



AGENDA MONTHLY MEETING (Strategic Planning Session)

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

MONTHLY MEETING AGENDA¹

1.	<p>Call to Order - Monthly Board Meeting. 410pm call to order by Amber</p>	Action	Amber Anderson, President
2.	<p>Roll Call - Natalie Aguirre, Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Karen Finerman, Andy Fotsch (absent), Gabriela Guevara, Katey Longo, Michael Matthews (absent), Nicole Perez (absent), Karen Roque, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director)</p>	Action	Summer Shoemaker, Secretary
3.	<p>Approval of November Minutes Jo motions to approve, Morgan seconds, no oppose, motion passes. Lauren and Karen abstain (absent last month)</p>	Action	Cullen
4.	<p>Non-Agenda Public Comments (limited to three minutes) Updates from Community/Political Leaders</p> <ul style="list-style-type: none"> • Steve Hadley – represents Joe LaCava office. Next Tuesday agenda for city council DOES NOT have vending ordinance as expected and referenced at last month’s meeting. Legislation is returning to committee. It may be reviewed early next year, but unknown at this time. • Latrell Crenshaw – SD City economic and development. Friday is officially first full month in role and here to support LJVMA and our community. <p>All other public comments (limited to three minutes)</p> <ul style="list-style-type: none"> • Jennifer – Pacific Sotheby’s, excited to join meeting for the first time. • Christi Carillo – Pacific Sotheby’s- first meeting also and happy to participate • Jen Pham – with Saigon Spring – gemologist/appraiser, this is her first meeting and excited to support her community. Has submitted application to fill open board seat. • Patrick Ahern – on multiple community committees, came to say hello and support • Ron Jones – LJ Town Council, said hello and referenced site: voiceoflajolla.com • Cory Jennings – ACE Mobility • Artillia Marcellous- Razmata’zz Boutique on Fay, selling women’s clothing, accessories, and specialty items. • Peggy – art teach and author. Met Jodi at art walk and was interested to attend a meeting. • Bill Podway – here in support, thank you Bill • Japhet Perez – Small business owner and previously helped on project for LJVMA • Natalie Aguirre (Board Member) – represents Traffic and Transportation Board committee. City is planning on fixing Hillside next year, wanted to notify that consideration was for work to be done Aug/Sept. Would like to suggest that we formerly push for later dates in the fall. <ul style="list-style-type: none"> ○ Suggestion to add to agenda next month to provide letter of support for later fall dates 	Information	Anderson
5.	<p>Financial Report – Amber Anderson Treasurer</p> <ul style="list-style-type: none"> • November Financials <ul style="list-style-type: none"> ○ Jo Cullen presented status. All is in order, balanced budget. Our Audit continues and should be completed soon. ○ Cody motions to approve, Karen seconds, no oppose, motion passes 	Action	Jo Cullen, Treasurer

