

# LEAD THE WAY IN LA JOLLA – SELF-NOMINATE TO JOIN OUR BOARD OF DIRECTORS

August 2026

To: Members of La Jolla Village Merchants Association  
From: La Jolla Village Merchants Association (LJVMA)  
Re: Nominations for Board of Directors

The La Jolla Village Merchants Association (LJVMA) is a vibrant organization, and each year, its members are encouraged to run for election to the Board of Directors. Nominations are now open to fill several available seats for a two-year term. The Directors are elected by those who pay the La Jolla BID assessment. If you're interested in enhancing your business community by serving on the LJVMA Board of Directors, please complete the attached self-nomination form. Any business owner or their representative is eligible to run, provided the business has paid the annual La Jolla BID assessment.

## Election Timeline and Deadlines

- Friday, July 31, 2026 - Date of Record to Self-Nominate. (To be considered for a board position, candidates must have an active City of San Diego Business Tax Certificate within the La Jolla BID, and assessments must be current by this date.)
- Friday, September 4, 2026 - Self-Nomination Forms will be mailed to all members mid-August. Completed nominations must be received by 3:00 p.m. via:
  1. US Postal Service, 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 or
  2. Hand delivered to the LJVMA office at 7734 Herschel Avenue, Suite C, La Jolla, CA 92037.
  3. Emailed to [LaJollaVillageMerchants@gmail.com](mailto:LaJollaVillageMerchants@gmail.com); Subject Line: Official NominationDeadline strictly enforced. Self-nomination forms will not be accepted after the 3:00 p.m. deadline.
- Wednesday, September 30, 2026 - Date of Record to Vote. La Jolla BID Assessment must be paid by this date to be eligible to vote in this year's election.
- Monday, October 5 - Tuesday, October 6, 2026 – Secret ballots must be cast in person at the office of La Jolla Village Merchants Association, 7734 Herschel Avenue, Suite C, La Jolla, CA 92037 between the hours of 9:00 AM and 3:00 PM. Deadline strictly enforced. One vote per business/business management representative. Ballots will be sealed with Business Tax ID OR Business Name. Eligibility will be verified against the City of San Diego September BID List. No absentee, proxy, mail, text, or email ballots are accepted.
- Wednesday, October 14, 2026 - Ballots will be publicly opened and counted beginning at 3:00 p.m. at the LJVMA Annual Meeting/Board Meeting at the La Jolla Riford Library, 7555 Draper Avenue, La Jolla.
- Wednesday, November 11, 2026: Swearing in of new Board Members.

An Inspector of Elections will verify nomination forms to ensure that the nominee's business has paid the La Jolla BID assessment and that the nominee is either (a) the owner/owner's agent of the business, or (b) the owner's/owner's agent's authorized candidate.

In addition to this mailer, Self-Nomination Forms are available on the La Jolla Village Merchants Association website at [www.LaJollabytheSea.com](http://www.LaJollabytheSea.com). For more information, feel free to contact any board member or Jodi Rudick, Executive Director, at 858-230-2725 or [jodi@lajollabythesea.com](mailto:jodi@lajollabythesea.com). We look forward to your involvement.

Sincerely,

*Jodi L. Rudick, Executive Director*

La Jolla Village Merchants Association

**WE ENCOURAGE YOUR PARTICIPATION.**

**GET INVOLVED AND HELP SHAPE THE FUTURE OF LA JOLLA VILLAGE!**

*la jolla*  
VILLAGE  
MERCHANTS  
ASSOCIATION

# TOP TEN WAYS

## TO GET MORE OUT OF YOUR BUSINESS ASSOCIATION!

### 1. SPEND TIME ON OUR WEBSITE



Information is power! Go spend some time getting to know the nooks and crannies of [www.lajollabythesea.com](http://www.lajollabythesea.com)! The ASSOCIATION tab is your link to the business resources and tools listed below plus so much more!

### 2. CREATE/UPDATE YOUR MEMBER PROFILE



Make sure you are listed accurately on the [www.lajollabythesea.com](http://www.lajollabythesea.com) website. Edit or create your listing under the ASSOCIATION tab.

### 3. OPT INTO OUR ALERT SYSTEM



We'll let you know about critical issues such as street closures, and safety concerns that may impact your business, traffic, or parking. This is a voluntary, direct messaging system NOT a group chat.

### 4. CONNECT TO OUR SOCIAL MEDIA



Follow us, we'll follow you back! @LAJOLLABYTHESEA  
#MYLAJOLLA

### 5. SCHEDULE A RIBBON CUTTING



Whether you recently opened or are celebrating a business milestone, request a Ribbon Cutting Ceremony. We'll help with social media, event listings, photography and — of course — bring the ribbon and giant scissors for the big day!

### 6. GET IN THE LIMELIGHT



We'll create content and a contest especially for your business and highlight you on our social media and on our website.

