



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

12 August 2026 | La Jolla Riford Library | 4:00 PM

1.	Call to Order - Monthly Board Meeting	Action	Scott Blaul, President
2.	Roll Call - Scott Blaul, 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) Absent: Mark McDonald, Suna Singh, and Diana Ngo	Action	Fatmeh Muharab, Secretary
3.	Approval of July Minutes: Bill motioned and Nick Petro second Approved unanimously	Action	Blaul
4.	Adoption of Agenda/Edits:	Action	Blaul
5.	Non-Agenda Public Comments - Updates from Community/Political Leaders - All other public comments (limited to two minutes)	Information	Blaul
6.	Financial Report Approval of Financials – June: Nicole motioned and Jason second Approved unanimously	Action	Bill Podway, Treasurer
7.	Organizational Excellence Fill Any Open Board Seats - Review mid-year vacancy board applications to fill open board seats or include applications in Election Cycle.: Scott motioned and Jessica second Approved unanimously Associate Member Application: Fatmeh motioned, Nicole second, Approved unanimously Accept County NRP Grant: \$24,000 "Purpose of Grant, Grantee shall use the grant funds provided by Country under this Agreement solely for the following purpose: Funds will be used to purchase marketing materials interactive art installations, one-time digital campaign materials development, maps and printed signage": Bill motioned and Nicole second, Approved unanimously Approve Election Timeline – See attached document: Kaity motioned and Nick Petro second, Approved unanimously Current Board Members needing to [re]run: Scott, Bill, Mark, Sarah, Kaity, Nicole	Action Action Action	Blaul Blaul Muharab
8.	Request for Support-La Jolla Art and Wine Festival-Presentations by Sherry Ahern: Jason motioned Bill second, Approved unanimously	Action	Sherry Ahern
9.	Community Spotlights – St. Germain's Children's Charities with President, Sherry Fusco	Information	Sherry Savage
10.	Merchant Engagement 4th Tuesday Networking Events - 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 - September 22, 4:30 – 6:00 PM, Le Coq - October 27, 8 – 9:30 AM, Business Breakfast at My Senior Health Plan, 875 Prospect - November 17, 6 PM – 8 PM, Roppongi Street Team Upcoming Dates – Thursday Prior to Networking Event (Aug. 20, Sept. 17, October 22, November 12. Meet at Unscripted Spaces at 2:30 PM) Tourism Update	Information Information Information	Nicole Medina AJ Johnson Scott Lebar Blaul
11.	Marketing Appoint Stephanie Silverberg as Marketing Chair: Bill motioned and Jessica second, Approved unanimously	Action	Chepovsky

	2) La Jolla Saving Pass Launch		
12.	Upcoming Events & Recaps 1) August 7 – Posh at La Plaza Recap by the Numbers: La Jolla Village Businesses in the show? Swag Bag Donors? Number of Attendees? Pre Registrations? 2) Broadway San Diego Hell's Kitchen Collaboration 3) Art Walk Update - 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 Information	Gwen Bates, Fashion Week San Diego Rudick Podway
13.	Adjourn Meeting to September 9	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