



# AGENDA MONTHLY MEETING

**11 May 2022 / 4:00 PM La Jolla Riford Library**

MONTHLY MEETING AGENDA<sup>1</sup>

1.	<b>Call to Order - Monthly Board Meeting. Called to order at 4:04p</b>	Action	Amber Anderson, President
2.	<b>Roll Call - Amber Anderson, (present) Morgan Barnes (present), Jo Cullen (absent), Cody Decker (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), Maddie Wallace, Jodi Rudick (Executive Director) – (present).</b>	Action	Summer Shoemaker, Secretary
3.	<b>Approval of April Minutes (Link to Minutes: <a href="http://lajollabythesea.com/wp-content/uploads/2022/04/Minutes-April-2022-ss-jr.pdf">http://lajollabythesea.com/wp-content/uploads/2022/04/Minutes-April-2022-ss-jr.pdf</a>)</b> Amber motions, Nicole Perez, seconds. Yes: 7, No: 0, Abstention: 0	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>• Cody Pederson – Rep Terra Lawson-Remer’s Office: <ul style="list-style-type: none"> <li>○ <i>commitment to be engaged with our district. Covid relief grant of \$15K approved for LJVMA. Reminded of multiple different COVID relief grants and other grants to support the community.</i></li> </ul> </li> <li>• Rachel rep from District member Chris Ward Office: <ul style="list-style-type: none"> <li>○ <i>working to pass solar legislation, several bills out of committee, full list of bills is on website. Gov Newsom submitting May revised and should have updates soon regarding budget requests for our district</i></li> </ul> </li> <li>• Steve Hadley, Joe La Cava Office: <ul style="list-style-type: none"> <li>○ <i>In the midst of budget process also. La Cava is holding a Town hall May 21, 10am at Nobel Rec Center. Encourage all to attend.</i></li> <li>○ <i>Louis Vuitton fashion show at the Salk Institute tomorrow, May 12. Reception at Contemporary Art Museum</i></li> <li>○ <i>Still pending status on the outdoor dining regulations and temp outdoor permits. Coastal Zone extension what is pending, and they are working hard to address.</i></li> <li>○ <i>Sidewalk vending ordinance – continues to progress with Coastal commission.</i></li> </ul> </li> <li>• All other public comments (limited to three minutes) <ul style="list-style-type: none"> <li>○ <i>Cindy Goodman from LJ Rotary: reminder that it is 75<sup>th</sup> Anniversary of Rotary, highest rating from Charity navigator. International regarded organization across the world in over 200 countries. Wonderful way to network and involve family too.</i></li> <li>○ <i>Sean – City of San Diego: here to comment later in agenda regarding the BID process</i></li> </ul> </li> </ul>	Information	Jodi Rudick, Executive Director
5.	<b>Financial Report – Jo Cullen, Treasurer</b> <ol style="list-style-type: none"> <li>a) April Financials <ol style="list-style-type: none"> <li>i) <i>Will be reviewed next month, accountant was ill and unable to fully complete in time for this month’s meeting.</i></li> </ol> </li> <li>b) Ways and Means – Generating alternative revenue to meet and exceed strategic planning initiatives. Treasurer to lead. Others are welcome to be part of the work group. Action to form Ways and Means Work Group. <ol style="list-style-type: none"> <li>i) <i>Jodi commented: Looking to develop a 5-year plan to address the above for the merchant community.</i></li> </ol> </li> </ol>	Action Information	Jo Cullen, Treasurer