### 7. SUBMIT YOUR EVENTS TO OUR CALENDAR



Go to our website's EVENT tab to submit your special activities, classes, events or performances. If it's happening in the Village, we want to know.

### 8. POST YOUR JOBS



Connect to people looking to work in the village.

## PARKING IN LA JOLLA VILLAGE

### TWO EASY & AFFORDABLE OPTIONS

### MERCHANT DISCOUNT PARKING PROGRAM

**\$75**  
MONTHLY  
RATE

For more info, contact [jodi@lajollabythesea.com](mailto:jodi@lajollabythesea.com)

**\$5**

**ALL DAY  
PARKING\***

Perfect for customers and  
part-time employees

\*RATES MAY BE HIGHER DURING  
HOLIDAYS AND EVENT WEEKENDS

Visit [PARKLAJOLLA.COM](http://PARKLAJOLLA.COM)

### 9. COME TO OUR MONTHLY MEETINGS & NETWORKING EVENTS



Board & Membership Meeting - The 2nd Wednesday of each month.

Networking Events - Monthly on the 4th Tuesday of each month rotating between Business Breakfasts, Mix and Mingle Happy Hours and Next Gen Networking Events. Check our event calendar and social media for the most up to date info.

### 10. JOIN A COMMITTEE | RUN FOR OUR BOARD



Lead the way. Volunteer to become part of an LJVMA Committee including our Street Team. Apply for our board by completing our Self Nomination Form.

SHARE YOUR PHOTOS   #MYLAJOLLA @LAJOLLABYTHESEA

Contact: [jodi@lajollabythesea](mailto:jodi@lajollabythesea) | 858-230-2725 | Scan here for more info



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## SELF-NOMINATION FORM— BOARD OF DIRECTORS 2026

Please complete both pages and return to: Jodi@lajollabythesea.com | 858-230-2725.

I nominate myself for election to the La Jolla Village Merchants Association's Board of Directors, the not-for-profit business improvement corporation that represents approximately 1,300 business owners operating in the Village of La Jolla and the La Jolla Business Improvement District. <https://tinyurl.com/ljvma-bylaws>.

- Your Name: \_\_\_\_\_
- Business Name: \_\_\_\_\_
- Business Address: \_\_\_\_\_
- Your Email Address: \_\_\_\_\_ Your Phone Number: \_\_\_\_\_

Are you the owner of this business? \_\_\_\_ Yes \_\_\_\_ No If NO, you must please provide the following information:

- Business Owner's Name: \_\_\_\_\_
- Business Owner's Email \_\_\_\_\_ Phone \_\_\_\_\_

City of San Diego Business or Rental Tax Certificate # (if known): \_\_\_\_ B \_\_\_\_\_

How long have you operated this business in La Jolla Village? \_\_\_\_\_

Is your business physically located within the BID boundaries? \_\_\_\_ Yes \_\_\_\_ No

Type of Business: \_\_\_\_ Art Gallery \_\_\_\_ Retail \_\_\_\_ Retail Services (dry cleaners, auto repair, salon, etc.)  
\_\_\_\_ Restaurant/Food Services \_\_\_\_ Hotel/Motel  
\_\_\_\_ Professional Services (doctors, dentists, lawyers, accountants, stockbrokers, realtors, financial planners,  
consultants, marketing agencies, property management, etc.)  
\_\_\_\_ Other \_\_\_\_\_

I declare (a) the information on this Nomination Form and in my Candidate Statement is true, (b) that the company I own/represent has paid the current annual assessment to the La Jolla BID, and (c) that I am the owner or the owner's/corporation's agent authorized to manage the affairs of the business located in the La Jolla Business Improvement District. (If "c" is not true, please cross it out.)

Your Signature \_\_\_\_\_ Date \_\_\_\_\_

If you crossed out (c) above and are NOT the business owner or the duly authorized legal representative of the owner/corporation, then the signature of that owner or authorized legal representative is required below.

\_\_\_\_\_  
Signature of the business owner or corporate representative Date

Return your self-nomination form and Candidate Statement in one of three ways:

Mail, email OR hand-deliver to:

La Jolla Village Merchants Association  
7734 Herschel Ave., Suite C; La Jolla CA 92037

OR

Scan and email both sides of the form to LaJollaVillageMerchants@gmail.com

*la jolla*  
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## YOUR CANDIDATE STATEMENT

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**Please submit a brief Candidate Statement with your form.**  
**Questions? Contact: [Jodi@lajollabythesea.com](mailto:Jodi@lajollabythesea.com) | 858-230-2725**

**Please include your candidate statement and a photo along with your self-nomination form. These will be shared with members as part of the election process.**

- In no more than 250 words, tell us why you want to serve on the LJVMA board and what you bring to the organization, including your vision, goals, past experience, etc.
  - Your statement may be written/typed below or submitted in a separate email using subject line Candidate Statement for [Your Name].
  - If you choose NOT to submit a statement, please write below, “No Written Statement Submitted.” The words “No Written Statement Submitted” will appear in any voting material.
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