



MINUTES MONTHLY MEETING

13 April 2022 / 4:00 PM Empress Hotel

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Amber Anderson, President
2.	Roll Call -Amber Anderson (present), Morgan Barnes (absent), Jo Cullen (present), Cody Decker (absent), Absent Karen Finerman (absent), Andy Fotsch (absent), Gabriela Guevara (present), Katey Longo (present), Nicole Perez (present), Jen Pham (absent), Karen Roque (present), Summer Shoemaker (present), Lauren Turton (absent), Maddie Wallace (present), Jodi Rudick (present) (Executive Director).	Action	Summer Shoemaker, Secretary
3.	Approval of February Minutes (Link to Minutes: Amber Anderson motions, Jo Cullen seconds. Yes: 7, No: 0, Abstention: 0	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) <ul style="list-style-type: none"> ○ Joe La Cava Office: dining ordinance for La Jolla area has to be reviewed by coastal commission. Pending final update. Councilmembers will be submitting for an extension of the covid ordinance to ensure businesses can continue to operate while pending with Coastal. ○ Jodi mentioned ordinance regarding the signage approval ordinance that was also lifted as part of this ordinance. • Cody Pederson: recommended the LJVMA for \$15,000 in additional funding. • Latrelle Crenshaw – City of SD: two programs currently available: <ul style="list-style-type: none"> ○ Storefront improvement program has returned. Accepting applications – 50/50 match or up to \$8k for storefront improvements. \$46K is available. sdbusiness@sanidiego.gov for more information and to contact. ○ Lending Program: helping small businesses adapt to economic recovery, loan amounts range from \$25K and up sdbusiness@sanidiego.gov 	Information	Jodi Rudick, Executive Director
5.	Financial Report – Jo Cullen, Treasurer <ol style="list-style-type: none"> 1) March Financials 2) Jo presented – total assets at \$156,501. Nothing else to report. 3) Karen Roque motions to approve, Katie Longo seconds. Yes: 7, No: 0, Abstention: 0 	Action Information	Jo Cullen, Treasurer
6.	Organizational Excellence <ol style="list-style-type: none"> 4) Open Board Seat. Lauren Turton has resigned from the board due to a shift in her business responsibilities. There are now two open board seats. These will be promoted at Merchant Happy Hour in April where self-nomination forms will be on hand. Review any self-nominations that have been received. <ol style="list-style-type: none"> a) No applications at time of meeting. Expect more next month and after Mixer. 5) Grants <ol style="list-style-type: none"> a) Grant Submitted to County – Community Enhancement (COVID specific ARPA Grant) b) Working on CIP (Capital Improvement) Grant with Various Community Groups to fund directories and static wayfinding and direction signs 	Action Information	Amber Anderson, President Rudick
7.	Design/Village Improvements		

	<p>1. Enhance La Jolla and MAD Update Enhance La Jolla Day is April 23 in front of Museum of Contemporary Art. Confirm Volunteers for this 2nd Annual community event.</p> <ul style="list-style-type: none"> o No presence from MAD today. Jodi reminded group of Enhance La Jolla Day at the museum on 4/23. 	Information	Enhance La Jolla
8.	<p>Merchant Engagement - Merchant Mixer to take place on April 26 following Marketing Committee Meeting. Time of mixer is 4:30 and will take place at La Valencia. RSVPs are being collected. Event has been marketing in newsletter, in agenda email sent this week and physical invitations will go out next week.</p>	Information	Amber Anderson
9.	<p>Promotions (See Marketing Committee Recap)</p> <p>1) Recap April First Friday Art Walk.</p> <ul style="list-style-type: none"> a) Themes – May Theme is Fiesta, May – FIESTA, June – PRIDE b) More locations participated in April than ever before (total of 19 locations) Continue reaching out to prospective 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) Anyone interested in becoming part of Art Walk can contact Jodi or Katey. <ul style="list-style-type: none"> (a) Successful event again! Next event is ‘Fiesta’ themed on May 6th! (b) We still need partners and sponsorships and looking for anyone that wants to be involved. <p>2) Spring Forward Storytime Scavenger Hunt with La Jolla Riford Library Recap</p> <ul style="list-style-type: none"> a) Estimated attendance – 370 b) Onsite feedback was very positive, several emails received from grateful parents. c) Survey sent to all participating merchants/vendors/partners d) Suggestions from Marketing Committee <ul style="list-style-type: none"> i) Really successful and had a really great time. many positive comments in return and nice to have a great family friendly event. Talking about doing something twice a year with the Library. <p>3) Marketing Happy Hours -- Thanks to El Avocado for a wonderful Happy Hour Locations and sponsors have been secured for the next several meetings.</p> <ul style="list-style-type: none"> a) April 26 La Valencia – Followed by Merchant Mixer b) May 24 – BFree Gallery c) June 28 – Piazza 1909 <p>4) 100 Days of Summer – Joint Promotion with OB and PB. Action requested to engage in joint promotion with OB and PB to develop publicity and promotional campaign to shine the light on the unique events and characteristics of these three iconic beach communities and their similarities as the perfect summer destinations. Any organization hosting an event anywhere in</p> <ul style="list-style-type: none"> a) Summer motions, Jo seconds. Yes: 7, No: 0, Abstention: 0 <p>5) Lion King Promotion: Jodi updated us on a Disney partnership and promotion for the Art Walk in August. Board motioned to support in continuing the conversation and partnership with Disney to promote.</p> <ul style="list-style-type: none"> a) Amber motions, Karen R. seconds: Yes: 7, No: 0, Abstention: 0 <p>6) Concours d’Elegance April – 22 – 24</p> <ul style="list-style-type: none"> a) Overall Concours Information b) Friday Night – Ferrari Friday Update <ul style="list-style-type: none"> i) 52 merchants have registered. Information is available on LJVMA website. ii) Website will be updated up until the week of the event. iii) Hard copies of maps will be distributed next week. c) Window/Storefront Decorating Contest - Businesses can still be part of the event by decorating storefront, offering a car-themed special, using Point of Purchase techniques to encourage visitors to shop/dine with them. d) Saturday – Brake in the Village – Passive Shopping Event with Advertising Support <ul style="list-style-type: none"> i) Looking for musicians to busk in the village. ii) Amber working on getting cars staged in the village. 	<p>Information</p> <p>Information</p> <p>Action</p> <p>Information</p>	<p>Katey Longo, Art Walk Chair</p> <p>Amber Anderson</p> <p>Rudick</p> <p>Anderson</p>

	<p>iii) Special ad section with La Jolla Light, no specific shopping map. Anyone interested in purchasing an ad should contact cheryl.troncellito@lajollalight.com.</p> <p>e) Jigsaw Puzzle update</p> <p>i) Art for puzzle is completed! We are waiting on the professional digital scan and then will move forward with digital art work for box/perimeters.</p>	Information	Shoemaker
10	<p>Adjourn Meeting. Next meeting will take place at La Jolla Riford Library May 11 at 4:00 PM. Adjourned at 4:55p</p>	Action	Anderson

Diversity and Inclusion Training will begin immediately following with quick break to grab refreshments.

STRATEGIC PLAN 2022

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

