



# AGENDA - MONTHLY BOARD MEETING

08 September 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 meeting both online and in person.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting

Date/Time: September 8, 2021, at 4:00 PM Pacific Time (US and Canada). Online: Log in 15 minutes before meeting time to allowing for technical issues.

Online Access: Join Meeting using Zoom ID 872 2752 0916 PW LJVMA2021

1. Meeting Format and Guidelines	Information	Jodi Rudick, Executive Director
a. Video/Audio Enabled by Host		

## MONTHLY MEETING AGENDA<sup>1</sup>

1.	<b>Call to Order - Monthly Board Meeting.</b>	Action	Cody Decker, President
2.	<b>Roll Call - Natalie Aguirre, Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Karen Finerman, Andy Fotsch, Gabriela Guevara, Katey Longo, Michael Matthews, Kelli Metcalf, Melissa Snook, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director)</b>	Action	Joelyn Cullen, Secretary
3.	<b>Approval of August Minutes</b>	Action	Cullen
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <ul style="list-style-type: none"> <li>• Updates from Community/Political Leaders</li> <li>• All other public comments (limited to three minutes)</li> </ul>	Information	Decker
5.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>• August Financials</li> </ul>	Action	Amber Anderson, Treasurer
6.	<b>Organizational Excellence</b> <ol style="list-style-type: none"> <li><b>Review Election Status</b> <ol style="list-style-type: none"> <li>Self-Nominations were due September 3.</li> <li>Voting Options (COVID Compliant) Ballots must be received by October 6 and can be sent digitally or dropped off in-person at LJVMA events or office.</li> </ol> </li> <li><b>Presentation of Annual Report</b> – Annual Report will be published on website and will be ratified at next month’s meeting.</li> </ol>	Information	Jodi Rudick, Executive Director
7.	<b>Economic Vitality and Merchant Development Report –</b> <ol style="list-style-type: none"> <li><b>Safe Spaces Initiative</b> – Presentation by Natasha Wong who serves on Mayor Gloria’s task force and educate and offer specific actions for merchants to take to be recognized as a “safe space for all.” This falls in line with Diversity Initiative.</li> <li><b>Upcoming Events Reminder</b> <ol style="list-style-type: none"> <li><b>Parking Panel</b> - Date of Community Parking Workshop scheduled via Zoom will be September 29. Marketing has begun and will continue via all co-sponsors.</li> <li><b>Business for Breakfast is Back</b> –October 5, 8:30 to 10:00 am hosted by Ciao Ciao Piadina and Lauren Turton. All Board members are expected to attend if possible. Halloween Costume Drive will conclude at that event with brief presentation from Family Justice Center.</li> </ol> </li> </ol>	Information	Rudick
8.	<b>Design/Village Improvements–</b> <ol style="list-style-type: none"> <li><b>Enhance La Jolla and MAD Update</b></li> </ol>	Information	Enhance La Jolla

9.	<b>Promotions</b> <b>1) Request for Support – Kiwanis La Jolla Half Marathon</b> <b>2) WOW! Market Update</b> – Launch date moved to Spring. More time to work out various details, gather community involvement and promote to wider audience. <b>3) Wonderland on Wall</b> – Holiday Market Proposal – Review proposal from Community Crops to present a European Style Holiday Market called Wonderland on Wall. Three Thursdays from 3 – 7, December 2, 9, 16. This will test concept of ongoing Street Fair. <b>4) Reminder of Halloween Happenings</b> a) Halloween Costume Drive in Support of San Diego Family Justice Center. Promotion happening this week. b) Pillage the Village - October 29 (Friday)	Action  Information	Bart Calame, Kiwanis  Diem Do, Community Crops  Morgan Barnes
10.	<b>Adjourn Meeting – Next meeting format will be determined by current COVID standards. October 6, 2021. Annual Meeting and Elections.</b>	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

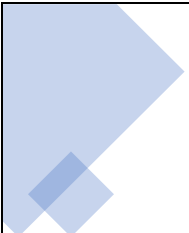
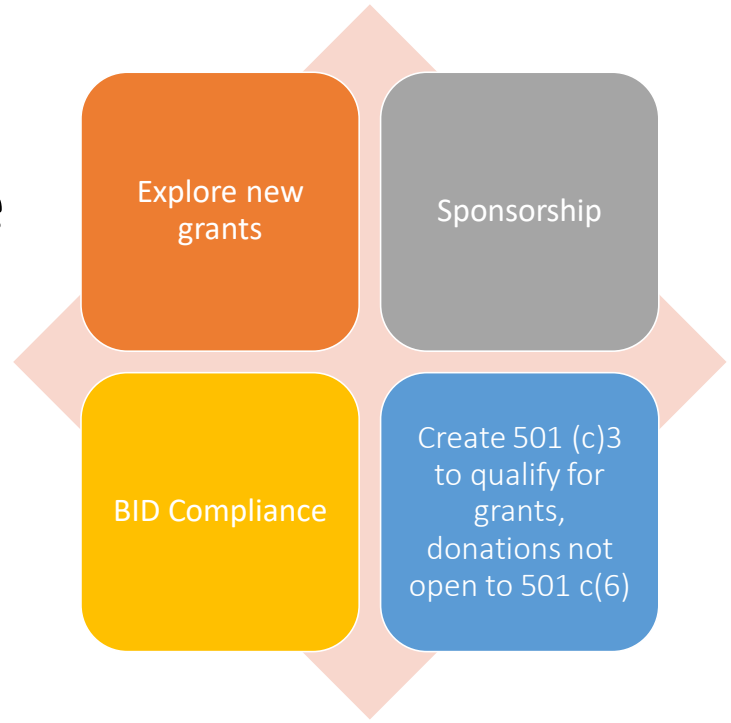
BOD Ethics Training

