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Planning Department

Planning Home About Us Programs & Projects General Plan Community Planning Boards & Commissions Get Involved News & Updates Public Facilities Planning

Community Planning Workshops

Virtual Community Orientation Workshop (COW)

The Virtual Community Orientation Workshop took place via Zoom on June 7, 2021 and included a review of Council Policy 600-24, Administrative Guidelines, the project review process, and a discussion on other topics related to City functions. Please see the following recording of the Virtual COW and associated materials for reference.

- Virtual COW Recording from June 7, 2021
- 2021 COW Handbook
- 2021 Virtual COW Presentation

Workshops Training Schedule

Attendance by all planning group members at a COW session is required by City Council Policy 600-24. In order to meet the criteria for indemnification, this training must be completed within 60 days of being elected. If a planning group member cannot attend the Virtual COW, the E-COW is an alternative which can be taken at the planning group member's convenience.

For more information, email SDPlanningGroups@sandiego.gov

Electronic Community Orientation Workshop (E-COW)

Community Planning Group members can take the [Electronic Community Orientation Workshop online](#) at their convenience. If you do not already have Adobe Reader, please download [here](#)! (This will assist with the E-COW Completion Form)

2019 Workshop Presentations

- Planning Chairs Operations Workshop (P-COW)
- DSD Review Process: Discretionary Permits and CEQA

Community Planning

- Community Planning Home
- Community Plan Updates
- Community Planners Committee
- Agendas
- Meeting Minutes
- Community Planning Groups
- Community Bylaws
- Frequently Asked Questions
- Meeting Agendas
- Recommendations
- Community Planning Workshops
- Community Media Resources
- Public Involvement Resources
- Community Plans
- Community Profiles
- Overview & Background

Planning Department
9485 Aero Drive, M.S. 413
San Diego, CA 92123
619-235-5200
planning@sandiego.gov

Sign up to stay informed!

8.	<p>Economic Vitality and Merchant Development Report –</p> <ul style="list-style-type: none"> ParkLaJolla.com <ul style="list-style-type: none"> Report on web traffic and off-street parking Community Parking Workshop scheduled via Zoom for September 15 5:00 – 6:00 pm. Requestion action to host Parking Workshop with partners. <ul style="list-style-type: none"> Co-sponsored by La Jolla Town Council, Traffic and Transportation Board, Community Planning Association. 	Information Action	Brad Elsass, Parking Consultant, Luca Bonnanno Rudick
9.	<p>Design/Village Improvements–</p> <ol style="list-style-type: none"> Enhance La Jolla and MAD Update Activation Activities (report below) 	Information Information	Enhance La Jolla Rudick
10.	<p>Promotions</p> <ul style="list-style-type: none"> Request for Support – La Jolla Art and Wine Festival, La Jolla Concours Recent Activities Report <ul style="list-style-type: none"> June 15 - La Jolla's Largest Ribbon Cutting Event Report – Over 400 people attended the collective events. July 4th Weekend - Beaches and Bargains Special Advertising Section in La Jolla Light. Evaluating results to determine if this type of promotion has good ROI. Energize the Village Survey <ul style="list-style-type: none"> Executive Summary Next steps – Suggest appointing Task Force to interview and recommend Market Manager. Bring concept to Traffic and Transportation for Approval. Draft agreement. Bring recommendation to BOD for final approval next month. 	Action Information Information	Laurel McFarlane, McFarlane Proportions Morgan Barnes, Vice President Rudick
11.	<p>Public Safety Conversation – Presentation by SDPD to discuss how merchants can best utilize services as they relate to homelessness, security, theft, or other issues.</p>	Information	San Diego Police Department, Norther Division Police Officers
12.	<p>Adjourn Meeting – Next meeting format will be determined by current COVID standards. August 11, 2021. Return to Library if available.</p>	Action	Decker

La Jolla Village Merchants Association –

Accountability and Compliance Plan – Public Comments Welcome on all activities included in this process.

