



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
ANNUAL & MONTHLY MEETING

10 November 2021 / 4:00 PM Riford Library, 7555 Draper

AGENDA - MONTHLY BOARD MEETING

Wednesday, 10 November 2021 / 4:00 PM

Via Zoom

1. Meeting Format and Guidelines a. Video/Audio Enabled by Host	Information	Jodi Rudick, Executive Director
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MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Cody Decker, President
2.	Roll Call - Natalie Aguirre, Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Karen Finerman, Andy Fotsch, Gabriela Guevara, Katey Longo, Michael Matthews, Kelli Metcalf, Nicole Perez, Karen Roque, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director)	Action	Joelyn Cullen, Secretary
3.	Approval of October Minutes	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 (limited to three minutes) 	Information	Decker
5.	Financial Report – Amber Anderson Treasurer <ul style="list-style-type: none"> • October Financials • Audit Update 	Action	Amber Anderson, Treasurer
6.	Organizational Excellence 1) Election Ratification – Per our bylaws, election results from last month have been uncontested and can now be ratified by board action. 2) Swearing in of New Board Members – New board members, Nicole Perez and Karen Roque, have received copies of the bylaws, have signed Conflict of Interest forms and Swearing In Statement; as have all continuing board members. These documents are available upon request. The following board members will begin their two-year term immediately. Unless noted all are beginning their first of three possible two-year terms on the board. <ul style="list-style-type: none"> i) Natalie Aguirre ii) Amber Anderson (2nd Term) iii) Morgan Barnes (2nd Term) iv) Cody Decker (2nd Term) v) Andy Fotsch vi) Michael Matthews vii) Kelli Metcalf (2nd Term) viii) Nicole Perez ix) Karen Roque x) Lauren Turton 3) Elections of Officers – BOD takes nominations from the floor including self-nominations. Blind ballots will be cast in the event of multiple nominations for any position. <ul style="list-style-type: none"> a) President (Currently Cody Decker) b) Vice President (Currently Morgan Barnes) c) Treasurer (Currently Amber Anderson) d) Secretary (Currently Jo Cullen) 4) Training Required by City of San Diego – January 12, 4:45 – 6:45 January 12th 4:45-6:45PM (after quick board meeting check in, working dinner)	Action Information Action	Rudick Diane Kane, Chari, La Jolla Community Planning Association Rudick
		Action	Rudick

	<p>Location: Riford Library 7555 Draper Ave, La Jolla, CA 92037 (possibly some hybrid zoom participants)</p> <p>The Bystander Challenge: This interactive workshop examines a bystander’s role in decreasing inappropriate communication and behavior in the workplace and their community. Colleagues in a work environment often hear comments and witness behaviors that can escalate to the point of individuals feeling harassed by their coworkers. Increasingly, bystanders are being asked to become “up-standers;” to stand up to perceived harassment issues. As many recognize, that is easier said than done. Many times, workplace dynamics make it challenging to know the correct course of action. Long-term working relationships, workplace culture, lack of diversity on a team, and discomfort with the topic can all get in the way of taking action. This workshop on empowering bystander communication builds on the tools we know work to help employees gain confidence in conducting these conversations.</p> <p>Follow-up Training - Date and duration TBD – giving board members the options</p> <p>The ART of Inclusive Communication 2.0: In this interactive, dialogue-focused workshop, we take a deeper dive into how we can all be actively working to make our communication, our lives, and our organizations more inclusive and anti-racist. During the first part of the workshop, the participants build rapport and skills to help them feel safe in exploring the deeper topics. An atmosphere of respect and shared humanity is developed. Rather than shaming any participant, people are encouraged to acknowledge their efforts and consider additional action. People leave the workshop feeling heard, having learned new insights, and ready to take additional steps toward anti-racism and a more just society.</p> <p>5) Open Seats on La Jolla Joint Committees – There is a LJVMA open seat on two joint committees. Criteria for filling these seats: must actively participate in LJVMA meetings/activities and be willing to present LJVMA’s positions on various matters.</p> <p>a) Coastal Access and Parking Board – Meeting quarterly or as needed. Next meeting is January 20, 2022.</p> <p>b) PDO (Planned District Ordinance) – meets monthly or as needed.</p> <p>6) Coastal Access and Parking Group decided to meet quarterly rather than monthly with the option of calling additional meetings as needed. Dave Abrams accepted the Chair position. Bill Podway is now treasurer and Gaby Guevara stays on as Secretary. Request for Jodi to remain as pro bono administrator to support the group. We thank Brad Elsass for continuing on in the role as pro bono parking consultant.</p>	Action	Decker
7.	<p>Economic Vitality and Merchant Development Report –</p> <p>1. Safe Spaces Initiative – Press conference was very successful. Thanks to Amber Anderson and Jen Pham, Owner, Saigon Spring for representing LJVMA beautifully. Safe Spaces Decals are available through LJVMA’s office.</p>	Information	Natasha Wong
8.	<p>Design/Village Improvements</p> <p>1. Enhance La Jolla and MAD Update</p>	Information	Enhance La Jolla
9.	<p>Promotions</p> <p>1) Request for Support and invitation to participate–</p> <p>a) Strength in the City on January 16 at La Jolla Cove. La Jolla Parks and Beaches voted to support permit. LJVMA merchants are being given first opportunity to reserve a table of booth at the event. Normal fee is \$500; discounted to \$300 for LJVMA members.</p> <p>b) Rady’s Children’s Hospital Shopping Fundraiser. Request from Philanthropy Officer, Mitchell Capp.</p> <p>2) First Friday Art Walk – December 3, 4 – 7 PM. Video Shoot, Posters, Postcards</p> <p>3) Pillage the Village Recap</p> <p>4)</p> <p>5) Holiday Window Decorating Contest</p> <p>6) Jigsaw Puzzle Promotion – New Timeline being developed</p>	Action Action Information Information	Strength in the City, Madison Mitchell Capp Katey Longo Morgan Barnes Summer Shoemaker

	<p>7) Marketing & Events Committee Monthly Happy Hour – Decision was made to continue these monthly informal working happy hours. November and December’s meetings have been moved up a week due to the holidays. Dates moved for the next two months due to Holidays.</p> <p>a) November 16, 4:00 at Lifetime Café (Beer and Wine Available!)</p> <p>b) December 14. 4:00 PM at Empress Hotel’s Garden Patio.</p>		
10.	<p>Adjourn Meeting – Determine format of next meeting December 8. Annual Strategic Planning Meeting</p>	Action	Decker

STRATEGIC PLAN (UPDATED AUGUST 2021)

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

