



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
MONTHLY MEETING AGENDA

8 July 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) (Quorum is 7)	Action	Fatmeh Muharab, Secretary
3.	Approval of June 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 – May 	Action	Bill Podway, Treasurer
7.	Organizational Excellence <ol style="list-style-type: none"> Fill Any Open Board Seats - Review mid-year vacancy board applications to fill open board seats. Mid-Year Strategic Plan Review (Attached)– Action required only if significant changes are made to current strategic plan. Questions to consider: Are we on track? Is this still a priority? Should new items be added? Annual Appointments to La Jolla Joint Committees <ol style="list-style-type: none"> • PDO – Planned District Ordinance (Three Seats) Currently Andy Fotsh, Scott Blaul, Bill Podway • Traffic and Transportation – (Two Seats) Currently Bill Podway, Jason Peaslee 	Action Action Action	Blaul Blaul Rudick
8.	Community Spotlights – La Jolla Music Society – The Conrad and Summer Fest	Information	David Silva
9.	Merchant Engagement <ol style="list-style-type: none"> 4th Tuesday Networking Events <ol style="list-style-type: none"> • June 23 – Mix and Mingle Piazza 1909 - Recap • July 28 – Business Breakfast at My Senior Health Plan, 875 Prospect, hosted by Nicole Medina – Is Print Advertising Dead? with a panel representing print advertising options, including La Jolla Village News, La Jolla Living, My Senior Health, Greet La Jolla, Modern Luxury Magazine, et al • August 25, 6:00 PM to 8:00 PM– Next Gen – Prospect Ink – It was so much fun we’re doing it again! Confirmed: Duke’s, Johnny Tran Music Street Team Upcoming Dates – 3rd Wednesday (Date TBA) Tourism Update 	Information Information Information Information	Podway Nicole Medina AJ Johnson Blaul
10.	Upcoming Events <ol style="list-style-type: none"> Mutt Strut Recap – Huge thanks to volunteers (it was a family affair) Sarah Putnam and Stephanie Silverberg. Attracted about 85 dog families, down from last year, but the event was a huge success. Thanks to La Jolla Loves Pets for a great partnership. Together we helped raise over 10,000 for pet rescue, A Way Home for Dogs. August 7 – Posh at La Plaza – Fashion Week San Diego, will be promoted as an Art Walk Collaboration. All boutiques are invited to participate in the event. Contact Gwen Bates to be part of the show. All businesses can add to the SWAG BAG. Need 50 to 100 items. Great way to get in front of fashion-forward customers. <ol style="list-style-type: none"> Art Walk Update - 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 <i>If you have contacts at organizations that fit our theme, please get in touch!</i> 	Information Information	Olga Wharton, La Jolla Loves Pets Rudick
11.	Adjourn Meeting to August 12	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 welcome bag and annual calendar update.
 - 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.
 - 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 maximize value to LJVMA through promotional exchanges