



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING AGENDA

Our mission: We bring business to La Jolla Village businesses.

10 September 2025 | La Jolla Riford Library | 3:45 - 4:00 Networking | 4:00 Meeting

AGENDA – MONTHLY BOARD MEETING

1.	Call to Order - Monthly Board Meeting	Action	AJ Johnson, President
2.	Roll Call - Scott Blaul, Secretary; Klara Chavarria; Rey Castillo, Jamie Mae Cheng; , Ernesto Carrola, Esq.; Elnaz Iraj, Vice President; AJ Johnson, President; Carrington Kelso; Mark McDonald; Joline Mann; Gene Padigos, Jr.; Jason Peaslee; Japhet Perez Estrada; Bill Podway, Treasurer; Chad Taggart; Jodi Rudick (Executive Director).		Scott Blaul, Secretary
3.	Approval of August Minutes	Action	Blaul
4.	Non-Agenda Public Comments <ul style="list-style-type: none"> Updates from Community/Political Leaders All other public comments (limited to two minutes) 	Information	Johnson
5.	Financial Report <ul style="list-style-type: none"> Approval of Financials – July 2025 	Action	Bill Podway, Treasurer
6.	Organizational Excellence <ul style="list-style-type: none"> Board Member Resignations – Regretfully accept resignations from Chad Taggart and Gene Padigos who are unable to attend meetings due to changing business obligations and operations consistently. 1) Election update – Candidate Forum and Draft Ballot Review. 2) Polls will be open at the LJVMA offices on October 6 – 7 with refreshments for all who stop by and cast their ballot. 	Action Action	Blaul Blaul
7.	Merchant Engagement <ol style="list-style-type: none"> Upcoming and Recap Events (Typically occur on the 4th Tuesday of Each Month) <ol style="list-style-type: none"> August 26 – Next Gen hosted by Unscripted Spaces with over 80 people attending. Beautiful charcuterie bar provided by Indulge to Go, a concept of Marketplace Grille. Spirits Festival and Topo Chico provided beverages, and Johnny Tran provided music. It was an incredible night with so any new faces. September 23 – Mix and Mingle at Hennessey's October 23 – Business Breakfast at Shepherd YMCA Firehouse. Program: <i>Don't get Spooked by Immigration – What Small Businesses Need to Know</i> December 2 – Mingle and Jingle Holiday Happy Hour at Beeside Balcony. 	Information	Johnson
8.	Promotions and Events <ol style="list-style-type: none"> Digital Media Update – 5 Ways to Get Featured. Please take out your phones... <ol style="list-style-type: none"> Social Media Update – How to Get Featured on Social Media <ol style="list-style-type: none"> DM @lajollabythesea (Jess is the Social Media Manager) Always tag and invite us to collaborate on posts that fit our mission and grid Get in the spotlight – coordinate a contest with Jess Send a blog article that educates and informs about your industry or business news Always add your events to our event calendar. Ribbon Cutting – Recaps. Sept 4 – Bret Webster Gallery Sept 5 ALCHEMĒ Sept 6 – Shepherd YMCA Firehouse. It's NEVER too late for a ribbon cutting! Upcoming events: San Diego Spirits Festival: September 27-28 San Diego Restaurant Week September 14 – 21 La Jolla Art & Wine Festival – October 11-12 Art Walk Themes – All themes are listed on the Event Calendar and on Our Blog <ul style="list-style-type: none"> October 3 – Spirits } November 7 – Gratitude December 5 – Holidays 	Information Information Information	Rudick Johnson Johnson Johnson
9.	Adjourn Meeting to our joint Annual/Monthly Meeting on Oct. 8, La Jolla Riford Library		Johnson