



AGENDA MONTHLY MEETING

12 January 2022 / 4:00 PM Via Zoom

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). To be sworn in: Jen Pham	Action	Summer Shoemaker, Secretary
3.	Approval of December Minutes	Action	Shoemaker
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	Rudick
5.	Financial Report – Amber Anderson Treasurer <ul style="list-style-type: none"> • December Financials 	Action	Jo Cullen, Treasurer
6.	Organizational Excellence <ol style="list-style-type: none"> Swearing in of Board Members <ol style="list-style-type: none"> Michael Matthews Nicole Perez Jen Pham Open Board Seats (if any) <ol style="list-style-type: none"> Dr. Maddie Wallace, Owner, Awaken Chiropractic Adopt Strategic Plan – With changes or as is. Reminder of Today’s Training Required by City of San Diego immediately following today’s brief meeting. Training from 4:45 – 6:45 Joint committees’ appointments. Criteria for filling these seats: must actively participate in LVMA meetings/activities and be willing to present LVMA’s positions on various matters. Appointments of volunteers? <ol style="list-style-type: none"> Japhet Perez, former intern, now working at UCSD and small business owner has volunteered to take open seat on Coastal Access and Parking which meets quarterly or as needed. Next meeting is January 27, 2022. Action to approve Japhet for seat. Still have open seat on PDO (Planned District Ordinance) – meets monthly or as needed. Great for someone interested in signage, density issues, the look and feel of La Jolla etc. 	Action Action Action Information Action	Amber Anderson, President Anderson Jodi Rudick, Executive Director
7.	Design/Village Improvements <ol style="list-style-type: none"> Enhance La Jolla and MAD Update 	Information	Enhance La Jolla
8.	Promotions (See Marketing Committee Recap) <ol style="list-style-type: none"> Concours d’Elegance April – 22 – 24 <ol style="list-style-type: none"> Thursday, April 21 – Jazz on Prospect Merchant Happy Hour with Anna Danes Friday Night – Ferrari Friday Saturday – Brake in the Village Recap January’s First Friday Art Walk. All board members should plan to attend these monthly gatherings to show support for galleries or volunteer as ambassadors. 	Information Information Information	Anderson Anna Danes, Event Coordinator Katey Longo, Art Walk Chair Madison Fray. Strength in the City

<p>3) Fitness Festival Update – THIS Sunday, January 16</p> <p>a) Booth Volunteers Needed – Board members are requested to take a shift. We'll have games to attract people to the booth. Fun morning at the COVE!</p> <p>4) Spring Event with La Jolla Riford Library (Similar to Pillage the Village but with Spring theme) Marketing & Events Committee Monthly Happy Hour</p> <p>a) Thanks to Empress Hotel's for a wonderful space for December meeting. Locations and sponsors have been secured for the next several meetings.</p> <p>b) January 25 (Back to regular, 4th Tuesday schedule) Mermaids and Cowboys</p> <p>c) February 22 – Jose's Courtroom</p> <p>d) March 22 – El Avocado</p> <p>e) April 26 – Piazza 1909</p> <p>f) May 24 – BFree Gallery</p> <p>5) Other marketing activities: Special Advertising Section with La Jolla Light for Valentine's Day, Brake in the Village, Mother's Day July 4th (Beaches and Bargains) etc.; Ordering A Frame Signs for Art Walk, press releases to be sent regularly</p> <p>6) Intern Update</p>	<p>Information</p> <p>Karen Roque</p> <p>Rudick</p> <p>Information</p> <p>Morgan Barnes, Vice President</p> <p>Information</p> <p>Rudick</p>	<p>Information</p> <p>Karen Roque</p> <p>Rudick</p> <p>Morgan Barnes, Vice President</p> <p>Rudick</p>
<p>9.</p>	<p>Adjourn Meeting – Determine format of next meeting February 9.</p>	<p>Action</p> <p>Anderson</p>

STRATEGIC PLAN Working Draft December 2021

(To be finalized and ratified at January 2022 BOD Meeting)

ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION
<p>Alternate Revenue Tactics</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sell advertising on website <input type="checkbox"/> Fundraising Campaigns <input type="checkbox"/> Ticketed Events (Defer to Event Group) <input type="checkbox"/> Create La Jolla Branded items <ul style="list-style-type: none"> ▪ T-shirts, polos hats, jigsaw puzzle, cookbook <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>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>Membership Engagement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Increase attendance at monthly meetings <input type="checkbox"/> Increase Attendance at Marketing Happy Hours <input type="checkbox"/> Increase participation in election process, committees <input checked="" type="checkbox"/> Fill board vacancies immediately to insure forward momentum <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 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 EJL <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 checked="" type="checkbox"/> Focus on parking in tourism publications 	<p>Advance Social Media and Video Marketing</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 <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>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 ○ Photographers/IG Influencers ▪ Implement strategies to move people from the Cove to the Village with onsite marketing ▪ Coupon promotion with print media. <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"/> Charitable partnerships <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



STRATEGIC PLAN (UPDATED AUGUST 2021)

Included for comparison only. No action needed

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<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 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 - 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