LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

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**	No quorum was established	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.	Deferred to Monthly Meeting Below	Election Official
5.	**Meeting adjourned**	Action	Blaul

6.	**Call to Order - Monthly Board Meeting**	Action	Scott Blaul, President
7.	**Roll Call** - Scott Blaul, Jessica Chepovsky, Katie Garner, AJ Johnson, Mark McDonald, Nicole Medina, Diana Ngo, Jason Peaslee, Nick Petro, Bill Podway, Sarah Putnam, Kaity Rudolph (Quorum is 7) Absent: Fatmeh Muhareb, Sierra Prescott	Action	Fatmeh Muharab, Secretary
8.	**Approval of September Minutes –** *Motion to Approve: Nick, 2nd Mark. Unanimous approval, except AJ Abstains.*	Action	Podway
9.	**Adoption of Agenda/Edits –** Agenda adopted without edits		Blaul
10.	**Non-Agenda Public Comments** • Updates from Community/Political Leaders • All other public comments (limited to two minutes)	Information	Blaul
11.	**Financial Report** • Approval of August Financials – *August. Motion to accept: Jason; 2nd Mark. Approved Unanimously*	Action	Bill Podway, Treasurer
12.	**Organizational Excellence** a) **Associate Member Applications – None submitted** *b)* **Election Results** *presented by Election Official, Susan Monk presented election results. Ballot were opened and tabulated on site. There were 9 candidates running for 9 open seats. All of the following candidates were elected to the board term beginning November 2026 – 2028. Bill made motion to accept election results; Jessica 2nd; approved unanimously. Congrats to all!* a. Scott Blaul, Inn by the Sea b. Bill Podway, Decker's Dog + Cat c. Mark McDonald, Compass Realty d. Sarah Putnam, Ashen Salon e. Kaity Garner, Duke's La Jolla f. Nicole Medina, My Senior Health Plan g. Sierra Prescott, La Valencia h. Gabriel Ferrao, Prospect Ink	No action Action	Jessica Chepovsky. VP Susan Monk
13.	**Community Spotlight – Street Scape Update and Construction Timeline with Lidia Rossner, Executive Director, La Jolla Community Foundation.**	Information	La Jolla Community Foundation
14.	**Merchant Engagement** **1. 4th Tuesday Networking Events** a. **September 22**, Mix & Mingle, 4:30 – 6:00 PM, Le Coq - Recap b. **October 27,** 8 – 9:30 AM, Business Breakfast at My Senior Health Plan, 875 Prospect. Tourism Update with SDTA, How c. **November 17,** Next Gen 6 PM – 8 PM, Roppongi	Information	Blaul

	2. **Mingle & Jingle –** Holiday Open House at Empress Hotel – Dec. 2, 2026 – 5 – 7 PM 3. **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. **4. Tourism Update**	Information Information	Rudick Blaul
15.	**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 volunteered! Next Opportunities to Volunteer: Creepy Candy Crawl – October 30, Holiday Open House – November 22	Information Information	Stephanie Silverberg/ Mktg. Chair Blaul
16.	**Upcoming Events & Recaps** *1.* **Art Walk Update - November 6 –** Gratitude |**December 4 –** Holiday Cheer *If you have contacts at organizations that fit our theme, please get in touch!* 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
17.	**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**

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