



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
MINUTES MONTHLY MEETING

9 March 2022 / 4:00 PM Via Zoom

MONTHLY MEETING AGENDA¹

<p>Call to Order - Monthly Board Meeting.</p>	Action	Amber Anderson, President
<p>Roll Call -Amber Anderson, Morgan Barnes, Jo Cullen, Cody Decker (absent), Karen Finerman, Andy Fotsch, Gabriela Guevara, Katey Longo, Michael Matthews (absent), Nicole Perez, Jen Pham absent, Karen Roque absent, Summer Shoemaker, Lauren Turton (absent), Maddie Wallace, Jodi Rudick (Executive Director).</p>	Action	Summer Shoemaker, Secretary
<p>Approval of February Minutes (Link to Minutes): <i>Amber Anderson: motions, Jo Cullen: Seconds, motion passes, no abstentions</i></p>	Action	Shoemaker
<p>Non-Agenda Public Comments (limited to three minutes)</p> <ul style="list-style-type: none"> • Updates from Community/Political Leaders <ul style="list-style-type: none"> ○ Rachel Granadino – ASM Ward: mentioned current updates from ASM Wards office including to COVID sick pay requirements. He has also been added to some new roles within the assembly. For needs or questions contact: e-mail: rachel.granadino@asm.ca.gov cell: (619) 431-0674 District Office: 619-645-3090 Website: https://a78.asmdc.org/ ○ Cipriano Vargas – Terra Lawson- Remer office. Working on carpool lanes on the 5, representative for SANDAG. Also here to assist with information and city services, including county grants/covid relief funds. ○ cipriano.vargas@sdcounty.ca.gov County advancing climate action by divesting in fossil fuels: https://www.kpbs.org/news/local/2022/03/01/county-supervisors-vote-to-divest-from-fossil-fuel-industries Sign up for the upcoming grant webinar on April 7th at 1:00pm: https://us06web.zoom.us/meeting/register/tZUvcuirrT4tEt0siG9HxrJ7h0gOXOoYjq4t Sign up for more updates from the County via our newsletter at: https://remer.nationbuilder.com/join ○ Steve Hadley – Joe LaCava Office. Short term rental ordinance was reviewed recently. Vending ordinance passed and will be reviewed by Coastal Commission now. Outdoor dining ordinance will go to Coastal commission soon also. • All other public comments (limited to three minutes) <ul style="list-style-type: none"> ○ No other public comments 	Information	Jodi Rudick, Executive Director
<p>Financial Report – Jo Cullen, Treasurer</p> <ul style="list-style-type: none"> • February Financials • Audit – 2021 Taxes filed, auditor has been paid in full, audit is now posted on website as required <p>a) <i>Morgan Barnes - motions, Karen seconds. No abstentions or nays, motion passes</i></p>	Action Information	Jo Cullen, Treasurer

<p>Organizational Excellence</p> <ol style="list-style-type: none"> 1. Open Board Seat. Michael Matthews resignation due to work demands and travel schedule. Action to accept Michael’s resignation <ol style="list-style-type: none"> a) Karen Roque - motions, Amber Anderson - seconds. No abstentions or nays. Motion passes. 2. Open joint committee seat – There is an open seat on the Traffic and Transportation Board. Bill Podway has expressed interest. Action to fill seat. <ol style="list-style-type: none"> a) <i>Amber Anderson - motions, Morgan Barnes - Seconds. No abstentions or nays. Motion passes.</i> 	Action	Amber Anderson, President
	Action	Rudick

