



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
ANNUAL & MONTHLY MEETING

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

AGENDA - MONTHLY BOARD MEETING

Wednesday, 8 December 2021 / 4:00 PM

Via Zoom

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	Amber Anderson, President
2.	Roll Call - Natalie Aguirre, Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Karen Finerman, Andy Fotsch, Gabriela Guevara, Katey Longo, Michael Matthews, Nicole Perez, Karen Roque, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director)	Action	Summer Shoemaker, 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"> • November Financials 	Action	Jo Cullen, Treasurer
6.	Organizational Excellence 1) Swearing in of Board Members (unable to attend last month’s meeting) i) Michael Matthews ii) Nicole Perez iii) Lauren Turton 2) Open Board Seats – Due to increased work responsibilities Kelli Metcalf has decided not to fill her seat on the board leaving an opening. Two nominations have been received a) Jen Pham (Owner, Saigon Spring) b) Dr. Maddie Wallace, Owner, Awaken Chiropractic 3) Reminder of 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.) 4) Joint committees appointments. Criteria for filling these seats: must actively participate in LJVMA meetings/activities and be willing to present LJVMA’s positions on various matters. Appointments of volunteers? a) Coastal Access and Parking Board – Meeting quarterly or as needed. Next meeting is January 27, 2022. b) PDO (Planned District Ordinance) – meets monthly or as needed.	Action Action Action	Rudick Amber Anderson, President Anderson Anderson
7.	Design/Village Improvements 1. Enhance La Jolla and MAD Update 2. Holiday Décor – Please look at current holiday décor including Season’s Greetings on Torrey Pines (at La Jolla Shores) bridge. Need to discuss holiday décor for future years in the next few months as décor may need to be replaced due to wear and tear after many years of use.	Information Information	Enhance La Jolla Rudick

8.	Promotions 1) Concours d'Elegance April – 22 – 24 a) Request to assist with New Friday Night Village Event. b) Saturday will once again be Brake in the Village 2) Recap First Friday Art Walk – December 3. Next Art Walk is January 7 3) Marketing & Events Committee Monthly Happy Hour a) December 14. 4:00 PM at Empress Hotel's Garden Patio. b) January 25 (Back to regular, 4th Tuesday schedule) Mermaids and Cowboys 4) University of British Columbia/San Diego State University MBA Consulting Project	Action Information Information Information	Anderson Katey Longo Morgan Barnes Rudick
9.	Strategic Planning Session	Workshop Format	Rudick/Anderson
10.	Adjourn Meeting – Determine format of next meeting December 8. Annual Strategic Planning Meeting	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

