



AGENDA MONTHLY MEETING

8 June 2022 / 4:00 PM La Jolla Riford Library

MONTHLY MEETING AGENDA¹

1.	Call to Order - Monthly Board Meeting.	Action	Amber Anderson, President
2.	Roll Call - Amber Anderson, Morgan Barnes, Jo Cullen, Gabriela Guevara, Katey Longo, Nicole Perez, Jen Pham, Karen Roque, Summer Shoemaker, Maddie Wallace, Jodi Rudick (Executive Director). To be sworn in: Bill Podway, Brandon Lindley, Hallie Swensen. Opening Quorum is 5 members.	Action	Summer Shoemaker, Secretary
3.	Approval of April Minutes	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) 	Information	Jodi Rudick, Executive Director
5.	Organizational Excellence <ol style="list-style-type: none"> 1) Swearing in of Brandon Lindley, Bill Podway, Hallie Swenson – Signed Board Orientation Plan, Conflict of Interest and Swearing in statements to be collected and kept on file. 2) Two Open Board Seats <ol style="list-style-type: none"> a) Self-Nominations to Consider: <ol style="list-style-type: none"> i) Vahid Moradi, CW Charles (no candidate statement) ii) Chad Taggart, Lobster West (Candidate Statement Attached) iii) Tamar Goldman-Sachs 3) Annual By-laws review – Karen Roque and Summer Shoemaker will conduct annual review and make recommendations, if any at next month’s meeting 4) Jodi Rudick Performance Review. Request action to accept Executive Board recommendation. 	Action Action Information Action	Karen Roque, Executive Administrator Amber Anderson, President Summer Shoemaker Anderson
6.	Financial Report – Jo Cullen, Treasurer <ol style="list-style-type: none"> a) April/May Financials b) Ways and Means – Conducted a join meeting of La Jolla Community Group with County Grants office. 	Action Information	Jo Cullen, Treasurer Rudick
7.	Design/Village Improvements <ol style="list-style-type: none"> 1. Enhance La Jolla 2. Wayfinding Proposal (Attached) 	Information Information	Enhance La Jolla Rudick
8.	Merchant Engagement – Happy Hour attracted about 20 attendees. Bfree Gallery was a great location. Food provided by Small Goods.	Information	Amber Anderson
9.	Promotions <ol style="list-style-type: none"> 1) Marketing Chair Update – Morgan is focusing energies on new work commitments. Brandon Lindley has volunteered to take on Marketing Chair role. Others are invited to volunteer. Action: Vote on new Marketing Committee Chair. 2) Upcoming Art Walk Themes: <ul style="list-style-type: none"> June Art Walk – Recap July – Red, White and Blues August – <i>Akuna Matata</i> OR Conservation Theme (Lion King tie-in) September – Learn (Tie in with Spirit Festival. Cocktail making lessons. Mini workshops about art? Collecting?) October – Spirits (La Jolla Art and Wine Festival is same weekend. Discuss with Art Walk Planning Group November – Gratitude 	Action Information	Anderson Katey Longo, Art Walk Chair

	<p>December – Holidays (Jingle Bells, Giving, January – Wellness (Live, Health, Longevity) February – Love (Amour, Crush, Cherish)</p> <p>3) First VIP Art Walk Experience to be held in August with University Club Art Group. They will be bringing up to 40 art patrons/enthusiasts to Art Walk one hour early for a curated tour of four or five galleries. They will have time to visit other galleries on their own and will meet for a wine tasting and dinner. No cost to association. Dinner will be paid for by guests. Looking for restaurants interested in hosting the wine/spirit tasting. If interested contact Jodi.</p> <p>4) Lion King Promotion – Update from David Morgan, Disney promotions a) All of July and beginning of August – Photo Safari in La Jolla Village b) La Valencia to host poolside screening of Lion King animated movie c) Trails Clean Up – Friends of Coast Walk Trail d) Themed menu items/cocktails/merchandise in restaurants/shops</p> <p>5) La Jolla Restaurant and Event App – Presentation by Abdi Chattergee</p> <p>6) Marketing Happy Hours -- Thanks to BFree Studio for hosting May Marketing Happy Hour. Food provided by Small Goods. Happy Hour Locations and sponsors have been secured for the next several meetings. a) June 28 – Piazza 1909 b) July 26 – Birdseye Rooftop Restaurant & Bar c) August 23 – Host Needed d) September – Cove House</p> <p>7) 100DaysofSummer.fun – Redirect to Event Calendar is now live. Focus on La Jolla as we fill up our event calendar.</p> <p>8) Jigsaw Puzzle update – Artwork for puzzle and box have been completed and production is moving along.</p>	<p>Information</p> <p>Action Information</p>	<p>David Morgan</p> <p>Famished Team Rudick</p> <p>Shoemaker/Rudick</p>
10	<p>Adjourn Meeting. July 12, 4:00 PM, La Jolla Riford Library</p>	<p>Action</p>	<p>Anderson</p>

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

