

# **Minutes**

of the La Jolla Village Merchants Association  
Board Meeting – August 12, 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: 32 a.m. by, president, CA Marengo.

## **Roll Call of Directors**

Roll call taken by Baroudi. All directors present except Niebling.

## **Non Agenda Public Comments**

Lisa Lindgren with Soroptimists International of La Jolla, spoke about human trafficking and issues within the local community. San Diego is the 6<sup>th</sup> largest trafficking area in the country. Break Free Run is being held for the first time in San Diego, brought posters. Run is on Sat Sept 12<sup>th</sup> in Mission Bay. Rasmussen asked about a broader forum to speak on the issue. Programs are held quarterly. They show the movie Taken and then have a panel discussion. They maintain up to the moment information and statistics. Warwick mentioned that they commission a play annually to educate. Rasmussen would like to see some sort of forum sponsored by LJVMA. Marengo will put them in touch with Fortune to set something up.

Julio DeGuzman with the City Attorney's office gave a review and update on his department. Spoke about how the different departments within the office operates. Advises all city offices from a legal standpoint. Spoke about community court program. 16 hours of community cleanup for dismissal of offense. Program started in Dec 2014; July statistics are showing a 70% acceptance rate.

Will Henley with Restoration One introduced himself and his company. Company deals with water damage, fire damage and mold mediation. 24 hour number with live representative. 42 locations, national franchise. New to La Jolla. Free estimates and evaluations. Bills to all insurance companies. Will offer discounts for direct pays. Restorationone.com

Mike Fazio and wife Megan with San Diego Fly Rides. Wanted to introduce themselves, Mike will be submitting his board seat application for LJVMA.

## **Approval of Meeting Minutes**

Motion and second by Mills/Baroudi to approve minutes from the monthly BOD July 08, 2015. Motion passed with 11 yes and 3 abstentions. No changes made.

## **President's Report**

Marengo spoke at the Rotary this month. Great experience and saw how many merchants were involved in the other organizations. Did open questions, was asked about delivery limitations and large trucks. There was a code from long ago saying they wouldn't ticket delivery trucks up until 10am. Wanted to see if we should contact traffic and transportation for enforcement so the village isn't so congested at other times with the large trucks.

Last month we discussed the stance on the PDO. Gave update on continued discussions this month. Tomorrow is a hearing on two projects at planning commission, 1111 Prospect St. and Silver St., both are asking for a reduction in retail and no retail on Silver St. Marengo is sending out a letter tomorrow based upon our conversations today. Warwick is concerned about eliminating the PDO until the board is more educated. Chow asked about the work we've done already, Marengo said it was 5 years ago and is now outdated, needs to be updated. Wants to push the

