



LA JOLLA VILLAGE MERCHANTS ASSOCIATION MONTHLY MEETING AGENDA

14 October 2026 | La Jolla Riford Library | 4:00 PM

ANNUAL MEETING AGENDA

1.	Call to Order – Annual Board Meeting		Scott Blaul, President
2.	Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof	Action	Blaul
3.	Approval of 2025 Annual Meeting Minutes – Not applicable as no quorum was established.	Information	NA
4.	Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official. If 50 members are not present, take action to defer ballot counting to the monthly meeting, which takes place immediately following adjournment.	Action	Election Official
5.	Call to Order - Monthly Board Meeting	Action	Scott Blaul, President
6.	Roll Call - Scott Blaul, Jessica Chepovsky, Katie Garner, AJ Johnson, Mark McDonald, Nicole Medina, Fatmeh Muhareb, Diana Ngo, Jason Peaslee, Nick Petro, Bill Podway, Sierra Prescott, Sarah Putnam, Kaity Rudolph (Quorum is 7)	Action	Fatmeh Muharab, Secretary
7.	Approval of September Minutes	Action	Muharab
8.	Adoption of Agenda/Edits	Action	Blaul
9.	Non-Agenda Public Comments - Updates from Community/Political Leaders - All other public comments (limited to two minutes)	Information	Blaul
10.	Financial Report Approval of Financials – August	Action	Bill Podway, Treasurer
11.	Organizational Excellence Associate Member Applications Election Results presented by Election Official - Scott Blaul, Inn by the Sea - Bill Podway, Decker's Dog + Cat - Mark McDonald, Compass Realty - Sarah Putnam, Ashen Salon - Kaity Garner, Duke's La Jolla - Nicole Medina, My Senior Health Plan - Sierra Prescott, La Valencia - Gabriel Ferrao, Prospect Ink	Action Action	Jessica Chepovsky. VP Muhareb
12.	Community Spotlight – Street Scape Update and Construction Timeline with Lidia Rosner, Enhance La Jolla	Information	Enhance La Jolla
13.	Merchant Engagement 4th Tuesday Networking Events September 22, Mix & Mingle, 4:30 – 6:00 PM, Le Coq - Recap October 27, 8 – 9:30 AM, Business Breakfast at My Senior Health Plan, 875 Prospect. Tourism Update with SDTA, How November 17, Next Gen 6 PM – 8 PM, Roppongi Mingle & Jingle – Holiday Open House at Empress Hotel – Dec. 2, 2026 – 5 – 7 PM Street Team – What works for you, works for us! Those interested in helping with distribution of information, promotional materials, event poster, etc. can reach to Jodi to arrange pick-up and guidance. Tourism Update	Information Information Information	Blaul Rudick Blaul
14.	Marketing La Jolla Savings Pass Launch September 4 – Update and initial data. Businesses can still add themselves to the app. Please download using QR code. Spirits Festival/La Jolla Art & Wine Festival Recap – October 10-11. Thanks to all who	Information Information	Stephanie Silverberg/ Mktg. Chair Blaul

	volunteered! Next Opportunities to Volunteer: Creepy Candy Crawl – October 30, Holiday Open House – November 22		
15.	Upcoming Events & Recaps 1. Art Walk Update - November 6 – Gratitude December 4 – Holiday Cheer <i>If you have contacts at organizations that fit our theme, please get in touch!</i> 2. Creepy Candy Crawl – FRIDAY, October 30 – 3 – 6 PM 3. Holiday Open House – Sunday, November 22, 11 – 4 PM 4. Holiday Festival and Parade – December 6	Information Information	Podway
16.	Adjourn Meeting to November 11 – Swearing in of New Board Members	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