



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

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) Nicole, Suna, Sarah Absent	Action	Fatmeh Muharab, Secretary
3.	Approval of June Minutes Poway 1st,	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 – May Fatmeh 1st, Jessica 2nd - Unanimous - End of Fiscal Year	Action Information	Bill Podway, Treasurer Podway
7.	Organizational Excellence - Review mid-year vacancy board applications to fill open board seats. Mid-Year Strategic Plan Review – Progress is on track. Discussion only; action is needed only if significant changes are made to the current strategic plan. Annual Appointment to La Jolla Joint Committees - PDO- currently Andy Fotsh, Scott Blaul, Bill Podway- Jessica to join: 1st Bill 2nd Fatmeh - Traffic and Transportation- Currently Bill Podway, Jason Peaslee: Fatmeh to take Bill seat – 1st Bill Jason 2nd unanimous	Action Action	Blaul Blaul
8.	Community Spotlights – La Jolla Music Society/The Conrad with David Silva	Information	David Silva, LJMS
9.	Merchant Engagement 4th Tuesday Networking Events - 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	Podway Nicole Medina AJ Johnson Blaul
10.	Upcoming Events Mutt Strut Recap – Many thanks to volunteers Sarah Putnam and Stephanie Silverberg for making it a family affair. The event welcomed approximately 85 dog families, fewer than last year, but was still a great success. Thank you to La Jolla Loves Pets for the strong partnership. Together, we raised more than \$10,000 for A Way Home for Dogs, a pet rescue organization. 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. 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	Information Information	Podway 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

- ☐ Achieve quorum by attracting 50+ members to the Annual Meeting
 - 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
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Objective 3: Drive Visitor Traffic & Buyer Activity

- ☐ Launch La Jolla Saving Pass App
 - 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

- ☐ Refresh loyalty initiatives for workers, residents, students, and visitors (La Jolla Saving App)
- 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
- Maintain a consistent process for third-party events that maximize value to LJVMA through promotional exchanges