



LA JOLLA VILLAGE MERCHANTS ASSOCIATION  
**ANNUAL & MONTHLY MEETING**

**13 October 2021 / 4:00 PM via ZOOM**

**ANNUAL MEETING AGENDA**

<b>Call to Order – Annual Board Meeting</b>		Cody Decker, President
<b>Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof</b>	Action	Summer Shoemaker on behalf of Jo Cullen, Secretary/
<b>Approval of 2020 Annual Meeting Minutes – Not applicable as no quorum was established.</b>	Information	Cullen
<b>Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official.</b> Action request to defer ballot counting to monthly meeting which takes place immediately following adjournment.	Action	Impartial Election Official, Bill Podway
<b>Adjourn to Monthly Meeting</b>	Action	Decker

**AGENDA - MONTHLY BOARD MEETING**

**Wednesday, 13 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 online.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting

Date/Time: October 13, 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 a. Video/Audio Enabled by Host	Information	Jodi Rudick, Executive Director
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**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 (No meeting is September)</b> Motion: Amber 2 <sup>nd</sup> : Morgan Unanimous	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> <li>• Jon with Paru Tea Bar: new merchant to village opening in November. Looks forward to collaboration and participating in community events.</li> <li>• Stephanie – parent of student at La Jolla Elementary: spoke to express her concern regarding a Market on Wall St. She opposes and requests information regarding Wall St merchants support of street closure and market event. Rudick explained that plans have been cancelled to hold Wall Street market. Information regarding merchants support gathered from an ongoing survey is available online and that she would be happy to provide information directly to Stephanie if contacted.</li> </ul>	Information	Decker

	<ul style="list-style-type: none"> <li>Sean – Economic Development Dept, City of SD: shared information about the survey sent to BID businesses and residents, including La Jolla BID. Importance of gathering communities’ feedback regarding BID leadership. Available for questions, no questions asked.</li> <li>Matt Griffith - Mayor Gloria Office: receiving continued feedback regarding the sea lions. Contact for comments concerns</li> <li>Steve with Council Member La Cava: Also taking feedback regarding the sea lions. Announced that a press conference will be held soon with Mayor and council members will be present to listen to the community regarding this issue. No date provided yet.</li> <li>No other public comments</li> </ul>		
5.	<p><b>Financial Report</b></p> <ul style="list-style-type: none"> <li>August Financials</li> <li>September Financial</li> </ul> <p>Amber Anderson, Treasurer, BOD: Financials are in good standing and we are in a healthy position.</p> <p>Jodi Rudick, Exec Director: added that our yearly standard audit process is underway and is going well.</p> <p>Approval of Financial Reports:  Motion: Morgan 2<sup>nd</sup>: Andy Unanimous</p> <p>Adjourn Annual Meeting and move to Monthly Meeting:  Motion: Cody 2<sup>nd</sup>: Summer Unanimous</p>	Action	Amber Anderson, Treasurer
6.	<p><b>Organizational Excellence</b></p> <p><b>1) Elections</b></p> <p>a) Ballots were due last week. Voting options expanded to be (COVID Compliant) Many ballots received! Bill Podway will act as impartial election official for this year’s election. 10 open seats for 10 open positions. Not a “nail biter,” but appreciate the participation.</p> <ul style="list-style-type: none"> <li>i) Natalie Aguirre</li> <li>ii) Amber Anderson</li> <li>iii) Morgan Barnes</li> <li>iv) Cody Decker</li> <li>v) Andy Fotsch</li> <li>vi) Michael Matthews</li> <li>vii) Kelli Metcalf</li> <li>viii) Nicole Perez</li> <li>ix) Karen Roque</li> <li>x) Lauren Turton</li> </ul> <p>2) <b>Presentation of Annual Report</b> – Annual Report has been published on the website for the past 6 weeks and sent to all board members for review last month. Request action to accept annual report.  Motion Morgan and 2<sup>nd</sup> Lauren to accept the annual report. Approved  Cody motion to adjourn the annual meeting. Summer 2<sup>nd</sup>. Approved</p> <p>3) <b>Performance Review of LJVMA and staff</b></p> <ul style="list-style-type: none"> <li>Cody spoke to this and let everyone know Jodi received a positive review and we are looking at increasing her pay.</li> </ul>	<p>Information</p> <p>Information</p> <p>Action</p> <p>Information</p>	<p>Jodi Rudick, Executive Director</p> <p>Rudick</p> <p>Rudick</p> <p>Decker</p>
7.	<p><b>Economic Vitality and Merchant Development Report –</b></p> <p>1. <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. Press Conference to take place at Warwick’s on October 20 at 9:00 AM. Need two or three board members to be at event.  Natasha Wong: Shared her screen and power point.  She shared her background here in LAJ. She shared Chinese history in SD.  Recommended books for us on Chinese History, hate crimes against the Asian community. This program helps provide a safe place for everyone. She would like to expand this to La Jolla. Currently in 6 area in District 6.</p>	Information	Natasha Wong

