



AGENDA - MONTHLY BOARD MEETING

14 July 2021 / 4:00 PM

Via Zoom and In Person at Conrad Prebys Performing Arts Center

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its meeting both online and in person.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting

Date/Time: July 14, 2021, at 4:00 PM Pacific Time (US and Canada). Online: Log in 15 minutes before meeting time to allowing for technical issues. In Person Networking from 3:15 – 4:00. Food and Beverage Sponsor: Lifetime La Jolla

In Person Address – Lifetime Café, 1055 Wall St.

Online Access: 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 - Amber Anderson, Jo Cullen, Cody Decker, Karen Finerman, Gabriela , Morgan, Guevara, Katey Longo, Michael Matthews, Melissa Snook, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director)	Action	Joelyn Cullen, Secretary
3.	Sponsor Welcome and Introduction LJVMA Venue – Lifetime Cafe	Information	Decker
4.	Approval of June Minutes Amber motion and Morgan 2 nd unanimous	Action	Cullen
5.	Non-Agenda Public Comments (limited to three minutes. No action can take place on Non Agenda items. Discussion should be strictly limited.) <ul style="list-style-type: none"> • Updates from Community/Political Leaders • All other public comments • Rachel Granadino from State Assembly Ward’s office presented LJVMA with a plaque from thee State Assembly for our reopening on June 15th • Joe was going to speak on concerns about homeless in the village, sorry he missed the reopening. Spoke about the parklets and grace period to get them where they need to be to continue. Some frustration about street merchants he said the city left little wiggle room on this ordinance. It will take a couple months to straighten this out. Merchants should not have to compete with street merchants paying rent. Bill had a question about outdoor dining in SF – will SD do something similar? Simple answer is most likely. • Cindy Goodman president with the Rotary Club – since 1917 the Rotary club has been going. 1.2 million Members worldwide. 75th anniversary for the LAJ Rotary Club. They meet at La Valencia. They have 80 members. They are inviting people to join. They have corporate memberships and were informing us of this and gave us the website information so we could find out more about the organization. • Robyn from the Seal Society – 47 surviving seal pups. Signs up to help keep people away from the sea lions Issues happen after sunset and disturb the sea lions. Asking police to patrol around that area. Asking for foot patrol. 	Information	Decker
6.	Financial Report <ul style="list-style-type: none"> • June Financials – We continue to operate under budget Motion to accept financials Summer 2nd Lauren unanimous 	Action	Anderson
7.	Organizational Excellence	Action	Decker

	<p>collaborative way of working together with other groups. The forum will not be a debate but rather a friendly, collaborative meeting on parking –myths and truths. Not a history lesson but rather facts and options. Dr. Donald Schoup, UCLA, will participate on the panel as well as Little Italy and Pacific Beach Parking District Reps Motion to host the workshop via zoom: Summer 2nd: Lauren unanimous</p> <ul style="list-style-type: none"> ▪ Co-sponsored by La Jolla Town Council, Traffic and Transportation Board, Community Planning Association. 		
9.	<p>Design/Village Improvements–</p> <ol style="list-style-type: none"> 1. Enhance La Jolla and MAD Update Ed Witt – hopes we are all seeing improvements in the tree wells and keeping things beautiful in the village. Remind people to contact their website if they see anything. 1st meeting at a meeting hall – he gave address. Spoke about news racks... Also about Enhance La Jolla Day. 2. Activation Activities – Background: Vision La Jolla, a subgroup of the La Jolla Community Planning Association has been discussing an overall La Jolla street scape and beautification project that includes pedestrian malls and ideas to activate the business district. Over the past month various community groups (Enhance La Jolla, Traffic and Transportation, Community Foundation, CPA) met to discuss creating a “plaza” in the village possibly on Wall Street. The process to create a permanent “urban park” or street closure is quite complex and a long-term endeavor. After further investigation Vision La Jolla talked about accomplishing the feel of a pedestrian plaza on a more temporary basis. The group supported the idea of bringing a weekly street fair to Wall Street as a way to give the feel of a “street closure” with a festive feel. The group has also discussed the annual “Off the Wall” event that was popular in the 1980’s and 90’s. 	<p>Information</p> <p>Information</p>	<p>Enhance La Jolla</p> <p>Rudick</p>
10.	<p>Promotions</p> <ul style="list-style-type: none"> • Request for Support – La Jolla Art and Wine Festival, La Jolla Concours <ul style="list-style-type: none"> ○ Laurel McFarlane – Art and Wine Festival. McFarlane promotions. Lots of cool events. Oct 9-11 Art and Wine Festival. Wine after party till 11 this year. La Jolla Art and Wine \$\$ goes to the schools. Tons of stuff – fun event. Bill had a comment and said this is the biggest event for some artists he knows and how great this event is. Morgan asked where the food vendors were coming from – mostly outside not from the Village – but they are welcome if interested. Morgan suggested they ask the local places first. LAJ Concours is next April. Received a grant from SDTA. Jodi talked about our participation and the hope to bring back “Brake in the Village” for 2022. <p style="margin-left: 40px;">Motion for support for Art and Wine Festival: Amber 2nd: Lauren unanimous vote</p> <p style="margin-left: 40px;">Motion for support for Concours support: Amber 2nd: Lauren unanimous vote</p> <p>Amber asked if there was anything else we could do to support the event. Laurel recommended we all get involved in some way – fun car displays...ETC. Jodi recognized Laurel as the voice and representation for a the restaurant community during COVID.</p> • 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. Morgan did a debrief on the Ribbon Cutting Event ○ 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. 4th of July ran an ad – sold 14 ad boxes on 2 pages. Thank you <i>La Jolla Light</i>. • Energize the Village Survey (Activate Wall Street) <ul style="list-style-type: none"> ○ Executive Summary (attached) ○ Next steps – Suggest appointing Task Force to interview and recommend Market Managers. Bring concept to various community 	<p>Action</p> <p>Information</p> <p>Information</p>	<p>Laurel McFarlane, McFarlane Proportions</p> <p>Morgan Barnes, Vice President</p> <p>Rudick</p>

