



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
MONTHLY MEETING NOTES

11 March 2026 | La Jolla Riford Library | 4:00 PM

1.	Call to Order - Monthly Board Meeting	Action	Scott Blaul, President
2.	Roll Call - Scott Blaul; Ernesto Carrola, Esq., Reynaldo Castillo, Jamie Mae Cheng, Jessica Chepovsky, AJ Johnson, Mark McDonald, Fatmeh Muhareb, Diana Ngo, Jason Peaslee, Nick Petro, Bill Podway, Courtney Resch, Suna Singh, Jodi Rudick (Executive Director)	Action ABSENT	Jessica Chepovsky, Secretary
3.	Approval of February Minutes Jason Peaslee / Fatmeh 2 nd – Unanimous – Ernesto abstains	Action	Blaul
4.	Non-Agenda Public Comments (limited to two minutes) <ul style="list-style-type: none"> • Updates from Community/Political Leaders • All other public comments (limited to one minute) 	Information	Blaul
5.	Financial Report <ul style="list-style-type: none"> • Approval of Financials – January – Jessica Chepovsky / Jamie Mae Cheng 2nd – Unanimous • County of San Diego Grant – \$15,000 to increase attendance at art walk focusing on diverse audiences. Action requested to accept grant. Accepted by Ernesto Carrola / Nick Petro 2nd – Unanimous 	Action Action	Podway, Treasurer Jodi Rudick, Executive Director
6.	Organizational Excellence a) Board Resignation by Ernesto Carrola, Esq, Courtney Resch and Reynaldo Castillo b) Fill Mid-Year Board Vacancy (Review Applications and Candidate Statements). The following candidates had submitted applications and were elected to fill the 4 open seats: Alysha Murillo, Nicole Medina, Sarah Putnam, Kaity Rudolph. Motion: Scott; 2 nd Jamie. Approved unanimously. c) Officer Election (Vice President vacancy due to Elnaz Iraj resignation) Jessica Chepovsky elected. Motion made by Scott Blaul / Mark McDonald 2 nd – Unanimous C1) Fatmeh nominated for Secretary – Motion made by Scott Blaul / Jason Peaslee 2 nd - Unanimous d) Request for Support La Jolla Half Marathon from La Jolla Kiwanis. Accepted Jamie Mae Cheng / Nick Petro 2 nd - Unanimous	Action Action Action Action	Blaul Blaul Blaul Bart Calame
7.	Community Spotlights: <ul style="list-style-type: none"> • Murals of La Jolla 	Information	Taylor Chapin
8.	Merchant Engagement 1. Next Gen was huge success with 60+ attendees with help from various sponsors: Topo Chico, San Diego Spirits Festival, Marketplace Grille and, of course LIK Fine Art Gallery. a. March 24– Mix and Mingle Happy Hour, 4:30 – 6 PM Roppongi, 875 Prospect b. April 28 – Business Breakfast at My Senior Health Plan, 875 Prospect. Suite 201 c. May 26 – Next Gen at Prospect Ink, 1224 Prospect d. June 23 – Piazza 1909 2. Street Team Upcoming Dates – 3 rd Wednesday (Mar 18) 2:30 meet at Unscripted Spaces	Information Information Information	AJ Johnson Rudick Rudick
9.	Upcoming Events 1) Recap March 1, 11 AM to 2 PM - Storytime Scavenger 2) Art Walk Update – Survey results and San Diego Art Directory Partnership a) Themes (1) April 3 – Earth Days (2) May 1 – Mama Mia! (3) June 5 – PRIDE (4) July 3 – 250 Years of Red, White & Blues (5) August 7 – Ocean (6) September 4 – Curiosity (7) October 2 – Spirits (8) November 6 – Gratitude (9) December 4 – Holiday Cheer	Information Information	Blaul Rudick
10.	Adjourn Meeting to April 8	Action	Blaul



LJVMA Strategic Plan One-Page Overview

Objective 1: Strong, Ethical Leadership & Financial Sustainability

- Grow associate membership (Coastal La Jolla, B2B vendors, networking participants)
 - Diversify revenue through banner sponsorships (including new locations), grants, and digital media sponsorship
 - Strengthen board professionalism through leadership recruitment, diversity, and on-demand training
 - Conduct annual bylaws review; clarify board roles, criteria, and expectations; explore a board retreat
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Objective 2: Increase Business Awareness & Engagement

- Launch **Curated Connections** to strengthen member relationships and collaboration
 - Improve onboarding with a Quick-Start video, welcome basket, and annual calendar
 - Expand outreach via a Street Team and an additional direct-mail campaign
 - Grow NextGen by engaging Village professionals and establishing a leadership group
 - Elevate education through rebranded Business Breakfasts and professional development offerings
 - Increase participation in meetings and events through engaging programming, incentives, and guest speakers
 - Achieve quorum by attracting 50+ members to the Annual Meeting
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Objective 3: Drive Visitor Traffic & Buyer Activity

- Increase community visibility through speaking engagements and participation in regional events
 - Recruit volunteers and continue internship support for events and marketing
 - Enhance First Friday Art Walk with advertising, live music, children's components, VIP experiences, and strategic partnerships
 - Introduce new and signature events aligned with the LJVMA mission, including Family Sundays, Fashion Week collaborations, and culturally significant celebrations (e.g., Nowruz)
 - Expand merchant cross-promotion and charitable fundraising partnerships
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Objective 4: Expand the “La Jolla by the Sea” Brand Reach

- Integrate social, digital, and publicity efforts with measurable goals
- Strengthen influencer marketing and specialty audience outreach (design, food, arts, media, tourism)
- Grow SEO through blog content and strategic use of VibeMap insights
- Refresh loyalty initiatives for workers, residents, students, and visitors
- Maintain a consistent process for third-party events that maximizes value to LJVMA through promotional exchanges