	<p>She going to provide us with the stickers for our windows – merchants that will put this in their windows.</p> <p>Motion to approve the letter of interest from Natasha Wong: Amber motion Morgan 2<sup>nd</sup>. Approved vote.</p> <p>2. <b>Events Update</b></p> <p>a) Parking Panel – Parking Panel was cancelled but parking updates will continue to be shared at upcoming meetings. Brad Elsass, continues to serve in a pro bono capacity as parking consultant to LJVMA.</p> <p>b) <b>Business for Breakfast Update – Breakfast took place this week</b>, October 5, and was hosted by Ciao Ciao Piadina and Lauren Turton. Special presentation by Sara Rondon of the Family Justice Center. Thanks to all who donated costumes, candy, toys, games for San Diego’s most vulnerable children. There is still time to donate. Box will be at Sotheby’s until Monday afternoon.</p> <p>Lauren spoke on the breakfast. About 15 people came out. Collaborated on business strategies and also collected Halloween costumes for children Jodi thanked her. Lauren doing a column on the blog for LJVMA. Breakfasts to come.</p>	<p>Information</p> <p>Information</p>	<p>Rudick</p> <p>Lauren Turton</p>
8.	<p><b>Design/Village Improvements</b></p> <p>1. <b>Enhance La Jolla and MAD Update</b></p> <p>Ed spoke about the next meeting next week and invited everyone. Ballots available on their website for their board.</p> <p>The MAD continues to clean and make this community look great.</p> <p>Working on tree wells on Herschel next</p> <p>Goal – make LAJ a great place to live, work and play.</p> <p>Let them know if there is something that needs attention.</p>	<p>Information</p>	<p>Enhance La Jolla</p>
9.	<p><b>Promotions</b></p> <p>1) <b>Request for Support and invitation to participate</b>– Kiwanis La Jolla Half Marathon</p> <p>Bart spoke about the ½ Marathon. Annual fund raiser for the Kiwanis Club. Sat. Dec 11<sup>th</sup> starting in Del Mar to LAJ cove. Wants to move the expo down close to the finish line not at the Hilton. Friday Dec 10<sup>th</sup> the Expo is open for racers to pick up bibs. Invite all the merchants to sponsor and exhibit – get involved. Sat Dec 11<sup>th</sup> race and event. 2 days back to back down at the cove. Beer garden, DJ, sponsors, ...etc. Expect 3,000 runners ½ and 5K. 4,500 people involved. May 2022 next race.</p> <p>Motion to support: Morgan. Second: Jo Vote – approved!</p> <p>Jodi getting more information for us all to share</p> <p>2) <b>First Friday Art Walk</b> – Thanks to Katey Kalanges (Longo) for reaching out to Galleries to gauge interest in relaunching the monthly art walk. First one will take place in on December 3. Planning and brainstorming meeting took place yesterday (Tuesday, October 12 at 4:00 PM via Zoom). Request to support and sponsor components of the event such as marketing and entertainment.</p> <p>Katey: Working on the First Friday Art Walk. First Friday of every month 4p-7p. On a meeting yesterday for this with 8 people and people are excited about this. Looking to get the merchants involved – drink specials, make it fun....etc. Lots for fun funky ideas were shared.</p> <p>Jodi spoke about bringing this to life and all of us working together. Maybe an after party. Katey asked for a formal motion to support this.</p> <p>Cody motion. Morgan 2<sup>nd</sup>. Approved!</p> <p>3) <b>Pillage the Village</b></p> <p>Pillage the Village - October 29 (Friday) Posted on social media, blog and will be working with La Jolla Light to place ads.</p> <p>Morgan spoke about this. Trick or Treat event for the kids. Excited to bring this back! Dog Halloween contest too. Meeting at Sotheby’s for prize announcements.</p> <p>Can still drop off costumes at Sotheby’s tomorrow.</p> <p>La Jolla décor contest and an event guide. Holiday Calendar at our website – get your events on it so we can promote for you!</p> <p>Summer offered to get a doggie meal as a prize.</p>	<p>Action</p> <p>Action</p> <p>Information</p>	<p>Bart Calame, La Jolla Kiwanis</p> <p>Katey Longo</p> <p>Morgan Barnes</p>