Consistent BOD onboarding process



# Alternative Revenue Ways and Means

led by Amber Anderson, Treasurer



## Specific Alternate Revenue Tactics

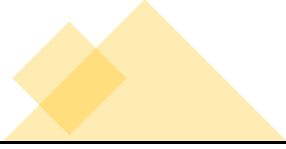
### La Jollalty Gift Card Promotion

- 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
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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

### Storefront/Window Display Improvements

- Create Friendly Competitions with Prizes
- Best looking Block Competition
- Window Decorating Contests (Holidays and Beyond)
- Help with window design and merchandising (Window Design Mentors)

### La Jolla, MAD, City Resources and Get-it-Done App to all

- Connect with organizations working on Streetscapes
- Pocket Park

### Promotional Use of PROW

- Sidewalk Sales
- Sidewalk Cafes
- Parklets
- Street Closures
- Public Art
  - Seal Installations
  - Explore other public art
  - Capitalize on Murals
- Photo Stops (IG worthy backgrounds, window displays, etc)

### Wayfinding

- Touch Directory in the Village
- Wayfinding Blade Signs

### Lighting

- Explore additional holiday lights
- Improve lighting overall

### Sound Design - Music throughout the village

- When allowed - Live pop-up performances, encourage buskers
- Recorded music

## Part Four - Marketing and Events – Big Ideas

### Highlight Current Marketing Magnets

- Leverage our most popular attractions (Seals, Sea Lions, Scenery)
- Implement strategies to move people from the Cove to the Village

### Charitable Partnering

- Partner with Local nonprofits
- La Jollalty Card Fundraisers

### Advance Social Media

- 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

### Update La Jolla Village Map in Conjunction with Wayfinding

- Align with overall Wayfinding Plan
- Widen distribution (hotels, concierge, park rangers, association, etc.)

