



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
 Minutes of Monthly Board Meeting – Online Format via Zoom

10 June 2020 / 4:00 PM

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its regular monthly meetings via the Zoom Online Meeting platform during the Coronavirus Crisis. This Month’s Meeting features a very special program: La Jolla Listens: An Honest Conversation About Race, Diversity and Black Lives Matter.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting
 Time: June 13, 2020 4:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allow for technical issues.

This meeting was recorded in two parts:

Part One: [Link](#) to Recording of Opening Remarks by Rehema Ally-Lifa: <https://youtu.be/XCD9gRwQ-hE>

[Link](#) to Remainder of Meeting including Panel Featuring: Paris Eisenbiess, JR Justice, Danika Zikas and Julia Espinosa
<https://us02web.zoom.us/rec/play/6MYufuGhqDo3EoWS5gSDBvJ7W424LqKshCEe8qYPxUe3ViUDYVgkYrASYucU-AsmRSoCyBovb7iS2ht?continueMode=true>

	1. Meeting Format and Guidelines a. Video/Audio Enabled by Host b. We recommend using speaker view for the best experience. Speakers will be unmuted, all others will be muted. Questions can be submitted via the Chat Function or send to LJVMA via text: 858-230-2725	Jodi Rudick, Executive Director	
4:00	2. Call meeting to Order	Brett Murphy, President	
4:05	3. Roll Call Present: Amber Anderson, Morgan Barnes, Cody Decker, Gabriela Guevara, Lauren Johnston, Katey Longo, Robert Mackey, Kelli Metcalf, Brett Murphy, Max Shenk, Melissa Snook, Jessica Wiley, Julie Wright Absent: NONE	Jessica Wiley	
4:10	4. La Jolla Listens – An Honest Conversation About Race, Diversity and Black Lives Matter. Link to Recording of Opening Remarks by Rehema Ally-Lifa: https://youtu.be/XCD9gRwQ-hE Link to Panel Featuring: Paris Eisenbiess, JR Justice, Danika Zikas and Julia Espinosa	Brett Murphy, President Rehema Ally-Lifa, LJVMA Diversity Manager Danika, Organizer, White Flower March	Information

5:00	5. Approval of May Minutes	Jessica Wiley	Motion: Lauren Johnston Second: Julie Wright Unanimous
	6. Update from Elected Officials (3 minute maximum) Steve Hadley – no new updates. Matthew Gordon – State Assembly Member Todd Gloria’s office. Contact information Mathew.gordon@asm.ca.gov .		Information
	7. Non Agenda Public Comment (3 minute maximum; Public comment can also be sent via Chat. William Moore – introduced himself as city council candidate Contact: 858-210-7999		Information
	8. Finances a. Financials b. 501(c)3 Formation – Mission Statement Drafted, Working on bylaws.	Kelli Metcalf, Treasurer Julie Wright, Vice President	Motion: Brett Murphy Second: Kelli Metcalf Unanimous Abstain: Jessica Wiley Information
	9. Organization Update a. Strategic Plan Modification b. Appointments to CPA Community Groups (July 1 2020 – June 30, 2021) c. PDO – Planned District Ordinance i. Brett Murphy ii. Melissa Snook iii. Katey Longo d. Coastal Access and Parking i. Brett Murphy ii. Bob Mackey iii. Gaby Guevara e. Traffic and Transportation i. Natalie Aguirre ii. Max Shenk	Brett Murphy Brett Murphy Murphy	Tabled to next meeting Motion: Brett Murphy Second: Julie Wright Unanimous

	<p>10. Public Safety Update LJVMA in communication with police authorities</p>	Jodi Rudick	Information
	<p>11. Design/Beautification/ a. Outdoor Dining Expansion including Wall St Closure Update Working with Sean Karafin with city of San Diego as direct contact for BID. Updates coming soon. b. Wayfinding – On hold until businesses work through re-opening phase</p>	<p>Murphy Murphy</p>	<p>Information Presenting to various community groups this month.</p>
	<p>12. Marketing/Promotions/Crisis Communications</p> <p>a. Internal/External Public Safety Information i. Reality vs. Rumors Campaign ii. Thanks to City Leadership and SDPD</p> <p>b. Re-opening Promotional Campaign i. Signage ii. Social Distancing Floor Decals iii. Face Masks for Merchants</p> <p>c. External i. La Jolla Village News EBlasts, Daily Links to Restaurants, Daily Ads ii. Video Distribution – More than Just a Pretty Place Unmasked iii. Social Media Team posting 4 – 5 times each week</p> <p>d. Internal (Merchants) i. Linking merchants to continuing opportunities from County, State, etc. ii. Reminder - Facebook Group - La Jolla Village. Merchants and Blog; www.lajollavillagemerchants.com</p>	<p>Julie Wright, Chair Wright Murphy</p>	<p>Information Information Information</p>
	<p>13. Meetings a. Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until Shelter-in-Place Orders lifted. b. Meeting log-in information/agenda is on website (posted 72 hours prior to meetings).</p>	Murphy	Information
	14. Adjourn to Next meeting – July 8, 2020	Murphy	Information