	4) <b>Marketing &amp; Events Committee Monthly Happy Hour</b> – Feedback whether to continue the format or move to quarterly with in between online meetings.		
10.	<p>Verify Election Results – Request action to accept the findings of the Election Official. Election will be ratified next month. Next month is Swearing in Ceremony.</p> <p>Bill verified the 47 ballots and announced all 10 candidates received votes so they will all become part of the board.</p> <p>Action to accept the results of the election: Summer 2<sup>nd</sup>: Cody Vote Approved. 15 person board. Jodi excited for this board and all we can do together.</p> <p>2<sup>nd</sup> Wed of the month in Jan. Extended meeting</p>	Action	Bill Podway
11.	Adjourn Meeting – Next meeting format will be determined by current COVID standards. November 10, 2021.	Action	Decker

# STRATEGIC PLAN (UPDATED AUGUST 2021)

ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION
<p><b>Membership</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Increase attendance at monthly meetings (virtual and live)</li> <li><input checked="" type="checkbox"/> Fill board vacancies immediately to insure forward momentum</li> <li><input checked="" type="checkbox"/> Increase participation in election process, committees</li> </ul> <p><b>Liaisons to other La Jolla Community Groups</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Appoint only members who are active in association</li> <li><input checked="" type="checkbox"/> Appoint only members who are active in association</li> </ul> <p><b>Increase Volunteerism</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Student/Interns</li> <li><input checked="" type="checkbox"/> Community Members</li> </ul> <p><b>Professionalism</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> BOD Ethics Training</li> <li><input checked="" type="checkbox"/> Consistent BOD onboarding process</li> </ul> <p><b>Alternative Revenues Ways and Means Explore new grants</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Sponsorship</li> <li><input checked="" type="checkbox"/> BID Compliance</li> <li><input checked="" type="checkbox"/> Create 501 (c)3 to qualify for grants, donations not open to 501 c(6)</li> </ul> <p><b>Specific Alternate Revenue Tactics</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> La Jollalty Card Promotion</li> <li><input type="checkbox"/> Virtual Events</li> <li><input type="checkbox"/> Create La Jolla Branded items <ul style="list-style-type: none"> <li>▪ T-shirts, polos hats</li> <li>▪ Cookbook for La Jolla (Third Party Published)</li> </ul> </li> </ul>	<p><b>Education</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Business Breakfasts</li> <li><input checked="" type="checkbox"/> Promote Job Board</li> <li><input checked="" type="checkbox"/> Promote 3rd Party online education (“Don’t reinvent the wheel.”)</li> </ul> <p><b>Increase attendance at meetings and events</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Facility Tours</li> <li><input checked="" type="checkbox"/> Food and beverage sponsors</li> </ul> <p><b>Block Captains</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Continue Virtual Outreach Program to keep merchants informed and connected [during COVID CRISIS]</li> <li><input checked="" type="checkbox"/> Assist Merchants with COVID Orders</li> <li><input checked="" type="checkbox"/> Create New Business Welcome Packet</li> </ul> <p><b>Operations Assistance</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> City Permits</li> <li><input checked="" type="checkbox"/> TOB Guidance</li> <li><input checked="" type="checkbox"/> PROW Permits</li> <li><input checked="" type="checkbox"/> Public