city to engage. Rasmussen stated that Wagener can't rent his commercial space on Prospect because of the lack of frontage. He has an offer from Morgan Stanley. From our stance the change would cut down on the amount of retail space in the village. Wagener wants to convert the whole thing. Joe La Cava spoke about Wagener's frustration with the PDO. Wagener is willing to give 50% commercial and 50% office. They will give deviation if he is willing to push the variance back from the Prospect location. La Cava chaired the PDO committee for a couple of years. Also tried to make changes. We seem to be stuck, afraid to change. Would like to see effective changes. Rules are handled inconsistently. Wants to see code consistency. Also has a problem where a code violator was hit with a 25k judgement. Likes Marengo's strategy and would like to be involved in the change. Marengo's goal is equality for all merchants. Don't fight the project, fight the process. Goal is to point out all the deviations in the PDO from 1984. From experience, incremental steps don't work. City is reactionary. Want city to get it done. Many areas do not conform to PDO. Marengo is trying hard to push this. Rasmussen spoke about the two current projects and whether the changes make sense. Many facts need to be considered regarding deviations. Deviations need to offer something that is better for the public. Marengo needs feedback because time is of the essence. Purpose of the letter is to address the overall situation, not the two projects. PDO is antiquated and we would be asking for updates. Dorvillier feels that change is imperative. Fortune mentioned that there have been four projects recently looking for deviations. Marengo has one more he has not yet taken on pending the outcome of this issue. Feedback from CPA was mixed, relayed information from CPA to Lightener's office. If we stay silent we can't expect to see any fixes. Rasmussen talked about black letter laws not fitting everyone's requirements. Warwick asked for more clarification on proposed letter. Marengo's request is for support to write a letter to comment on common issues within the PDO, and is not directed to any one project. This is our opportunity to address this. Brady asked if the LJ Community Planning Association wasn't the right body to address. Should encourage the planning association to update the PDO, and doesn't want to see it scrapped. La Cava encourages that the deviation is unique in the Prospect location. That is what is triggering this problem on the project. Demand information as to why it would work. The PDO committee is a community joint committee. They have all agreed that the PDO committee is where it should come together and then filter out to the other committees. Let them do the heavy lifting on this. Warwick asked about urgency of the letter, wants board to see the letter before it goes out. Rasmussen is not sure that we are the group to address this. Berwin mentioned that her husband is on the Silver St. project. Marengo said we should not speak about the projects themselves. Smith says it sounds like the PDO is messed up and would like to wait and review the letter, feels he does not have enough information, Arredondo would like to see the letter first as well. Walker feels Marengo should move forward as time is of the essence with the upcoming hearing. Marengo asked each board member their individual stance. Majority of board spoke to not moving immediately but agreed that the PDO should be addressed and board would like to review any letters going out. Marengo clarified that the letter can be written with executive power without the support of the board, but wants to act in conjunction with the support of the board. Clarified that the letter would only address awareness of deviations directly to the planning commissioners. Wants to make sure everyone knows that the PDO for La Jolla is not a document you can rely upon. It needs to be looked at and needs the backing of the planning commission to go and ask the city and other authorities to put budgets into place to have this reviewed and taken care of immediately. Other projects are coming down the pipeline, and things need to be fair and equitable to all. By Marengo's count, 30% of the village merchants that are not following the PDO, and it's not fair to those who have relied upon it, and it's not fair to those coming in. Borja noted that it sounds more like a letter of awareness. Baroudi clarified that based upon the current discussion that Marengo is using tomorrow as a foundation to get the ball rolling, Marengo confirmed that it was his intent. Berwin asked if Marengo still sits on PDO. Marengo stated that Deborah Marengo is on PDO. He was on for many years. Berwin asked why the PDO committee is not addressing this. Marengo doesn't feel they have a complete awareness of the long term impact of what they are approving. They are hearing presentations and going on face value, not really analyzing the documents. Rasmussen is getting the sense that Marengo wants to bring the entire PDO into scrutiny, which is fine but Rasmussen feels it works well. Does not feel that ours is the correct forum for a complete review. We can look at certain aspects and address those. Marengo appreciates all of the feedback, and will most likely not send the letter based upon todays discussions.

### **Treasurer's Report**

Burke gave an update on financials. Numbers sent out, tight month. Barely making expenses. First month of fiscal year. Working with city on revisions and will have those out next month. Berwin asked about the budgeted vs actual on the 4<sup>th</sup>. Fortune stated that budgeted funds were for a potential event that did not take place. Warwick asked about a replacement for Heather, Fortune does not know yet. Arredondo asked that if we were able to generate income from our neighborhoods for an event could we have our own account. Fortune said yes.

### **Organization Division Report**

Warwick gave an update on traffic and transportation. Spoke about community parade, original Christmas parade has already been approved. This will affect business in the village. Singer has applied for a permit expecting 25k people. Singer was told he would require appropriate community outreach. Came back to July meeting and presented petitions. Because of confusion and misrepresentation and intimidation, he cannot hold parade. Singer has not identified anybody participating in parade; people felt petition was not clear as to this being a second parade. Singer threatened to call merchants out as non-supporters publically. Athenaeum has a large event on that same day which is in conflict to Singers plan. Brady is also on the committee, agrees with Warwick, board has bent over backwards to support applicant. They unanimously voted to defer until all requirements have been met. Deborah Marengo on the behalf of CA came to talk about the different parking zones within the village, discussed different ways of addressing this. Creating a special sub-committee to review. Rasmussen spoke about the entry into La Jolla and the effect on business. Asked if there is something to be done in order to adjust the light system to free up the flow. Marengo said there is a button to reset the lights manually that the firefighter can set.

