



LA JOLLA VILLAGE MERCHANTS ASSOCIATION  
**MONTHLY MEETING AGENDA**

13 May 2026 | La Jolla Riford Library | 4:00 PM

|     |  |   |   |
|-----|--|---|---|
| 1.  | <b>Call to Order - Monthly Board Meeting</b>   | Action  | Scott Blaul, President  |
| 2.  | <b>Roll Call</b> - Scott Blaul, Jamie Mae Cheng, Jessica Chepovsky, AJ Johnson, Mark McDonald, Nicole Medina, Fatmeh Muhareb, Alysha Murillo, Diana Ngo, Jason Peaslee, Nick Petro, Bill Podway, Sarah Putnam, Kaity Rudolph, Suna Singh, Jodi Rudick (Executive Director)   | Action  | Fatmeh Muharab, Secretary                                       |
| 3.  | <b>Approval of April Minutes</b>   | Action  | Blaul   |
| 4.  | <b>Adoption of Agenda/Edits</b>  | Action  | Blaul   |
| 5.  | <b>Non-Agenda Public Comments</b><br><ul style="list-style-type: none"> <li>• Updates from Community/Political Leaders</li> <li>• All other public comments (limited to two minutes)</li> </ul>  | Information                                   | Blaul   |
| 6.  | <b>Financial Report</b><br><ul style="list-style-type: none"> <li>• Approval of Financials – March</li> <li>• Budget Update – City of San Diego</li> </ul>   | Action<br>Information                         | Bill Podway, Treasurer<br>Sean Plaisted                         |
| 7.  | <b>Organizational Excellence</b><br>a) Annual Executive Director Performance Review<br>b) Banner Program Update –<br>a. Map Graphics to Assist with Pedestrian Wayfinding<br>b. July Banners Open for Possible Patriotic Installation – Partner Needed.  | Action<br>Action                              | Blaul<br>Rudick   |
| 8.  | <b>Community Spotlights:</b><br><ul style="list-style-type: none"> <li>• La Jolla Historical Society</li> </ul>  | Information                                   | Lauren Lockhart   |
| 9.  | <b>Merchant Engagement</b><br>1. 4 <sup>th</sup> Tuesday Networking Events<br>a. Recap April 28 – Business Breakfast at My Senior Health Plan. Thanks to Nicole for hosting; Peter Watry, Brick and Bell for the pastries and coffee. Additionally, we want to thank Jess from Commune Marketing and Paulina from Local Media SD for their presentations. Looking to host another program with Jess and Paulina to give them more time to dig deeper into their topics.<br>b. May 26 – Next Gen at Prospect Ink, 1224 Prospect. Duke’s will provide food, Johnny Tran will entertain with live music<br>c. June 23 – Mix and Mingle Piazza 1909<br>2. Street Team Upcoming Dates – 3 <sup>rd</sup> Wednesday (May 20) 2:30 meet at Unscripted Spaces.<br>3. Tourism Update | Information<br><br>Information<br>Information | Nicole Medina<br><br>Jessica Chepovsky, Vice President<br>Blaul |
| 10. | <b>Upcoming Events</b><br>1) Two Major Events are happening on May 16<br>a) La Jolla Half Marathon + Secret Garden Tour hosted by La Jolla Historical Society<br>2) Upcoming Partner Events<br>a) June 20 – Mutt Strutt with La Jolla Loves Pets Foundation<br>b) August 7 – Posh at La Plaza – Fashion Week San Diego<br>3) <b>Art Walk Update</b><br>a) <b>Themes</b><br>(1) <b>June 5</b> – PRIDE<br>(2) <b>July 3</b> – 250 Years of Red, White & Blues<br>(3) <b>August 7</b> – Ocean<br>(4) <b>September 4</b> – Curiosity<br>(5) <b>October 2</b> – Spirits<br>(6) <b>November 6</b> – Gratitude<br>(7) <b>December 4</b> – Holiday Cheer   | Information<br><br>Information                | Podway<br><br>Podway  |
| 11. | <b>Adjourn Meeting to May 13</b>   | 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
- 

## 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
- 

## 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
- 

## 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