# 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><b>COVID-19 Crisis Management</b></p> <ul style="list-style-type: none"> <li>☒ Use media assets to connect merchants to resources, funding opportunities, programs,</li> <li>☒ Promote needs of all merchants to elected officials during budget and decision-making process</li> <li>☐ Create 501 (c)3 to qualify for grants, donations not open to 501 c(6)</li> <li>☒ Adjust meeting format until in person meetings can be resumed.</li> <li>☒ Bring on Policy Intern to navigate changes.</li> <li>☐ Prepare draft 2021-22 Budget based on 30% Decrease in BID Revenue</li> </ul> <p><b>Professionalism</b></p> <ul style="list-style-type: none"> <li>☒ BOD Ethics Training</li> <li>☐ Consistent BOD onboarding process</li> </ul> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li>☒ Increase attendance at monthly meetings (live or virtual), election process, committees</li> <li>☐ Associate Membership - Actively promote Category (Bird Rock/La Jolla Shores)</li> </ul> <p><b>Ways and Means</b></p> <ul style="list-style-type: none"> <li>☐ Explore new grants</li> <li>☒ Sponsorship</li> <li>☒ BID Compliance</li> </ul> <p><b>Decrease staff costs using volunteers</b></p> <ul style="list-style-type: none"> <li>☒ Student/Interns</li> <li>☒ Community Members</li> </ul> <p><b>Liaisons to other La Jolla Community Groups</b></p> <ul style="list-style-type: none"> <li>☒ Appoint only members who are active in association</li> <li>☒ Review appointments annually</li> </ul> <p><b>Diversity and Inclusion</b></p> <ul style="list-style-type: none"> <li>☒ Create Task Force and Initiatives</li> </ul>	<p><b>Merchant Education</b></p> <ul style="list-style-type: none"> <li>☒ Business Breakfasts (Profitable Partnerships)</li> <li>☒ Diversity Education</li> <li>☒ Create Job Board on Website to further reach to diverse candidates</li> <li>☒ Online Education</li> <li>☒ Promote 3rd Party online education ("Don't reinvent the wheel.")</li> <li>☒ Develop Webinar Education specific to La Jolla Village merchant needs               <ul style="list-style-type: none"> <li>○ The Big Pivot</li> <li>○ Social Media</li> <li>○ Re-opening Safely</li> </ul> </li> </ul> <p>Block Captains</p> <ul style="list-style-type: none"> <li>☒ Create Virtual Outreach Program to keep merchants informed and connected during COVID CRISIS</li> <li>☒ Choose Chair</li> <li>☒ Assist Merchants with COVID Orders</li> <li>☐ Create New Business Welcome Packet</li> </ul> <p>Real Estate Relationships</p> <ul style="list-style-type: none"> <li>☒ Develop relationship with property owners, commercial real estate brokers.</li> </ul> <p>Traffic and Parking</p> <ul style="list-style-type: none"> <li>☒ Continue work with parking consultant.</li> <li>☒ Draft Parking Communication/Wayfinding Program</li> </ul>	<p><b>Social Distancing</b></p> <ul style="list-style-type: none"> <li>☒ Assist with Soft Streets City Plan for Street Closure</li> <li>☒ Communicate Design Ideas to assist with social distancing.</li> </ul> <p><b>Leverage Seals</b></p> <ul style="list-style-type: none"> <li>• Create Seals on Parade Public Art project</li> </ul> <p><b>Draft Place-Making/Signage</b></p> <ul style="list-style-type: none"> <li>☒ Cove</li> <li>☒ Directory</li> <li>☒ Parking Signage</li> <li>☒ Pedestrian Signs</li> </ul> <p><b>Year-Round Ambience</b></p> <ul style="list-style-type: none"> <li>☒ Ongoing relationship with MAD</li> <li>☒ Promote Store-front maintenance of PROW/private owned planters, etc.</li> <li>☐ Music through the village</li> <li>☐ Determine future of Holiday Décor and lightline</li> </ul>	<p><b>Adjust to COVID Shutdown Orders. Shift to Virtual Events</b></p> <p><b>If Allowed:</b></p> <p><b>Duplicate successful events</b></p> <ul style="list-style-type: none"> <li>• Pillage the Village</li> <li>• Taste of SoVille (Fay/Pearl/La Jolla Blvd?)</li> </ul> <p><b>Enjoya La Jolla- Earlier time 12-3</b></p> <ul style="list-style-type: none"> <li>☒ Family/Children's Activities</li> <li>☒ Get more services involved</li> <li>☒ Get merchants involved outside the Village Center (Create Highlighted Zones, ie Fitness of Fay, Upper Girard Design District, Happenings on Hershel,</li> <li>☒ Secure sponsors</li> </ul> <p><b>Fireworks (4<sup>th</sup> of July or New Year's?)</b></p> <ul style="list-style-type: none"> <li>☒ Pre event dining/shopping event</li> <li>☒ VIP Event (Fundraiser?)</li> </ul> <p><b>Standardize 3<sup>rd</sup> Party Event MOU</b></p> <ul style="list-style-type: none"> <li>☒ Invite to partnerships with LJVMA</li> <li>☒ Link Merchants to Available 3rd Party Events. (if allowed)</li> </ul>	<p><b>Highlight Current Marketing Magnets</b></p> <ul style="list-style-type: none"> <li>☐ Leverage our most popular attractions (Seals, Sea Lions, Scenery)</li> <li>☐ Implement strategies to move people from the Cove to the Village</li> </ul> <p><b>Charitable Partnering</b></p> <ul style="list-style-type: none"> <li>☒ Partner with Local nonprofit           <ul style="list-style-type: none"> <li>○ La Jollalty Card Fundraisers</li> </ul> </li> </ul> <p><b>Advance Social Media</b></p> <ul style="list-style-type: none"> <li>☒ Add New Blog Features (Meet the Merchant, Merchants Doing Good)</li> <li>☒ Shift Event Calendar from Live to Virtual Events</li> <li>☒ Promote #mylajolla</li> <li>☒ Paid boosts for Facebook events</li> <li>☒ Social sharing links in all media newsletter</li> <li>☒ Explore Google products</li> </ul> <p><b>Update La Jolla Village Map</b></p> <ul style="list-style-type: none"> <li>☐ Align with overall Wayfinding Plan</li> <li>☐ Widen distribution (hotels, concierge, park rangers, association, etc.)</li> </ul> <p><b>Co-op advertising (based on COVID reopening)</b></p> <ul style="list-style-type: none"> <li>☐ Tourism publications</li> <li>☐ La Jollalty/Enjoya</li> <li>☐ Explore radio</li> <li>☐ PR consistency</li> <li>☐ Intern Project</li> <li>☐ Media alerts</li> <li>☐ Feature Story pitching</li> </ul> <p><b>La Jollalty Card/Fresh Air Business</b></p> <ul style="list-style-type: none"> <li>☒ Marketing Plan</li> <li>☐ Increase Merchant Engagement</li> </ul>