groups for Approval. Draft agreement. Bring recommendation to BOD for final approval next month.

Energize the Village Survey Executive Summary

Distribution & Response Rate:
 Data Collected July 1 - July 13
 Survey link sent directly to 382 active merchants. 73 Surveys completed.
 20% Response Rate

Pre vs. Post COVID Attendance
 94% will attend festivals, events, farmer's markets the same or more often than pre-covid

Festivals Benefit Businesses
 90% agree or strongly agree that "small businesses benefit from events/festival/fairs which take place in or near their business district."

Strong Support of Weekly Event Block Party/Maker's Market
 90.4% are extremely likely or likely to support the proposed late afternoon/evening Block Party/Public Market. Thursday, 3- 7 pm (or 4 - 8 pm)

Reinvest Funds Raised Directly into Village
 How should funds be spent?
 Village Beautification 54%)
 Advertising and Marketing to Support Merchants 52%,
 Additional Activation Events and Festivals 41%

Business is Booming!
 93.3% said business is Great or Good. Only 6.8% said business is less than projected. 0% said business is poor.

Outlook is Bright and Sunny!
 93.1% Said that they agree or strongly agree: While these have been challenging times, I am optimistic that our business will prevail."

<p>11. Public Safety Conversation – Presentation by SDPD to discuss how merchants can best utilize services as they relate to homelessness, security, theft, or other issues. Officer Melanie put this together. Welcome the SD police dept. Rick Aguilar and office Brandon Broadus Questions :</p> <ul style="list-style-type: none"> ○ What do we do about homeless issues? Complex issue. Homeless is not illegal. If there is a true threat or a crime committed call the police. City works with social service organizations who support the unsheltered. 211 is a great resource. If there is an encampment set up on your property – use “get it done”. ○ Letter of agency – lasts for one whole year – giving the police the authority to go on your property if necessary. Good idea to post the letter and a “no trespassing sign”. ○ Graffiti – go through “get it done”. <p>How to prevent shop lifting? Security cameras, lighting, signs, have employees greet them and make it obvious you are watching them. Move register to the front of the store.</p> <p>Jodi asked what their jobs were. 2 are community officers in this area to help you with situation. Rick Aguilar Lieutenant – started back in 1997 here and had a long career in many different areas – long history.</p> <p>What about Shoplifting? Police said be the best witness you can be. Don’t go hands on. Stay on the phone with a dispatcher. “Your eyes are the best thing we need.”</p> <p>Is it safe in La Jolla? The police said yes, but always be aware. If someone yells at you – it’s not a crime – but if it’s really bad or threatening you can call and let the police know. Always call 911 when you see a crime happening, non-emergency when it is not immediate. Spreading rumors doesn’t help anyone or the village as a whole.</p>	<p>Information</p>	<p>San Diego Police Department, Norther Division Police Officers</p>
<p>12. Adjourn Meeting – Next meeting format will be determined by current COVID standards. August 11, 2021. Return to Library if available.</p>	<p>Action</p>	<p>Decker</p>

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

LJVMA BOD set deadline to complete board specific activities by July 31, 2021. Future board members must complete all trainings within 60 days of swearing in ceremony.

