



AGENDA MONTHLY MEETING

10 August 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, Tamar Goldman-Sachs, Brandon Lindley, Katey Longo, Nicole Perez, Jen Pham, Bill Podway, Karen Roque, Summer Shoemaker, Hallie Swenson, Chad Taggart, Maddie Wallace, Jodi Rudick (Executive Director). (Quorum is 8 members)	Action	Summer Shoemaker, Secretary
3.	Approval of July Minutes – Defer to next month if not available.	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 Reminder of Election Timeline – (For information only. No discussion needed) 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.) 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. 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. 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.) <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. 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. 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. Wednesday, November 9 – Swearing in and Election of Officers	Information	Summer Shoemaker
6.	Financial Report – Jo Cullen, Treasurer a) July Financials	Action	Jo Cullen, Treasurer

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