Submitted to City of San Diego May 25, 2021

Amended June 7, 2021

Accountability and Performance	Complete Monthly BID Activity Reports.
	Adopt and ratify a Strategic Plan Annually.
	Review Annual Strategic Plan Mid-year.
	Submit and Ratify Annual Report including general statement of performance of both the BOD and LJVMA Staff. Public comments welcome. Agenda will specify that public comments are invited related to both the performance of the organization and the Executive Director. This will happen prior to annual staff performance review.
	Prior to taking official seat on the BOD, all board members will be required to complete and sign: <ul style="list-style-type: none"> • Conflict of Interest Statement (attached) • Swearing in statement (includes commitment to anti-harassment and inclusion.) • Agreement to adhere to bylaws. Board members will have 60 days to complete: <ul style="list-style-type: none"> • Anti-harassment training. Link to training HERE.
	Conflict of Interest Reporting – As per City of San Diego BID Management Contract, any conflict of interest concerns, real or apparent, will be reported to City EDD staff.
Diversity and Inclusion	Create a Diversity Task Force
	Adopt and Post Diversity Initiatives on Website and Via SlideShare for Easy Access
	Annually Review Update Diversity Initiatives Against Real Outcomes
	Require All Incoming Board Members to Pledge Commitment to Diversity as part of Swearing In Statement.
Anti-Harassment Training	Comply with California Employee and Supervisor Anti-Harassment Training using online or live training for all employees and board members. Ask all board members to complete online training within 60 days of plan acceptance or within 60 days of their Appointment to the BOD. https://www.dfeh.ca.gov/shpt/
By Laws Review	Appoint by-laws review committee annually made up of members of the LJ Board of Directors under the independent guidance of Certified Public Accountant or other SME (human resources, legal, nonprofit management consultant, etc.)
	Conduct by laws review annually to insure good governance and organizational excellence. Review for: <ul style="list-style-type: none"> • Legal compliance with state and federal laws • Legal compliance of internal governance practices • Presence of sound governance practices • Remove the presence of unsound governance practices. • Move certain provision to separate policy documents. • Educate the board about its responsibilities. • Guide the board in meeting is responsibilities.
	Insure by laws are reviewed annually during required independent audit by CPA.
	As deemed necessary, revise bylaws to reflect edits, additions, and changes.
	File Revisions (if any) with appropriate agencies (Federal, State, etc.).



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

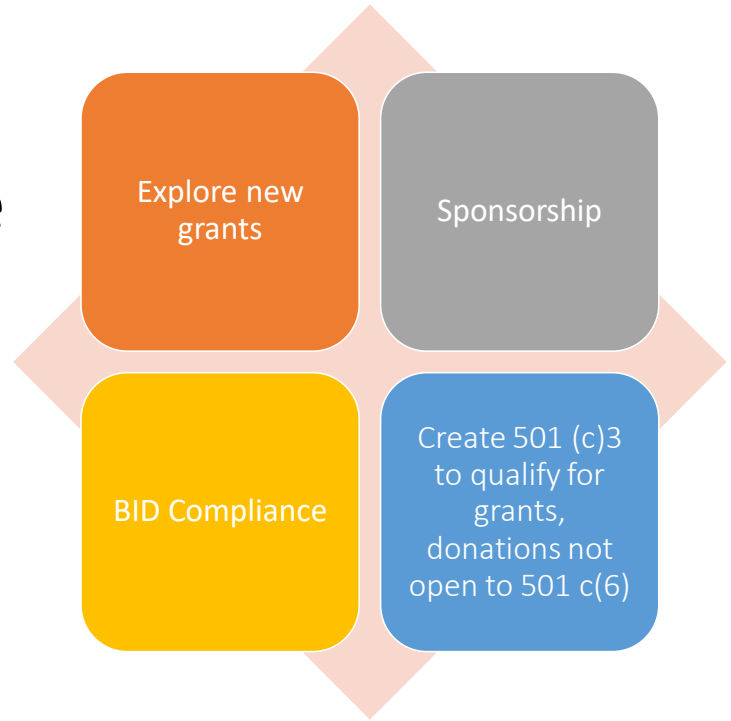
Professionalism

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"> ☒ 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 Ambience</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