



MINUTES MONTHLY MEETING

12 January 2022 / 4:00 PM Via Zoom

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting. Meeting called to order by Summer Shoemaker due to the absence of President, Amber Anderson.	Action	Summer Shoemaker, Secretary
2.	Roll Call - Natalie Aguirre, Amber Anderson (absent), Morgan Barnes, Jo Cullen, Cody Decker (absent), Karen Finerman, Andy Fotsch, Gabriela Guevara, Katey Longo, Michael Matthews (absent), Nicole Perez, Karen Roque, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director). To be sworn in: Nicole Perez, Jen Pham	Action	Summer Shoemaker, Secretary
3.	Approval of December Minutes Katie motions, Jo seconds. Abstain: Andy Fotsch, Nicole Perez. Motions passes with abstentions.	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) • Rachel Granadino – Chris Wards Office: new legislative and actions/events are posted on website. https://caasm.zoom.us/webinar/register/WN_F4kW6kW1THG3unJsR9nOig Website: https://a78.asmdc.org • Steve with Council Member LaCava – <ul style="list-style-type: none"> ○ working with officers regarding the multiple burglaries (24) that took place in the village this past year. • Jason Weisz – Tony Atkins Office: CalSavers will be reaching out. They are a state agency is charged with helping employees setup IRAs. Employers with 5 or more for employers not already providing IRA offering. Calsavers.com for more information. Jason.Weisz@Sen.CA.gov, CalSavers please go to CalSavers.com • Nicole Perez – commented on the amount of crime in the village, her store has been (Bang and Olufsen) • Michael Dorvillier – added to comments regarding theft in the village, parking lots, storage • Lauren Turton – be aware of increased COVID and support of restaurants 	Information	Jodi Rudick, Executive Director
5.	Financial Report – Amber Anderson Treasurer <ul style="list-style-type: none"> • December Financials Not ready due to illness. Will be reviewed next meeting. Audit will be ready hopefully next week. 	Action deferred to next month	Jo Cullen, Treasurer

Organizational Excellence		
1) Swearing in of Board Members <ul style="list-style-type: none"> • Michael Matthews (not present) • Nicole Perez – completed swearing in • Jen Pham – completed swearing in 	Action	Rudick
2) Open Board Seats (if any) <ol style="list-style-type: none"> Natalie Aguirre – resigning BOD position, taking a new role so no longer qualifies for board role in the village. She will remain as representative for traffic and transportation. Leaves and open board seat. Dr. Maddie Wallace, Owner, Awaken Chiropractic self-nominated and was appointed to the BOD. Morgan Barnes – motions to appoint. Lauren Turton – 2nds. Motion passes unanimously. 	Action	Rudick
3) Today’s scheduled Diversity and Inclusion Training has been postponed until in person meetings resume.	Action	Rudick

<p>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?</p> <p>a) 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. Motion: Summer Shoemaker, 2nd: Karen Roque. Motion Passes.</p> <p>b) 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.</p>	Information	
<p>Design/Village Improvements</p> <ul style="list-style-type: none"> • Enhance La Jolla and MAD Update • Enhance La Jolla Day – April 23. Celebration event at the museum. Butterfly theme!! Annual report is completed and will be in the paper this week. Next meeting is Jan 20th via Zoom. • Please communicate anything that you need and/or assistance in your area 	Information	Enhance La Jolla
<p>Promotions (See Marketing Committee Recap)</p> <p>1) Concours d'Elegance April – 22 – 24</p> <p>a) Thursday, April 21 –Jodi Reported that a Merchant Happy Hour is being planned for the Thursday of Concours.</p> <ul style="list-style-type: none"> • Friday Night – Ferrari Friday Asking and excited for the village to be partners and contributors in activating the village for this great event for La Jolla. Please join the marketing meeting to become involved in this event. <p>b) Saturday – Brake in the Village</p> <p>2) 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.</p> <ul style="list-style-type: none"> • Great success and everyone really has enjoyed. Suggestion to get flyers out in the galleries a little earlier to hand out to ppl. <p>3) Fitness Festival CANCELLED – Was scheduled for THIS Sunday, January 16 Unfortunately, <i>this event has been CANCELLED by the event promoter.</i></p> <p>4) 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> <ul style="list-style-type: none"> • Welcome to the new interns! We are thankful to have your valuable skills and your support! 	<p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Mike Dorvillier, Concours Chair</p> <p>Katey Longo, Art Walk Chair</p> <p>Karen Roque</p> <p>Morgan Barnes, Vice President</p> <p>Rudick</p>
<p>Strategic Plan Discussion and Ratification</p> <p>Draft strategic plan was discussed. Karen Roque made a motion (Cullen Second) to approve plan as submitted. Jodi suggested adding safety and security assessment to the Strategic Plan.</p> <ul style="list-style-type: none"> • Karen Roque, 2nd: Jo Cullen. Restated motion to include security assessment. Motion Passes unanimously • Attached plan reflects the following tasks: <ul style="list-style-type: none"> <input type="checkbox"/> Assess merchants regarding crime, safety and feeling of security in the village. <input type="checkbox"/> Work with La Jolla PD and community groups to address concerns. <input type="checkbox"/> Propose additional solutions based on findings 		
<p>Adjourn Meeting at 5:30 PM – Determine format of next meeting February 9.</p>	Action	Shoemaker

STRATEGIC PLAN Adopted by BOD on January 12, 2022

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

ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	VILLAGE DESIGN, BEAUTIFICATION & SECURITY	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"/> 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>Safety and Security</p> <ul style="list-style-type: none"> <input type="checkbox"/> Assess merchants regarding crime, safety and feeling of security in the village. <input type="checkbox"/> Work with La Jolla PD and community groups to address concerns. <input type="checkbox"/> Propose additional solutions based on findings <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 EJJ <p>Wayfinding 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

