LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING AGENDA

11 November 2026 | La Jolla Riford Library | 4:00 PM - CANCELLED

Due to the Veteran's Day Holiday and Library Closure

The La Jolla Village Merchants Association Meeting will be **postponed** to

December 9, 2026 at a special time.

3:15 – 3:30 - Networking

3:30 – 4:15 – Abbreviated Board Meeting

4:15 – 5:30 – Strategic Planning meeting

Please email any questions to jodi@lajollabythesea.com

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