<p>6.</p>	<p>Organizational Excellence</p> <p>1) Swearing in of Board Members (unable to attend last month's meeting)</p> <ul style="list-style-type: none"> i) Michael Matthews – not present ii) Nicole Perez – not present iii) Lauren Turton – sworn in by Amber Anderson <p>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</p> <ul style="list-style-type: none"> a) Jen Pham (Owner, Saigon Spring) b) Dr. Maddie Wallace, Owner, Awaken Chiropractic <p>Motion to appoint: Amber motions to accept Jen's application to the board. Katey seconds; none oppose, motion passes</p> <p>3) 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?</p> <ul style="list-style-type: none"> a) Coastal Access and Parking Board – Meeting quarterly or as needed. Next meeting is January 27, 2022. <ul style="list-style-type: none"> i) Jaffet – interested in representing LVMA. Jodi will fill him in, and we will appoint officially at the next meeting. b) PDO (Planned District Ordinance) – meets monthly or as needed. Bill – volunteers to continue representing LVMA on the PDO 	<p>Action</p> <p>Action</p> <p>Information</p> <p>Action</p>	<p>Rudick</p> <p>Amber Anderson, President</p> <p>Anderson</p> <p>Anderson</p>
<p>7.</p>	<p>Design/Village Improvements</p> <ul style="list-style-type: none"> 1. Enhance La Jolla and MAD Update 2. Ed Witt – not in attendance today but working hard and doing a great job. Cleanup after the parade was very successful and streets look great. 3. 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. Funding will be needed. <ul style="list-style-type: none"> o Reaching end of life – please review décor currently up and see how everyone feels about the décor and quality/status. 	<p>Information</p> <p>Information</p>	<p>Enhance La Jolla</p> <p>Rudick</p>
<p>8.</p>	<p>Promotions (See Marketing Committee Recap)</p> <p>1) Concours d'Elegance April – 22 – 24</p> <ul style="list-style-type: none"> a) Request to assist with New Friday Night Village Event. <ul style="list-style-type: none"> i) Ferrari Friday - this will take place on Prospect this year (moving from Lot). Sponsored by Ferrari. Asking for participation from area, restaurants, pre-fix menu + galleries, shops etc. ii) Saturday will once again be Brake in the Village – iii) Amber asked for support and ask for assistance/support. iv) Summer Shoemaker motion to approve supporting, Katie Longo seconds, no oppose, motion passes <p>2) Recap First Friday Art Walk – December 3. Next Art Walk is January 7</p> <ul style="list-style-type: none"> a) Katie Longo gave an update on the very first art walk. It was very busy and people were out and about, and so excited to participate. Galleries had incredible support from partners and incredible feedback, post event from those that visited the galleries. Great email capture. Mentioned possibility of building a theme around the monthly art walks. b) Jodi offered thanks to those that helped including ACE parking. They offered free parking for registering, 130 reservations/only 17 used it. <p>3) Marketing & Events Committee Monthly Happy Hour</p> <ul style="list-style-type: none"> a) December 14. 4:00 PM at Empress Hotel's Garden Patio. b) Morgan gave an update on the marketing meeting. Dough Momma is sponsoring pizza and wine, thank you!! c) January 25 (Back to regular, 4th Tuesday schedule) Mermaids and Cowboys <p>4) University of British Columbia/San Diego State University MBA Consulting Project</p>	<p>Action</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Anderson</p> <p>Katey Longo</p> <p>Morgan Barnes</p> <p>Rudick</p>

9.	Strategic Planning Session Transitioned to planning session – focus this year is to target specific tasks. Three areas to support our pillars: Lifestyle of La Jolla, Community Events, & Supporting our Merchants. Amber reviewed what the goals are for this year to set the group up for expectations/ideas.	Workshop Format	Rudick/Anderson
10	Adjourn Meeting – Determine format of next meeting January 12.	Action	Anderson

Marketing Committee Recap – November 2021

*Event Recaps

See dates:

Valencia Monday 11/30 - Jewish Chabat 12/2 Tree Lighting -

Starts at 4:30 Lights up at 5:45 pm

Claudette Berwin - Helped with Pillage the Village

*Strategic Planning Needs (Mark your calendar for December 8th from 4 – 6!)

*Family Oriented Events - Sub Committee - IDEA

Yana Mazurkiercz - Jana@yaaana.org

Kids Corner

LJ Library - Wednesday Story Time at the Park - Katia is the main contact

Family Friendly Menus

Reach out to restaurants and include them in the pitch

Geppetto's - Toy Shop

Puesto - Kid menu

Thank you cards to be sent out for Pillage The Village -

REBA

Claudette Berwin Realtor

Bill

Who made the visors ?

Upcoming Events -

First Friday Art Walk - Posters and flyers - are they getting passed out ? (IG)

1/16/22- Strength in the City - Who is involved and what they need from us (IG)

6 hours of content - they need to create and fill

25 vendor spaces and partnership

Two live info sessions - tomorrow at 12 noon and Tuesday at 10:30 am

Ask Madison for the link and follow up on the printed flyers for the event (From Jodi) Madison Fray (IG)

Kiwanis - 1/2 marathon - connect Madison to this guy

Bingo Cards - Is this still an idea ?

