



# AGENDA MONTHLY MEETING

**9 February 2022 / 4:00 PM Via Zoom**

MONTHLY MEETING AGENDA<sup>1</sup>

1.	<b>Call to Order - Monthly Board Meeting.</b>	Action	Amber Anderson, President
2.	<b>Roll Call</b> -Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker, Karen Finerman, Andy Fotsch, Gabriela Guevara, Katey Longo, Michael Matthews, Nicole Perez, Jen Pham, Karen Roque, Summer Shoemaker, Lauren Turton, Jodi Rudick (Executive Director). To be sworn in: Maddie Wallace	Action	Summer Shoemaker, Secretary
3.	<b>Approval of January Minutes (Link to Minutes:</b> <a href="http://lajollabythesea.com/wp-content/uploads/2022/01/January-2022-Minutes-ss-jr.pdf">http://lajollabythesea.com/wp-content/uploads/2022/01/January-2022-Minutes-ss-jr.pdf</a>	Action	Shoemaker
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes) <ul style="list-style-type: none"> <li>• Updates from Community/Political Leaders</li> <li>• All other public comments (limited to three minutes)</li> </ul>	Information	Jodi Rudick, Executive Director
5.	<b>Special Presentation by District Attorney Summer Stephan</b>	Information	DA Summer Stephan
6.	<b>Financial Report – Jo Cullen, Treasurer</b> <ul style="list-style-type: none"> <li>• December Financials</li> <li>• January Financials</li> </ul>	Action	Jo Cullen, Treasurer
7.	<b>Organizational Excellence</b> 1) <b>Swearing in of Board Members</b> i) Dr. Maddie Wallace 2) <b>Audit</b> – Action requested from BOD to accept the audit findings so that tax returns can be filed. 3) <b>City Budget Process</b> has begun – Draft budget submitted on February 1 to Economic Development Department.	Action Action Information	Amber Anderson, President Anderson Rudick
8.	<b>Design/Village Improvements</b> 1. <b>Enhance La Jolla and MAD Update</b>	Information	Enhance La Jolla
9.	<b>Promotions (See Marketing Committee Recap)</b> 1) <b>Jazz on Prospect – March 4 (coincides with Art Walk)</b> 2) <b>Concours d’Elegance April – 22 – 24</b> a) <b>Thursday, April 21 – Jazz on Prospect Merchant Happy Hour with Anna Danes</b> b) <b>Friday Night – Ferrari Friday Update</b> c) <b>Saturday – Brake in the Village</b> 3) <b>Spring Forward Storytime Scavenger Hunt with La Jolla Riford Library Marketing &amp; Events Committee Monthly Happy Hour</b> a) <b>Thanks to Mermaids and Cowboys for a wonderful Happy Hour Locations and sponsors have been secured for the next several meetings.</b> b) <b>February 22 – Jose’s Courtroom</b> c) <b>March 22 – El Avocado</b> d) <b>April 26 – Piazza 1909</b> e) <b>May 24 – BFree Gallery</b> 4) <b>NFT (Non-Fungible Tokens) – Suggest forming a working group to further explore the concept and present to the BOD in the next few months.</b> 5) <b>Jigsaw Puzzle</b> 6) <b>Recap February First Friday Art Walk.</b> – March Theme is Luck, April - Laugh 7) <b>Gift the Gift of La Jolla – E gift Card Program –</b>	Information Information Information Information Action Information Information Information	Anderson Anna Danes, Event Coordinator  Morgan Barnes, Vice President  Laruen Turton  Summer Shoemaker Katey Longo, Chair Rudick
10	<b>Adjourn Meeting – Determine format of next meeting February 9.</b>	Action	Anderson

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

