



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
MONTHLY MEETING AGENDA

10 June 2026 | La Jolla Riford Library | 4:00 PM

1.	Call to Order - Monthly Board Meeting	Action	Scott Blaul, President
2.	Roll Call - Scott Blaul, Jamie Mae Cheng, Jessica Chepovsky, AJ Johnson, Mark McDonald, Nicole Medina, Fatmeh Muhareb, Diana Ngo, Jason Peaslee, Nick Petro, Bill Podway, Sarah Putnam, Kaity Rudolph, Suna Singh, Jodi Rudick (Executive Director)	Action	Fatmeh Muharab, Secretary
3.	Approval of May Minutes	Action	Blaul
4.	Adoption of Agenda/Edits	Action	Blaul
5.	Non-Agenda Public Comments <ul style="list-style-type: none"> • Updates from Community/Political Leaders • All other public comments (limited to two minutes) 	Information	Blaul
6.	Financial Report <ul style="list-style-type: none"> • Approval of Financials – April • Budget Update – City of San Diego 	Action Information	Bill Podway, Treasurer Jodi Rudick, Executive Director
7.	Organizational Excellence a) Alysha Murillo is no longer working in the Village. Accept resignation b) Personnel Benefits Update c) Banner Program Update a. Map Graphics to Assist with Pedestrian Wayfinding – Review Design b. July Banners Open for Possible Patriotic Installation – La Jolla Rotary (noon) to contribute \$4000, LJVMA to cover the remainder if no other sponsor is found.	Action Action Action Action	Blaul Podway Rudick Rudick
8.	Community Spotlights: <ul style="list-style-type: none"> • Athenaeum Music and Arts Library 	Information	Christie Mitchell
9.	Merchant Engagement 1. 4 th Tuesday Networking Events a. May 26 – Next Gen at Prospect Ink was a huge success with almost 70 people including representatives from sponsors Dukes, Johnny Tran, La Jolla Butter Cake and Prospect Ink. Generosity of the guests continues to surpass expectations. Prizes were amazing, including a \$700 gift certificate for a tattoo, ad space donated by La Jolla Living Magazine, Whale Watching Cruises and tons more. b. June 23 – Mix and Mingle Piazza 1909 c. July 28 – Business Breakfast – Is Print Advertising Dead? My Senior Health? d. August 25 – Next Gen – Prospect Ink? 2. Street Team Upcoming Dates – 3 rd Wednesday (June 17) 2:30 meet at Unscripted Spaces. Last month 6 people promoted the village. Join the fun. 3. Tourism Update	Information Information Information	Mark McDonald AJ Johnson Blaul
10.	Upcoming Events a) Volunteers Needed for June 20 – Mutt Strutt with La Jolla Loves Pets Foundation. Sign-up and volunteer for set up, check in, check out and pre-event activities. b) August 7 – Posh at La Plaza – Fashion Week San Diego 2) Art Walk Update - Partnership with San Diego Art Directory has been a huge success. Two curated exhibits have been installed at Unscripted Spaces and Congregational Church of La Jolla for PRIDE. Thanks to County Grant aimed to expand Art Walk outreach we are now advertising in the Reader which is distributed to central San Diego Neighborhoods. <ul style="list-style-type: none"> • July 3– 250 Years of Red, White & Blues, Fashion Week Partnership August 7 – Ocean September 4 – Curiosity October 2 – Spirits November 6 – Gratitude December 4 – Holiday Cheer 	Information Information	Podway Podway
11.	Adjourn Meeting to July 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