Underwood updated on the PDO. Conrad project/music society purchased 67 spaces in Bank of America lot to meet parking requirements. Project approved.

Fortune spoke about the upcoming fall elections. Our deadline is today by end of meeting. Reviewed the applications that have been received. Have seven slots to fill. Election will be held by mail in ballot this year. Will be scheduling reception to meet candidates.

Fortune presented information regarding La Jolla Community Foundation. Has talked to community over last year, they came to us regarding PBID and other revenue streams, fell off, nothing has happened. LJCF has decided to review and form a MAD. Fortune asked Phyllis Pfeiffer to come and present. Would be a fee assessed onto property owners. Pfeiffer sent email saying they are in exploratory phase will present once they have information in October.

Fortune reported on Briggs vs City of SD lawsuit. Through insurance and council was recommended a tolling agreement. Takes us out for a few years, on back burner now. If Briggs settles with city of San Diego, we should not be brought into it. Mr. Briggs is suing city of San Diego and named all 18 of the business improvement districts.

### **Promotions Division Report**

For Padres Day, Dwight presented check to Marengo in the amount of 931.00.

Fortune gave an update on La Jolla host town status for the Special Olympics. It was a great experience, lots of volunteers. Over 400 people from India in village. Had torch come through on the rainy Saturday, but clouds broke for photo opportunity. The Mormon Church supported event with many volunteers. Took them to the zoo, into the village, Padres game with presentation on the field.

Arredondo spoke about Art Walk / First Friday. Started in May on Girard. When it was restarted, the goal was to grow it into the entire village. Elizabeth Keen with La Jolla Gallery, has been working with Arredondo for Prospect, working together to combine areas and events. Great result on Friday, restaurants donating food, and they do have a lot of merchant sponsorship.

Marengo wants to add to our division report the TMD. Underwood is our representative for this group.

### **Economic Development Division Report**

Chow presented the grand opening report. Last month Draper and Damon reopened; rest of the month was quiet. Supercuts and Mathnasium opened. La Plaza is getting Yoga Smoga. Trying to get more opened for holiday season. Also three businesses on the verge, Tapenade, YMCA, Movie Theater, and Dukes in September.

### **Design Division Report**

Walker reported on trees, benches, plants and lights. Last month meeting, Marengo attended. Trash cans, Niebling creating a mock up for 35 cans. Asked about survey on placement, Marengo said city is currently doing this. Budget update, small things can be handled. Got together with Margie Mc Naire, working on benches. Benches are privately owned. Complicated, spreadsheet is disorganized. Brought up directory signage, roadblocks abound. Will work with Marengo to continue investigation and review. Third Thursday for next meeting. At Esteban Design Center at 930 am. Plan is still to be funded by merchants.

Niebling and Marengo spoke about the trash cans.

Warwick spoke about the banner program, Sparkle and Shine. No new information, still looking for cart sponsor for 4<sup>th</sup> quarter, La Jolla Concours will be sponsoring up to event.

### **Next Meeting**

Marengo announced the next board meeting, September 9, 2015

Fortune adjourned meeting at 10:14 am

**Dated: September 9, 2015**

A handwritten signature in black ink, appearing to read "Krista Baroudi". The signature is fluid and cursive, with some loops and variations in letter height.

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**Krista Baroudi, Secretary**

Motion/first to approve minutes with no corrections by Rasmussen/Chow. Passed with a vote of 13 yes and 0 abstentions. Smith arrived after vote.