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.
	<p>Prior to taking official seat on the BOD, all board members will be required to complete and sign:</p> <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. <p>Board members will have 60 days to complete:</p> <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.)
	<p>Conduct by laws review annually to insure good governance and organizational excellence.</p> <p>Review for:</p> <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

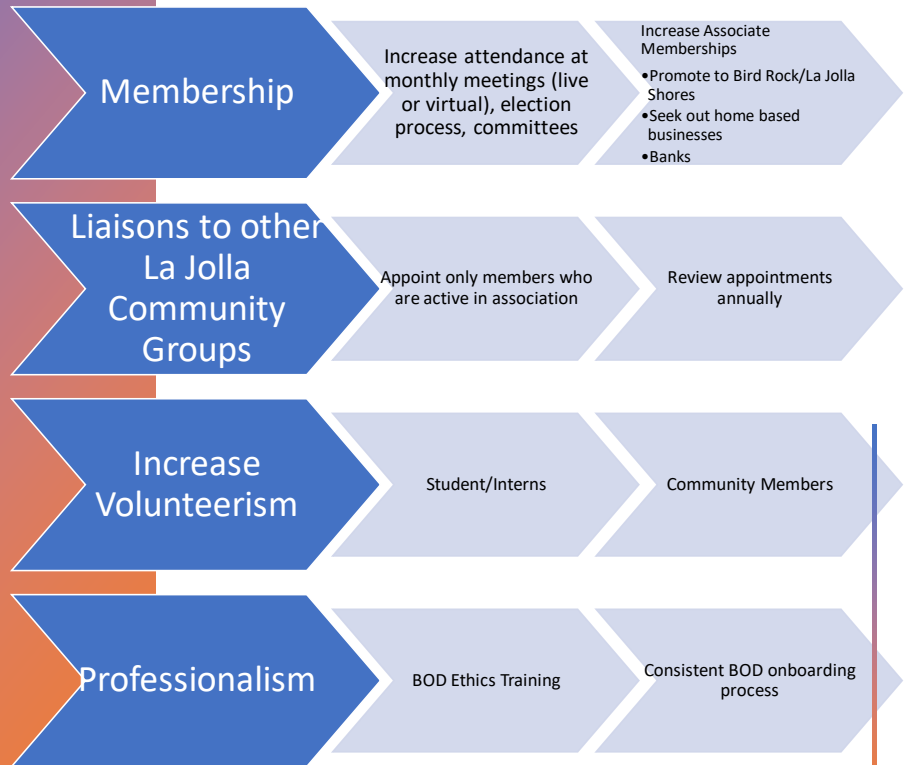
Our Core Values:

LJVMA strives to be flexible, fluid, valuable and valued.

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Part One Organizational Excellence

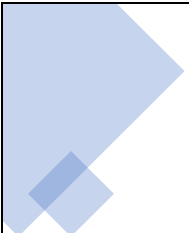
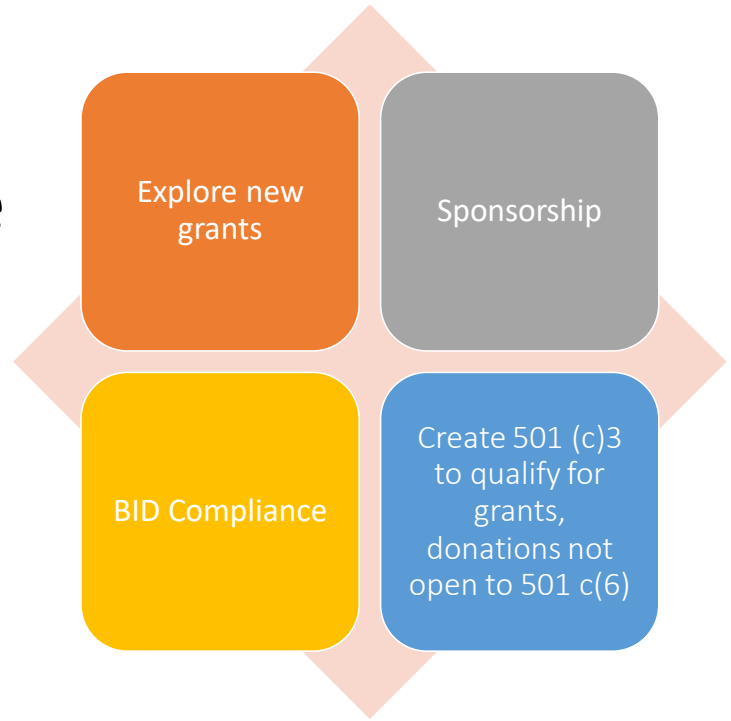
led by Brett Murphy, President





Alternative Revenue Ways and Means

led by Amber Anderson, Treasurer



Specific Alternate Revenue Tactics

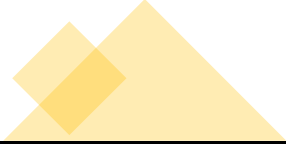
La Jollalty Gift Card Promotion

- 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
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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)
- 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>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 SoVill (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