



AGENDA MONTHLY MEETING

13 July 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, Brandon Lindley, Katey Longo, Nicole Perez, Jen Pham, Bill Podway, Karen Roque, Summer Shoemaker, Hallie Swenson, Maddie Wallace, Jodi Rudick (Executive Director). (Quorum is 7 members)	Action	Summer Shoemaker, Secretary
3.	Approval of June Minutes - http://lajollabythesea.com/wp-content/uploads/2022/06/Agenda-June-2022-with-minutes.pdf	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.	<p>Organizational Excellence</p> <ol style="list-style-type: none"> 1) City Council Member Joe La Cava – Community Update 2) Annual By-laws review – Board Secretary Summer Shoemaker reviewed bylaws and recommend no edits. Bylaws reflect the current needs of the organization and promote inclusivity. Request action to accept Bylaws review with no changes. 3) Jodi Rudick Performance Review (tabled from last month) completed at Executive Board meeting. Request action to accept Executive Board’s review. 4) Approval of Election Timeline <p>Election Timeline and Deadlines (Modified as allowed due post COVID-19 State of Emergency allowances.)</p> <p>Sunday July 31 Date of Record to Self-Nominate. (In order to be considered for a board position candidate must have an active City of San Diego Business Tax Certificate within the La Jolla BID and assessments must be current by this date.)</p> <p>Friday, September 2 - Self Nomination Form must be received by 3:00 p.m. via: 1. US Postal Service, 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 or 2. Request pickup by LJVMA representative (within BID boundaries) Deadline strictly enforced. Self-nomination forms will not be accepted after the 3:00 p.m. deadline.</p> <p>Wednesday, September 28 - Date of Record to Vote, La Jolla BID Assessment must be paid by this date to be eligible to vote in this year’s election.</p> <p>Monday - Wednesday, October 3 - 56 - Secret Ballots will be cast in one of the following ways. (Modified by BOD due to post COVID-19 guidelines.)</p> <ul style="list-style-type: none"> • In person at an official LJVMA event. • In person at the office of La Jolla Village Merchants Association, 7734 Herschel Ave., Suite C between the hours 8:00 a.m. and 4:00 p.m. • Request pickup (within BID boundaries) before 12:00 PM October 6, 2021. • Sent via US Mail to the address above. Must be received by October 5, 2021. <p>In all instances: Proof of eligibility will be needed to accept ballot in the form of an active City of San Diego Business Tax Certificate number. One vote per business/business management representative. No proxy or emailed ballots are accepted. Deadline strictly enforced.</p> <p>Wednesday, October 12 - Ballots Publicly Opened and Counted at 4:00 p.m. at the LJVMA Annual Meeting/Board Meeting. If required, meeting will take place both in person and via Zoom in the presence of a City of San Diego Election Official.</p> <p>Wednesday, November 9 – Swearing in and Election of Officers</p>	<p>Information</p> <p>Action</p> <p>Action</p> <p>Action</p>	<p>Joe La Cava</p> <p>Summer Shoemaker</p> <p>Amber Anderson, President</p> <p>Rudick</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

