



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 (absent), Jo Cullen (absent), 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. 8 Sworn Members present at time of roll call.	Action	Summer Shoemaker, Secretary
3.	Approval of May Minutes - http://lajollabythesea.com/wp-content/uploads/2022/06/Minutes-May-2022-ss-jr-1.pdf Amber motions to approve, Nicole seconds, all approve	Action	Shoemaker
4.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> • Updates from Community/Political Leaders <ul style="list-style-type: none"> ○ Steve Hadley, Council District 1, Joe La Cava Office: ○ Vending ordinance goes into effect 6/22. It is enforceable everywhere except the coastal zone. Some areas are not enforceable by coastal commission, including grass areas and food vending enforcement so city has been asked to do their best to enforce in these areas while coastal commission reviews ordinance. No date yet to go to the Coastal Commission currently. ○ July 13 – end of street/sidewalk emergency ordinance, all sidewalk/patio/street dining will require a permit after July 13. See below information from Latrell also regarding. ○ Steve has been visiting businesses to inform them and a city letter was provided and being distributed to businesses impacted outlining information and details regarding the temporary outdoor business operations (TOBO). • Latrell Crenshwa, City of San Diego: <ul style="list-style-type: none"> ○ Spaces to Places, economic development dept is available to assist in supporting questions. City has defined rules and regulations regarding spaces to places and review the design manual and reach out . <ul style="list-style-type: none"> ▪ VISIT: sandiego.gov/permits/spaces-as-places for more information and for resources. ▪ SDbusiness@sandigo.gov for questions and assistance. Response rate is currently 84% in 2 business days in May. Goal is to answer all in 2 days but technical questions, other depts it may take longer. This is a resource for assistance and great resource for funding, starting a business, other state/city entity support also. ▪ City point person: Chris Larsen, Development Services Dept ▪ Looking at providing an education session for BIDS, more information to come. ○ Coastal Commission Issue: City is still waiting on guidance from Coastal, encourage businesses in coastal areas to please still apply for spaces to places so they are working thru the process and when coastal commission process is complete they hope the process will be smoother for those with permits. ○ Jodi commented briefly on sidewalk permitting/BID enforcement on sidewalk cafes and review for future BID updates. ○ Planning for a city meeting/merchant engagement to give City updates and be able to answer ○ Cody Patterson, County of San Diego: Supervisor Lawson – Remer Office, <ul style="list-style-type: none"> ▪ Currently in budget process 	Information	Jodi Rudick, Executive Director

	<ul style="list-style-type: none"> ▪ Commented on grants distributed to La Jolla Playhouse, Rotary, LJVMA and others, great for La Jolla! Looking for additional ideas on investments that would bring broad positive impact to the visitors and residents as they continue to look at opportunities to provide additional investments/grants to the community. ▪ Commented on South SD beach closures and how county is looking/working to address/fine tune testing and concerns related to this serious issue. ▪ Commented on county review of sea level rise and impact on our coastal zones. <ul style="list-style-type: none"> • All other public comments (limited to three minutes) <ul style="list-style-type: none"> ○ Liz Edwards – San Diego Spirits Festival, at Museum of Contemporary Art Sept 24 – 25, 2022. 		
5.	<p>Organizational Excellence</p> <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. <ul style="list-style-type: none"> • Karen Roque swore in the 3 new board members. Welcome new board members! 2) Two Open Board Seats <ul style="list-style-type: none"> • Self-Nominations to Consider: <ol style="list-style-type: none"> i) Vahid Moradi, CW Charles (no candidate statement) – not in attendance ii) Chad Taggart, Lobster West (Candidate Statement Attached) <ul style="list-style-type: none"> Excited to be part of La Jolla community and have Lobster West in La Jolla complete and open! iii) Tamar Goldman-Sachs, Cormorant – Director of Digital Marketing <ul style="list-style-type: none"> Would like to be involved and know the community, brings marketing skills and digital knowledge and here to contribute. • Kate Longo motions for Chad Taggart, Bill Podway seconds. No abstentions or nays. Motion passes. • Bill motions for Tamar with Cormorant, Nicole seconds, no abstentions or nays. Motion passes. <ol style="list-style-type: none"> i) Chad & Tamar – welcome to the LJVMA Board!! 3) Annual By-laws review – Karen Roque and Summer Shoemaker will conduct annual review and make recommendations, if any at next month’s meeting. <ul style="list-style-type: none"> • Summer commented that on review, there was no concern. Karen will complete additional review for final recommendation next month 4) Jodi Rudick Performance Review. Request action to accept Executive Board recommendation. <ul style="list-style-type: none"> • Katey Longo commented on her performance and support. • Katey motions to provide the increase retroactive to anniversary date October 15, Nicole seconds. Role: Amber Anderson, yes, Gabriela Guevara-yes, Katey Longo -yes, Nicole Perez- yes, Jen Pham-yes, Karen Roque - yes, Summer Shoemaker – yes, Maddie Wallace -yes. Motion to increase pay passes unanimously. • Motion passes. Performance review will be provided separately by members of the Executive Board. 	<p>Action</p> <p>Action</p> <p>Information</p> <p>Action</p>	<p>Karen Roque, Executive Administrator</p> <p>Amber Anderson, President</p> <p>Summer Shoemaker</p> <p>Anderson</p>
6.	<p>Financial Report – Jo Cullen, Treasurer</p> <ul style="list-style-type: none"> • April/May Financials Accepted Unanimously • Ways and Means – Conducted a joint meeting of La Jolla Community Group with County Grants office. Amber motions, Karen seconds. New members abstain, no nays. Motion passes. 	<p>Action</p> <p>Information</p>	<p>Rudick</p>
7.	<p>Design/Village Improvements</p> <ol style="list-style-type: none"> 1. Enhance La Jolla – Mary commented on still exploring vinyl work for electrical boxes around town but they are expensive. They have also located a vendor for the hanging flower baskets that are past their useful life. 	<p>Information</p>	<p>Enhance La Jolla</p>