<p>3. Grants</p> <p>b) MOU drafted with SDGE. \$2000 sponsorship in exchange for LJVMA’s promotional assistance (allow table at events when appropriate, post articles on blog, allow access to post on Facebook Group). Action required: accept sponsorship from SDGE. Megan Rigby</p> <p>i) <i>Summer Shoemaker – motions, Jo Cullen – seconds. No abstentions or nays. Motion passes.</i></p> <p>c) Grant Submitted to County – Community Enhancement (COVID specific)</p> <p>d) Working on CIP (Capital Improvement) Grant with Various Community Groups to fund directories and static wayfinding and direction signs</p>	Action	Rudick
<p>Design/Village Improvements</p> <p>1. Enhance La Jolla and MAD Update Enhance La Jolla Day is April 23</p> <ul style="list-style-type: none"> o <i>Ed Witt: MAD will be filling in tree wells from Girard to Fay, Girard to Kline. Reminder: April 23 is Enhance La Jolla Day at Contemporary Art Museum. Week of Concours vendors have been notified to be prepared for extra trash that busy weekend.</i> o <i>Enhancelajolla.org to contact for assistance from MAD. Also reminder to use Get It Done SD app. Submit work orders to City.</i> <p>2. Vision La Jolla Streetscape Plan – requestion action to support concept.</p> <ul style="list-style-type: none"> o Trace Wilson – presented draft plan for current outline of Streetscape Plan. o Requested motion of support from board: <ul style="list-style-type: none"> ▪ <i>Amber Anderson – motions, Jo Cullen – seconds. No abstentions or nays. Motion passes.</i> 	Information	Enhance La Jolla
<p>Merchant Engagement* See strategic plan – Merchant Mixer to take place following Marketing Committee Meeting on April 26. Thanks to La Valencia for donating their space and refreshments for this social.</p> <ul style="list-style-type: none"> • Jo Cullen, motions, Morgan Barnes, seconds. No abstentions or Nays. Motion passes. 	Action	Amber Anderson
<p>Promotions (See Marketing Committee Recap)</p> <p>1) Recap March First Friday Art Walk. –</p> <ul style="list-style-type: none"> a) Themes - April Theme is LAUGH, May – FIESTA, June – PRIDE b) Next steps are to increase partnerships by inviting non-gallery businesses to get involved: sponsor a gallery, assist with refreshment costs, arrange/fund entertainment, volunteer the night of the event. Exchange sponsorship for the chance to promote business and have face time with visitors in a very inexpensive way. c) Jazz on Prospect (aka Curbside Concerts) - Coincided with Art Walk and was a great success. Received great PR coverage thanks to Anna Danes, Faby Rangel and others involved with the event. Could this be regular part of Art Walk expanding into “performing arts?” Featured performer at Sotheby’s Plaza? Belly Bars? d) Anyone interested in becoming part of Art Walk can contact Jodi or Katey. <ul style="list-style-type: none"> i) <i>Comments from Katie: were shared to move concerts on future days to a later time frame to not compete with art walk directly and</i> <p>2) Spring Forward Storytime Scavenger Hunt with La Jolla Riford Library</p> <ul style="list-style-type: none"> a) This Sunday, March 13 from 11 – 2 b) Still need a couple of volunteers to help with Set-up, Check-in, Check out. Volunteers should arrive by 9:30. c) Maps and program will guide families through the village finding “clues” to spell out a phrase. (12 stops) d) Two Interactive Storytimes (11:30 and 1:30) with Katia from la Jolla Riford Library and Sonia from Warwick’s e) Happy to welcome CHP to the event. <p>3) Marketing & Events Committee Monthly Happy Hour</p> <ul style="list-style-type: none"> a) Thanks to Jose’s Courtroom for a wonderful Happy Hour Locations and sponsors have been secured for the next several meetings. b) March 22 – El Avocado c) April 26 La Valencia – Followed by Merchant Mixer d) May 24 – BFree Gallery e) June28 – Piazza 1909 <p>4) Concours d’Elegance April – 22 – 24</p> <ul style="list-style-type: none"> a) Thursday, April 21 – Jazz on Prospect with Anna Danes – A community event. Sotheby’s is hosting. b) Friday Night – Ferrari Friday Update – 	Information	Katey Longo, Art Walk Chair
	Information	Rudick
	Information	Morgan Barnes, Marketing Chair
	Information	Anderson

<ul style="list-style-type: none"> i) 51 merchants have registered. ii) Maps are in design process. iii) Businesses can still be part of the event by decorating storefront, offering a car-themed special. iv) Website will be updated up until the week of the event. <p>c) Saturday – Brake in the Village – This will be a passive event.</p> <ul style="list-style-type: none"> i) Looking for musicians to busk in the village. ii) Special ad section with La Jolla Light, no specific shopping map, iii) Window decorating contest for merchants with prize to be determined. <p>5) Jigsaw Puzzle update</p> <p>a) <i>Artist is coming to La Jolla at the end of the month to work on the final draft of the artwork! Draft feedback has been provided.</i></p>	Information	Shoemaker
<p>Adjourn Meeting – April Meeting will take place in person and will include our (rescheduled from January) Diversity and Inclusion Training. This is a mandatory training for all board members. Committee members/volunteers are welcome and highly encouraged to attend.</p> <ul style="list-style-type: none"> • Meeting adjourned @ 5:14pm 	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>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</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 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