	<p>ii) \$15,000 Grant Awarded by County – Community Enhancement (COVID specific ARPA Grant) Pays for costs associated with and spent during COVID (Salaries, rent, marketing materials, etc.) Action to Accept \$15,00 Grant from county and authorize Jodi to apply for additional funds.</p> <p>iii) Action: Summer motions, Morgan seconds. Yes: 7, No: 0, Abstention: 0</p> <p>2) Submitted 2<sup>nd</sup> Grant (Small Business Stimulus Grant) to County. Will also be submitting Neighborhood Redevelopment Grant with Various Community Groups to fund directories and static wayfinding and direction signs. Maximum award of \$40,000.</p> <p>a) Funding above has been applied for and usage is proposing a large La Jolla monument sign at La Jolla Shores and Torrey Pines in partnership with Rotary.</p>	Action	
6.	<p><b>Organizational Excellence</b></p> <p>3) <b>City Budget Process Recap</b> – BID budgets have passed the first vote of City Council. Second vote (standard procedure) takes place this month. If anyone from the board would like to speak on behalf of the BIDs let Jodi know and the City Clerk will send an invitation. All City Council meetings are posted on the City’s website. Anyone can now attend in person or virtually.</p> <p>i) Sean Karafin: assists in supporting the BID process including budgets, BID compliance and extend contracts. Small business enhancement grants are also assisted and supported by Sean.</p> <p>4) <b>Open Board Seats</b> Andy Fotsch and Karen Finerman have resigned due to work commitments. Action to accept resignations. A total of four seats are currently vacant.</p> <p><b>a) Motion to accept resignation with deep regret:</b> Katie Longo motions, Nicole Perez seconds. Yes: 7, No: 0, Abstention: 0</p> <p>5) <b>Three Other Open Seats (Michael Matthews, Lauren Turton, Karen Finerman. Consider any applications received including:</b></p> <p>a) Brandon Lindley, Havaiana’s</p> <p>b) Hallie Swensen, Will and Fotsch Architects</p> <p>c) <i>Bill Podway, retired retail executive. Has volunteered for 3 years to the LJVMA including supporting multiple different committees. Bill is delegate for Cody Decker/Decker Dog and Cat.</i></p> <p><b>d) Action to accept the above applicants to the open board seats:</b> Summer motions, Katie Longo seconds. Yes: 7, No: 0, Abstention: 0</p>	<p>Information</p> <p>Information</p> <p>Action</p> <p>Action</p>	<p>Rudick</p> <p>Amber Anderson, President</p>
7.	<p><b>Design/Village Improvements</b></p> <p>1. Enhance La Jolla and MAD Update Enhance La Jolla Day was a huge success with approximately 150 people attending the event. Great community contact made.</p> <ul style="list-style-type: none"> <li>o <i>Mary was in attendance and noted the below:</i></li> <li>o <i>Increased in graffiti in the district. Volunteers (Chris Cott) has been working hard to remove as quickly as it appears. THANK YOU!</i></li> <li>o <i>Working on a solution to ‘wrap’ the SDGE boxes with custom wraps. More to come as the MAD committee finds solutions. MAD plans to install on two test boxes first. More information will be provided as project progresses.</i></li> </ul>	Information	Enhance La Jolla
8.	<p><b>Merchant Engagement</b> - Merchant Mixer attracted about 50 attendees. Huge thanks to La Valencia for their generosity.</p> <ul style="list-style-type: none"> <li>- <i>Successful event with about 50 ppl in attendance and group was able to see the beautiful renovation of La Valencia’s restaurant, Mediterranean Room and Patio!!</i></li> </ul>	Information	Amber Anderson

9.	<p><b>Promotions</b></p> <p>a) <b>Upcoming Art Walk Themes:</b>  June – Pride  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  December – Holidays (Jingle Bells, Giving,)  January – Wellness (Live, Health, Longevity)  February – Love (Amour, Crush, Cherish)</p> <ul style="list-style-type: none"> <li>- <i>Another very successful art walk with so many fun and creative experiences. Upcoming event is PRIDE!!!</i></li> <li>- <i>Highly encourage village employees and locals to attend and participate.</i></li> </ul> <p>2) <b>Lion King Promotion – Update from David Morgan, Disney promotions</b></p> <ul style="list-style-type: none"> <li>a) <i>See informational packets/flyer outlining this program and offerings.</i></li> <li>b) <i>Disney looking to provide funding for banners and other items as part of this partnership. Community projects – trail cleanup perhaps and other ideas are on the table.</i> <ul style="list-style-type: none"> <li>i) <i>Looking for assistance on this, team will be put together to support this partnership. Attend the next marketing meeting to discuss further</i></li> </ul> </li> </ul> <p>3) <b>Marketing Happy Hours</b> -- Thanks to La Valencia for hosting Marketing Happy Hour and Merchant Mixer. Happy Hour Locations and sponsors have been secured for the next several meetings.</p> <ul style="list-style-type: none"> <li>a) May 24 – BFree Gallery Catered by Small Goods</li> <li>b) June 28 – Piazza 1909</li> <li>c) July 26 – Birdseye Rooftop Restaurant &amp; Bar <ul style="list-style-type: none"> <li>(1) Morgan updated that last mixer at La Valencia went really well and hope that everyone can join.</li> </ul> </li> </ul> <p>4) <b>100 Days of Summer</b> – Joint Promotion with OB and PB. Action requested to engage in join promotion with OB and PB to develop publicity and promotional campaign to shine the light on the <b>unique</b> events and characteristics of these three iconic beach communities and their <b>similarities</b> as the perfect summer destinations. Any organization hosting an event anywhere in</p> <p>5) <b>Jigsaw Puzzle update</b></p> <ul style="list-style-type: none"> <li>a) <i>Final draft has been submitted to the puzzle manufacturer. LJVMA will wholesale to merchants when bought in counts of 10 or more. Will only sold by merchant association when sold as a donation in kind.</i></li> </ul>	<p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p> <p>Information</p>	<p>Katey Longo, Art Walk Chair</p> <p>Morgan Barnes, VP</p> <p>David Morgan</p> <p>Shoemaker/Rudick</p>
10.	<p><b>Adjourn Meeting, June 8, 4:00 PM, La Jolla Riford Library.</b>  Adjourned at 5:05pm</p>	Action	Anderson

# STRATEGIC PLAN 2022

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>

