

# Minutes

## of the La Jolla Village Merchants Association

### Board Meeting – January 14, 2015

Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037

#### **Call to Order**

The general meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:33 a.m. by vice-president, James Niebling. After call to order Fortune presented holiday spirit awards for the festival of lights. This is the first time these awards have been presented. Awards were presented to everyone that registered and decorated.

#### **Roll Call of Directors**

Roll call taken by Baroudi. All directors present except Marengo, Dorvillier, Underwood and Warwick.

#### **Non Agenda Public Comments**

Julio De Guzman with criminal division described office and explained how they partner with the community. Non-emergency number is 619 531-2000. Rasmussen discussed recent and ongoing felonies in the village. Voiced concern and asked what the best process is to take. DeGuzman will get in touch with northern division and Officer Larry Hesselguesser(sp?) our community relations officer to discuss the issue with them. His department does not deal with the felonies. Rasmussen would like input from Officer Larry and Fortune wants him to contact her. Maybe creating neighborhood watch program is necessary. Borja referenced the attempted robbery at the coin shop this week. Borja always has two people lock up. Rasmussen has been in village for 40 years, does not recall a string of events like what is taking place now. Need to increase police presence. Rasmussen just put five security cameras in at the community center and feels much safer now. Berwin has installed now as well, and pointed out how cost effective and user friendly the new systems are.

Chuck Norris spoke about the upcoming Pillar of Light award at Prince Chapel. Honoree is Leon Chow. Chow will receive his award on the 29<sup>th</sup>, 1216 K Street.

Heather Vrana gave an update on visitors center activity. 21695 visitors, conservative estimate based upon sharing with Sotheby's. Didn't count overlap. 1000s of calls also coming in. Great team staffing and talking about merchants, strengthening Facebook and Twitter page. Local visitors have increased. Please come visit. Talked about monitors, brochure space and advertising opportunities. Great use for advertising dollars. Heather is working on strengthening the merchant volunteer program so she can go out and speak with merchants and work on educating. Networking with different areas of San Diego with different visitors centers. Fortune was happy to point out that this is our second anniversary in the center. Already seeing increased numbers this year. Lots of traffic this month. Will be pulling website numbers this month.

Allison Dodd with Lightner's office, spoke about the Torrey Pines corridor project, happening in 2 phases. First phase is sidewalks and ADA curbs. 2<sup>nd</sup> is the crossings. First phase is starting at the end of the month. Chow asked about lane closures, will check. Lightner founded charter review committee, Lightner is chair. Tonight is state of the city address by the Mayor at Balboa Theater.

#### **Approval of Meeting Minutes**

Motion and second by Rasmussen/Smith to approve minutes from the monthly BOD December 10, 2014. Motion passed with unanimous vote and no changes.

#### **Promotions Division Report**

Bill Shumard, President of Special Olympics Southern California spoke about the upcoming World Special Olympics 2015. Started 45 years ago by Eunice Kennedy Shriver for people with intellectual disabilities. Promotes change,

courage, dignity, respect, inclusion just to name a few. In 180 countries 5 million athletes around the globe. 16k in Southern California with 12 sports in two seasons. Event begins on 7/25 for 8 days in LA. Biggest event in Southern California and largest sporting event in the world. 7k athletes 30k volunteers 30k spectators during the event. 425m economic impact for SoCal. La Jolla will be a host camp. One of 7 in San Diego County. We will have 1k athletes in the village. Brought host club flag to present to Fortune, who is the chairperson for La Jolla. Flag will be flown at the Rec Center. Audience member asked about requirements for being a host town. We are partnering with UCSD. Working with museums and other groups to show them San Diego and La Jolla during their visit.

Rita Moore and Heather Vrana spoke about The Village Marketing Collective. They have created this group as a platform to educate the merchants and create a shared vision for the village. The group meets the 3<sup>rd</sup> Tuesday of every month at 11:30. This is a brown bag meeting, and will hopefully foster a lot of ideas for the merchants. There will be a guest speaker every month. Next meeting will have Allison Andrews from Fashion Week speaking. Eblast is going out, and this is a no cost forum to help determine the voice of LJ.