LJVMA -Can take the booth

Action Item > Morgan to work with Madison for the bingo card / coupons / and contacting organization

Action Item > Karen Roque to take on the day of booth - coordinating the volunteer hours - set up /duration and break down

Art Walk - 12/3/21

Pacific Sotheby's Starts Here

Is there a gallery that we could sponsor for their wine/beverages

Future upcoming events 2022

April - The Concord Event - Connecting the Merchants

Easter Egg Hunt / Scavenger

Enhance La Jolla Day - This is closer to the museum re-opening in April

What is Lime Light ? Program - Mini Social Media Take Over
Jennifer

Puzzle - Summer Shoemaker- Taking this one - Image or Art
La Valencia will create the contest and make the rules for the prize

Pre-Sale orders

Retailers to buy in bulk at wholesale to sell in their stores

Social Media Planning -TBD

Web Site Updates - TBD

Next Marketing Meeting - 12/14/21 Empress Hotel



Draft December 2021 – Notes from President Amber Anderson

Our Mission: We Bring Business to La Jolla Village.

Guiding Principle: LaJolla Village Merchants Association is HERE TO SUPPORT OUR MERCHANTS AND OUR COMMUNITY:

Target Markets – Our target market is focused on two areas: Merchants and Community engagement

1. Merchants
2. La Jolla Village Community

La Jolla by the Sea Brand Content Pillar to reach target markets

- 1) **Lifestyle of La Jolla -**
 - a) **Produced Video content with SEO Value-**
 - i) **Ideas:** Top 3/Love it Like a Local/My Three Favorite Things, holiday shopping destinations, 3 best brunches with a view, top pet resources , 3 great date nights with a view, best places to work out, best happy hours in town showcasing our merchants **NEED MERCHANT FEEDBACK ON IDEAS AND GET LIST OF WHO WANTS TO BE SHOWCASED,** (there is a quick shot list to participate)
 - b) **La Jolla by the Sea Swag and gifts, puzzles, towels ect** (*Merchants can sell in their stores*)
 - c) **Brainstorm additional ways to show off lifestyle of La Jolla (Wayfinding signage/directories to get to main attractions/seals/sea lions/coast)**
- 2) **Community Events**
 - a) **Calendar-** build out and share the la jolla by the sea calendar to become the resource guide for la jolla on all events and happenings
 - b) **Digital Signage,** Kiosk with village directory of local businesses? **Need feedback on locations**
 - c) **Monthly Marketing and Networking** (*Merchants can host*)
 - d) 3 Signature events
 - i) First Friday Art Walk
 - ii) La Jolla Concours D' Elegance April 22 through 24- Friday night party and Saturday brake in the village ?

- iii) **Pick the 3rd area to focus. (Pillage the Village, Business Breakfasts, Philanthropic partnerships, January Event at the cove, La Jolla Christmas Parade and Holiday Celebration, (NEED MERCHANT FEEDBACK ON WHAT THEY WANT to do**

- 3) **Local Business Highlights**
 - a) Business Limelight
 - b) advertisements in la jolla light
 - c) social media promotion
 - d) **brainstorm additional ways to highlight businesses**
- 4) **Increase Engagement with Merchants and the Local Community through:**
 - a) Monthly Newsletter
 - b) Merchants Facebook Group and Social Media
 - c) Monthly events (First Friday Art Walk), Signature Events, and Board Meetings
 - d) **Partnership with local organizations: NEED MERCHANT FEEDBACK OF WHO TO SUPPORT**(Service Clubs, Charitable Organizations, La Jolla Join Committees (Enhance La Jolla, CPA, DPO, Traffic and Transportation, La Jolla Coastal Access and Parking, Town Council, etc) Service Clubs - La Jolla Rotary, Kiwanis, Soroptimist, Las Patronas, Junior League, etc); San Diego Chamber of Commerce, Charitable Groups (Rady's, Humane Society, Voices for Children, etc)
 - e) **Brainstorm additional ways for engagement**
- 5) **Overview of 12 Month Marketing Plan for 2022 (Integrated MarCom Calendar created in Google. Shareable and easy to edit by team members**
 - a) Newsletter 1 x per month
 - b) Social Media 7 x per week includes video content
 - c) Facebook, Instagram, Twitter
 - d) 12 Monthly community events (First Friday of each Month)
 - e) 12 Monthly Merchant events(Tuesday marketing and networking meeting)
 - f) 2 to 3 signature events (April 22 and 23 , October 31st)
 - g) Full list merchant outreach (Election mailing)



STRATEGIC PLAN 2022-23(DRAFT)