	<p>2. Amber asked about painting the boxes by local artists. Mary commented that this is also a possibility and reviewing options for Elementary schools to paint also.</p> <p>3. Wayfinding Proposal (Attached)</p> <ul style="list-style-type: none"> o Jodi commented on new proposal submitted and process continuing. 	Information	Rudick
8.	<p>Merchant Engagement – Happy Hour attracted about 20 attendees. Bfree Gallery was a great location. Food provided by Small Goods.</p> <p>Excellent attendance last month and great success and conversation! Thank you Bfree Gallery!!</p>	Information	Amber Anderson
9.	<p>Promotions</p> <p>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.</p> <ul style="list-style-type: none"> • Motion for Brandon to become new marketing chair. Bill motions to accept Brandon as Marketing Chair, Katey seconds. No abstentions or nays. Motion passes. <p>2) Upcoming Art Walk Themes:</p> <p>June Art Walk – Recap</p> <p>Huge success! Theme of PRIDE was great. Multiple LGBTQ groups attended also. Great attendance and lots of theme involvement. F&B Partnership in almost all galleries!!</p> <p>July – Red, White and Blues</p> <p>August – <i>Akuna Matata</i> OR Conservation Theme (Lion King tie-in)</p> <p>September – Learn (Tie in with Spirit Festival. Cocktail making lessons. Mini workshops about art? Collecting?)</p> <p>October – Spirits (La Jolla Art and Wine Festival is same weekend. Discuss with Art Walk Planning Group</p> <p>November – Gratitude</p> <p>December – Holidays (Jingle Bells, Giving,)</p> <p>January – Wellness (Live, Health, Longevity)</p> <p>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</p> <ul style="list-style-type: none"> • All of July and beginning of August – Photo Safari in La Jolla Village • La Valencia to host poolside screening of Lion King animated movie • Trails Clean Up – Friends of Coast Walk Trail • Themed menu items/cocktails/merchandise in restaurants/shops <p>5) La Jolla Restaurant and Event App – Presentation by Abdi Chattergee</p> <ul style="list-style-type: none"> • Jodi updated group on this App and current status of signing the licensing agreement to help visitors find what restaurants to go to based on their preferences. • Summer motions, Nicole seconds. Two abstentions/Amber and new members. Motion passes. <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.</p> <ul style="list-style-type: none"> • June 28 – Piazza 1909 • July 26 – Birdseye Rooftop Restaurant & Bar • August 23 – Host Needed • September – Cove House <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>Action</p> <p>Information</p> <p>Action</p> <p>Information</p>	<p>Anderson</p> <p>Katey Longo, Art Walk Chair</p> <p>Jodi Rudick</p> <p>Rudick</p> <p>Shoemaker</p>
10	<p>Adjourn Meeting. July 12, 4:00 PM, La Jolla Riford Library</p> <p>Meeting adjourns: 5:28pm</p>	Action	Anderson

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 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 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 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



