



LA JOLLA VILLAGE MERCHANTS ASSOCIATION MONTHLY MEETING MINUTES

9 September 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 (Quorum is 7) : Sarah Putnam, Suna Singh, Aj Johnson Absent	Action	Fatmeh Muharab, Secretary
3.	Approval of August Minutes : Bill 1st, Jason 2nd – approved unanimous	Action	Muharab
4.	Adoption of Agenda/Edits Nicole 1st, Bill 2nd – approved unanimous	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 – July: Jason 1st, Fatmeh 2nd approved unanimous	Action	Bill Podway, Treasurer
7.	Organizational Excellence a) Resignation of Suna Singh : Nick 1st, Jessica 2nd approved unanimous b) Swearing in of new board members: Katie Garner and Sierra Prescott c) Associate Member Applications : Bill 1st, Nicole 2nd approved unanimous a. Candidate Forum (expected) Nick 1st, Jessica 2nd approved unanimous i. Scott Blaul, Inn by the Sea: ii. Bill Podway, Decker's Dog + Cat iii. Mark McDonald, Compass Realty iv. Sarah Putnam, Ashen Salon v. Kaity Garner, Duke's La Jolla vi. Nicole Medina, My Senior Health Plan vii. Sierra Prescott, La Valencia viii. Gabriel Ferrao, Prospect Ink	Action Action Action	Blaul Jessica Chepovsky. VP Muhareb
8.	b. Request for Support – Opposition to Vendors in the Park : Jason 1st, Nick 2nd approved unanimous Request for Support – La Jolla Cove Open Water Swim - Kiwanis	Action Action	Jodi Rudick Aaron Brennan
9.	Merchant Engagement 1. Merchant Survey – Please help distribute. 2. 4th Tuesday Networking Events a. August 25, Next Gen, 6:00 PM to 8:00 PM Recap —Prospect Ink – Fantastic turnout – over 85 people, Huge thanks to Prospect Ink, Duke's, Johnny Tran Music and all who donated door prizes. b. September 22, Mix & Mingle, 4:30 – 6:00 PM, Le Coq c. October 27, 8 – 9:30 AM, Business Breakfast at My Senior Health Plan, 875 Prospect. Tourism Update with SDTA d. November 17, Next Gen 6 PM – 8 PM, Roppongi 3. Street Team Upcoming Dates – Thursday Prior to Networking Event (Sept. 17, October 22, November 12. Meet at Unscripted Spaces at 4:00 PM.) + Happy Hour 4. Tourism Update	Information Information Information Information	Nicole Medina AJ Johnson Scott Lebhar Blaul
10.	Marketing 1) La Jolla Savings Pass Launch September 4 – Update. Early data. Businesses can still add themselves to the app. Please download using QR code.	Information	Stephanie Silverberg/ Mktg. Chair/Rudick
11.	Upcoming Events & Recaps 1. Art Walk Update - 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> 2. San Diego Spirits Festival – September 28 – 29	Information Information Information	Podway Liz Edwards, Director Blaul

	3. La Jolla Art & Wine Festival – October 10-11. Volunteers for LJVMA Booth. All board members requested to take one or more shifts. Sign-up sheet is being distributed.		
12.	Adjourn Meeting to October 14	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