KEY: Ongoing initiatives New Initiative

ORGANIZATIONAL EXCELLENCE	MERCHANT DEVELOPMENT	DESIGN AND BEAUTIFICATION	EVENTS AND PROMOTION
<p>Ways and Means Explore new funding sources</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Sponsorship <input checked="" type="checkbox"/> Develop 501 (c)3 <p>Alternate Revenue</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Sell advertising on website <ul style="list-style-type: none"> <input type="checkbox"/> Fundraising Campaigns <input type="checkbox"/> Add ticketed or VIP options to "free" events (Defer to Event Group) <input type="checkbox"/> Create La Jolla Branded items <ul style="list-style-type: none"> <input checked="" type="checkbox"/> T-shirts, polos hats, <input type="checkbox"/> Jiigsaw puzzle <input type="checkbox"/> NFTs <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 <input checked="" type="checkbox"/> Adhere to Board Compliance Standards (City of San Diego) <input checked="" type="checkbox"/> Meet with all new board members 	<p>Membership Engagement</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Increase attendance at monthly meetings <input checked="" type="checkbox"/> Increase Attendance at Marketing Happy Hours <input checked="" type="checkbox"/> Increase participation in election process, committees <input checked="" type="checkbox"/> Fill board vacancies immediately to insure forward momentum <input checked="" type="checkbox"/> Prioritize Facebook Merchant Group <input type="checkbox"/> Use direct mail to reach merchants <p>Merchant 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"/> Behind the scenes/Facility <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>Promote 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 <input checked="" type="checkbox"/> Spaces as Places <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>Promote www.parklajolla.com website</p> <ul style="list-style-type: none"> <input type="checkbox"/> Align with overall Wayfinding Plan <input checked="" type="checkbox"/> Parking focus tourism publications 	<p>Create Integrated Marketing Plan and Calendar</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Shareable calendar allows for accountability, tracking and cohesion <input checked="" type="checkbox"/> Create shareable messaging/graphics/posts <p>Advance social media and video Marketing</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Develop Limelight Merchant Program <input checked="" type="checkbox"/> Continue to add Blog Features <input checked="" type="checkbox"/> Promote Event Calendar <input checked="" type="checkbox"/> Social sharing links in all media <input checked="" type="checkbox"/> Promote #mylajolla <input checked="" type="checkbox"/> Paid boosts and ads <input checked="" type="checkbox"/> Connect with Influencers <input checked="" type="checkbox"/> Build channels: You Tube, SlideShare, TikTok <p>Signature Event (Ongoing)</p> <p>First Friday Art Walk -</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 16 Galleries, Involve others <input checked="" type="checkbox"/> Create monthly themes in advance allowing galleries to plan, coordinate with partners <input checked="" type="checkbox"/> Explore pop-ups <input checked="" type="checkbox"/> Allow retailers to take part <input checked="" type="checkbox"/> Add new features <ul style="list-style-type: none"> <input type="checkbox"/> Art lessons <input type="checkbox"/> Lectures <input type="checkbox"/> Family Studio <input type="checkbox"/> Demos <input type="checkbox"/> Community Art Projects <input checked="" type="checkbox"/> Encourage cross promotions <input checked="" type="checkbox"/> "Bingo" card/gamification to motivate return visits <p>Signature Events (Annual)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Strength in the City (January 16, 2022) <input type="checkbox"/> Concours D'Elegance <ul style="list-style-type: none"> <input type="checkbox"/> Ferrari Friday Night - <input checked="" type="checkbox"/> Brake in the Village <input type="checkbox"/> Spring Egg Hunt – Similar to Pillage the Village, Scavenger Hunt Style <input checked="" type="checkbox"/> Pillage the Village <input checked="" type="checkbox"/> Small Business Saturday <input type="checkbox"/> Holiday Festival <p>Co-op advertising</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Support collaborations between multiple merchants <input checked="" type="checkbox"/> Implement strategies to move people from the Cove to the Village with onsite marketing <input checked="" type="checkbox"/> Coupon promotion with print media. <input type="checkbox"/> Charitable partnerships (Partnership Cards) <input checked="" type="checkbox"/> Destination/tour management companies <p>Data-based decision making</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Update Visitors Survey every two years <input checked="" type="checkbox"/> Consulting project with Fowler University <input checked="" type="checkbox"/> Annual Merchant Survey

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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 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 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 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



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