### **Economic Development Division Report**

Valery Beloso with Accion, Small Business Finance San Diego, in business for 20 yrs, and they are a non-profit small business lender. Works with a lot of start-ups and challenged merchants. Non-traditional financing. Offer loans up to 75k for any business purpose. Helped Oh La La expand. They offer resources as well through different events. Many elements of business and free. Fortune asked for a one page highlight for eblast purposes. They have been a member of the BID for years. Well known throughout San Diego.

Jonah Mechanic and Lucas representing San Diego Vacation Rental Managers Alliance. They act as representatives for Short Term Vacation Rental owners / managers. It's a home being offered for rent to people from out of town. Here today regarding a recent long ordeal with La Jolla Planning Commission. Needs to be more proactive recommending some regulations regarding rentals for the purposes of short term use. They are coming here because neighbors are concerned. Big economic impact on community. Feels merchants should be aware of this. Tourism is the 2<sup>nd</sup> largest traded economy, 462 rentals listed for La Jolla and 4.4m in TOT tax is made from these rentals. Brings in 312m annually. 38m to La Jolla alone. Based on numbers provided by tourism authority. Walker asked how numbers were calculated. Fortune said info could be very valuable to board. Fortune suggests that they come back for a more formal presentation and for a support vote. Niebling asked about the rules being put into place. Biggest concern is noise and lack of commitment to community. Recommending to the city a permitting process for using a home for vacation rental with a penalty system. Fee will go directly into enforcement not into the general fund. If rental neighbor is nuisance, renter will be held to same standard as resident. Wants to hold owner/operators more accountable. Majority of vacation renters are wholesome families looking for quiet experience. Only 3 have been identified as problems in La Jolla out of the 462. Main problem with current permitting process... no fee and no consequence. Enforcement on tax collection is limited. Their website has all info regarding rentals. Sdvrn.org. Fortune asked Studebaker if rentals are in BID, should they be paying bid fees. Studebaker will look into this. Rasmussen discussed about competing with hotels. How is this balanced to benefit the community. Fortune invited them back for a future meeting.

### **Design Division Report**

Bill Harris spoke about Coast Blvd paving grant funding that has been made available for streets with heavy traffic. Stretch is below Brockton and will extend to lower Girard. And Coast South. This will be a very invasive project. Will be replacing the entire street. Their intention is to do one half at a time. Will try to keep parking in the area. Coast South will have limited access. Asking about interest in moving forward. Trying to be sensitive to all scheduled events. Needs to get started immediately. Will be pulling up entire street and redoing. Rasmussen and Fortune referenced that Rosiland is the worst street in village. Funds are for concrete streets. Action is to vote for support on project. Can start within a week, week and a half. 2/1 is targeted. Suggested start is after the Farmers Golf Tournament. Motion to support the reconstruction of Coast Blvd and Coast South commencing Feb 9<sup>th</sup> with completion by 3/30 by Smith/Walker. Motion was passed with a unanimous vote.

Sparkle and Shine, Warwick not present. Fortune talked about project. Banners on Torrey Pines came down for golf tournament, will go back up in Feb after open. Collected 58k on project. Pressure washed all sidewalks in the village. Cleaning is done at night and in early morning. This has improved the visual impact on streets. Quarterly project also looking at other sidewalk maintenance. Hopefully this will be a long term project.

### **Treasurer's Report**

Burke spoke about numbers for November, and commented that they look good. Still educating on his position. Budget looks good. Fortune stated that executive board met and reviewed annual budget. We have experienced growth over the years so we now have history. We know what to expect in different categories. Same foot print, discretionary only happens if we make the income to cover expenses. BID income has increased based upon unpaid taxes, 20% up. CEP Grant same dollar amount, EDTS 46,900.00 this year, budget reflected 40k for coming year. Motion and second by Burke/Chow to approve the budget. Motion passed with unanimous vote.

Motion and second by Baroudi/Berwin to submit resolution for EDTS grant. Motion passed with a unanimous vote.

### **Next Meeting**

Niebling announced the next board meeting, January 14, 2015

Niebling adjourned meeting at 10:16 am

Brown Act Training by Liz Studebaker for new board members following meeting.

**Dated:**

A handwritten signature in black ink, appearing to read "Krista Baroudi". The signature is written in a cursive, flowing style with a large initial 'K' and 'B'.

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**Krista Baroudi, Secretary**

Motion/first to approve minutes with no corrections by Rasmussen/Mills. Passed with a vote of 10 yes and 3 abstentions.