward thinking and taking the charge to make the space they created permanent. They thanked the board through the close down of business to help get where they are now. Invested approx.. \$50,000. Goal to create a better La Jolla. Asked that they support us. Marie Biaggi and Nick Sandvig OBR Architecture working with Adlers on permits...etc. <p>Jodi asked: Is this just a dining area for Puestos. It’s a community space – anyone can use this deck. Nick said it is a public space – privately funded and privately maintained. Steve Hadley said this way to use the space like this was really set up under an emergency order and charting new territory regarding city policies and procedures. Permanent might require more than what we are doing. Nick feels the modification needed for ADA is not a lot to do and will not impact sidewalk space, design, or use. Puesto is helping the city figure this out.</p> <p>Do we support and want to offer support the five-year Placemaking Permit? Motion: Katey Longo 2nd: Melissa Snook Natalie wants to know where the employees of restaurants are parking Eric and Alex said they are open to working with the board on the parking issue Robyn wants to know how people know that the area is available for anyone other than Puesto Vote: Unanimous Jodi to have letter to them tomorrow to show the support Andy did ask that Nick connect with him since he is doing the research for Wall Street closing</p> <p>Andy Fotsch to begin speaking on the overview about Wall Street and the work he has been doing for the Village. Vision La Jolla – coming up with a master plan so everyone is working together.</p> <ul style="list-style-type: none"> • Wall Street Placemaking Project – Andy Fotsch looking at and doing research on what it would take to close Wall from Girard to Herschel. He asked the board if this is something we are interested in. Jodi suggested we make a motion if interested. Cody made a motion that we support the research of this that Andy has started. Natalie Aguirre 2nd. Jodi’s opinion: Every time we try to do something like this – it usually turns into a topic about parking. Good comment about other other cities and how the focus is not on parking – it is on the city and what it has to offer. Craig Blackwood made a comment about the one way alley. Andy said the plan is to keep the alley as part as the plan. Steve Hadley spoke about some of the businesses in the Village and all the things we need to take into consideration when doing this. He spoke about the process and how a lot of this ends with the traffic board, he spoke about people being concerned, and supports the LJVMA doing the research. Unanimous vote to research this project. 	Information Action	Ed Witt, Enhance; La Jolla Puesto Leadership Andy Fotsch
9.	Promotions	Action	Morgan Barnes, Vice President

	<p>1. Takeout Taste of the Village – Post-Event Report. Action: Suggest taking \$1000 from proceeds of event to open up 501c3 bank account when documents arrive. Report from Jacob Rocha, Fuse Events. Jodi – add information here please. Netted \$2,200 for the Board. Jodi suggested we take \$1,000 of that to open our bank account for the 501c Motion: Cody Decker 2nd: Michael Matthews. Vote: Unanimous</p> <p>2. Social Media Update – Congratulations to New Social Media Manager, Victoria Russel. New program: Limelight La Jolla will allow LJVMA to showcase one merchant each week with well-coordinated social media contest, posts, feature story on Our La Jolla blog, etc. Restaurants, retailers and service businesses are especially encouraged to apply. Everyone go to our page and engage with us!</p> <p>3. Upcoming Events</p> <p>c. Enjoya La Jolla Presents – La Jolla’s Largest Ribbon Cutting Event. Working with LJVMA photographer Jamie Dickerson 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. Motion: Melissa Snook and 2nd Andy Fotsch Vote: Unanimous</p> <p>d. Buskers in the Village – Match performers to merchants. Allow performers to play for tips, merchants to offer electricity. No cost to LJVMA. LJVMA acts as “matchmaker” and PROW permit to play on sidewalk in front of businesses. Could be an ongoing program. 1st performer going to be in front of Natalie’s store. Motion: Cody Decker 2nd: Michael Matthews. Vote: Unanimous</p> <p>e. Fireworks at the Cove – LJVMA has been asked to act as 501c3 fiscal agent for the 2021 fireworks. However, 501c3 is still in process and we are unable to set up a bank account/accept donations at this point.</p> <ul style="list-style-type: none"> • All applications have been submitted and EIN has been assigned. Still waiting on Articles of Incorporation and Determination Letter from State of CA and IRS. • La Jolla Town Foundation (501c3) is willing to act as fiscal agent this year as they have done in the past but would like to propose transitioning the responsibility to LJVMA’s 501c3 (dba La Jolla Small Business Foundation) for 2022, The board can take formal action on this request as more details are known. • For 2021, if fireworks are organized and does LJVMA want to have an event (possibly a fundraising event) in conjunction with fireworks? If so, committee needs to be established and ignited ASAP. Cody asked for motion. Andy Fotsch: feels yes – get our name on it and is in favor of being involved. Motion: Andy Fotsch 2nd: Natalie Aguirre Vote: Unanimous Committee needed to form and help. Idea for a parking package. Jodi read letter regarding the county and city allowing fireworks. If we do an event it would have to be on private property to avoid needing a permit. 	<p>Information</p> <p>Information</p> <p>Action</p> <p>Action</p>	<p>Barnes</p> <p>Barnes</p> <p>Barnes</p> <p>Decker</p>
10.	<p>Adjourn Meeting – Next meeting is May 12, 2021 via Zoom. Looking to return to in-person meetings as Library reopens and allows community groups to gather. First in-person meeting may have a festive feel. Looking for possible location for this type of event.</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

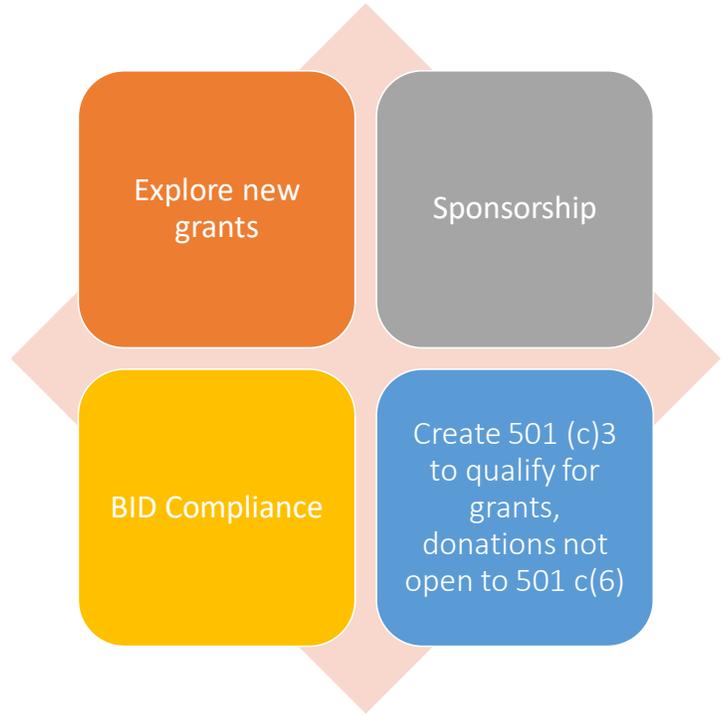
Professionalism

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 SoVile (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