Safety Liaison</li> <li><input checked="" type="checkbox"/> Homeless Support</li> </ul>	<p><b>Storefront/Window Display Improvements</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Create Friendly Competitions with Prizes</li> </ul> <p><b>La Jolla, MAD, City Resources and Get-it-Done App to all</b></p> <p><b>Promotional Use of PROW</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Sidewalk Sales</li> <li><input checked="" type="checkbox"/> Sidewalk Cafes</li> <li><input checked="" type="checkbox"/> Parklets</li> <li><input checked="" type="checkbox"/> Capitalize on Murals</li> </ul> <p><b>Support Enhance La Jolla</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Participate in Enhance La Jolla Day</li> <li><input checked="" type="checkbox"/> Communicate with merchants on behalf of EJL</li> </ul> <p><b>Wayfinding</b></p> <p><b>Sound Design - Music throughout the village</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> When allowed - Live pop-up performances, encourage buskers</li> <li><input checked="" type="checkbox"/> Encourage recorded music</li> </ul> <p><b>Purchase and promote <a href="http://www.parklajolla.com">www.parklajolla.com</a> website</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Align with overall Wayfinding Plan</li> <li><input type="checkbox"/> Focus on parking in tourism publications</li> </ul>	<p><b>Highlight Current Marketing Magnets - Natural Resources are Natural Attractions</b></p> <ul style="list-style-type: none"> <li>▪ Leverage our most popular attractions (Seals, Sea Lions, Scenery)</li> <li>▪ Collaborate <ul style="list-style-type: none"> <li>○ Galleries (Nat Geo/Mangelson/Peter Lik)</li> <li>○ Environmental Groups</li> <li>○ Photographers/IG Influencers</li> </ul> </li> <li>▪ Implement strategies to move people from the Cove to the Village with onsite marketing</li> <li>▪ Coupon promotion with print media.</li> </ul> <p><b>Advance Social Media</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Develop Limelight Merchant Program <ul style="list-style-type: none"> <li>○ Use contests</li> <li>○ Inspire engagement</li> <li>○ Educate merchants</li> </ul> </li> <li><input checked="" type="checkbox"/> Add New Blog Features (La Jolla Behind the Scenes, Nurture Our Nature)</li> <li><input checked="" type="checkbox"/> Promote Event Calendar whether Live or Virtual</li> <li><input checked="" type="checkbox"/> Promote #mylajolla</li> <li><input checked="" type="checkbox"/> Paid boosts and ads</li> <li><input checked="" type="checkbox"/> Social sharing links in all media</li> <li><input checked="" type="checkbox"/> Connect with Influencers</li> </ul> <p><b>Strategic Video Marketing with Ben Roberts</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> COVID Safety Video</li> <li><input checked="" type="checkbox"/> Outdoor Dining</li> <li><input checked="" type="checkbox"/> Holiday Greetings</li> </ul> <p><b>COVID Friendly Events</b></p> <ul style="list-style-type: none"> <li>▪ Outdoor dining</li> <li>▪ Virtual Taste of La Jolla</li> </ul> <p><b>Gather Data via Valid Research Studies to support programs, projects, and decisions</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Two Year Update of SDSU 2019 Visitors Survey</li> <li><input checked="" type="checkbox"/> Merchant Survey to Activate the Village</li> </ul> <p><b>Merchant Cross promotion and collaborations</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Joint promotions</li> <li><input checked="" type="checkbox"/> Nonprofit partnerships <ul style="list-style-type: none"> <li>○ Kiwanis</li> <li>○ Rotary</li> <li>○ La Jolla Community Center</li> <li>○ Sierra Club</li> </ul> </li> </ul>

