

Minutes

of the La Jolla Village Merchants Association Board Meeting – December 10, 2014 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 8:30 a.m. by president, CA Marengo.

Roll Call of Directors

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

Non Agenda Public Comments

Vanessa Wong with Tejon Fragrance Boutique. Having an open house on 12/21. Please RSVP from provided invitations, they will be having a raffle.

Heather from Visitors Center came to speak about Visitors Center. Reminded everyone that they could set up a complimentary page on the website, also talked about our twitter page and the marketing opportunities it offers to the merchants. Advertising opportunities also available. Beginning in January, Heather will update numbers for the center.

Carol Olton and John Brice about the bottle recycling trucks. The company seems to have a casual relationship with the merchants in the village and trucks are parking in the residential neighborhoods. This must be stopped, and referenced the article in La Jolla Light regarding this issue. Trucks move bottles from one to another in the early hours and disturb neighbors. Requesting that the restaurants no longer work with these vendors until they conduct themselves in an appropriate manner.

Approval of Meeting Minutes

Motion and second by Berwin/Dorvillier to approve minutes from the monthly BOD November 12, 2014. Motion passed with unanimous vote and no changes.

President's Report

Ed Wick contacted Marengo about the bottle recycling. Marengo is committed to creating a flier for education purposes, stating that by not locking the recycling bins, merchants are contributing to this issue. Merchants do not realize the noise that these businesses create and that the neighbors of the village are being disturbed by their practices.

Marengo attended the Monarch Gallery opening; it was a very nice. Attended La Jolla CPA meeting and expected to comment on the 90 min parking issue, and explained the normal process for a change of this type. Very surprised that the 90 minute limit had already been put through. Marengo commented about being disappointed that the appropriate process wasn't followed, and feels that it sends a mixed message to the merchants. Parking limits within village are very confusing as it is with different times on same streets. Marengo used Wall Street as an example. Marengo was disappointed to see that people had reported he was against the change when that was not the case.

Had monthly executive meeting, and felt it was very productive. A new media partner was selected and it will be included in the planning session. Media partner is La Jolla Village News. We will advocate for education this year, and will focus on how we can grow our events to promote our merchants.

Treasurer's Report

Burke reported on the financial reports. Has been educating himself on the process, and will be meeting on Monday with the new bookkeeper for audit. Fortune will have final audit in the next week. Everything was fine, went smoothly. This was Fortune's third audit with LJVMA so she knew what to expect. Our new bookkeeper also handles audits for other associations.

Annual report includes P&L which was sent out with the agenda. Accomplishments included many significant points. Membership has grown significantly; Fortune will be leading a group for the entire city to collect business tax properly. Wants to stay current with today's times. Motion and second to submit annual report by Niebling/Burke. Passed with unanimous vote. Report will be up on website in the next couple of weeks.

Strategic Planning

Marengo and Fortune would like to focus on education this year. First is economic development. How to bring businesses into La Jolla. Would like to put together our own packages for marketing the area to prospective merchants instead of just depending on real estate brokers to bring new tenants in. Arredondo spoke about making a data base of merchants for new merchants to review. Berwin asked who is being targeted, brokers or corporate companies? Marengo described how he envisions the project, related to how the different areas of the village are growing and forming. Wants to try and help the flow of the village. Marengo referenced the vibrancy of downtown Pasadena. Berwin asked about pop ups. Property owner Wagener started with pop ups. His goal was bringing in merchants worthy of La Jolla. Wagener approached Toms and brought them in, and if they are successful, they will stay. New vision of tenant improvements are very basic and shows in these pop ups. Map of zones should be created. Add property info to the map. Board should discuss visions for the village regarding the best balance of corporate vs boutique. Fortune also addressed the maintenance of vacant stores and the suggestion that windows should be covered, and information regarding the space included. Borja like the idea of window film on vacant locations. Berwin talked about the cut sheet, thinks packaging is essential. Thinks it would be a good financial investment. Marengo doesn't want to alienate the broker with package, wants to see it with the brokers info packet. Dorvillier spoke about co-branding with the brokers to help with costs.

Design/landscape. Benches/banners. Niebling has been heading this up, all is looking good. We have flat lined at this point. Walker is going to be taking over design committee. Program needs funding to move forward. There has been no lack of ideas. Been trying to educate real estate owners and who maintains what. Needs the buy in of the owners. Niebling feels there is a lot of opportunity ahead. Thinks we should focus on individual owners to improve their areas like Warwicks has done. Expands the template on what can be done. Would like to help merchants and owners with transition by offering them planning and purchasing power. Warwick had designs made that could be used by her neighbors pro bono. Rasmussen asked if there are guidelines. Marengo referenced the BID guidelines. Community plan includes all information. Fortune has been focusing on the trash cans. As of last week she has been dealing with Lightner's office. Asked about completely replacing all cans and they said we could not do it. Spoke to environmental services as well. Needs to push Lightner's office and move forward. Also needs to deal with magazine and paper racks. U-T wants to maintain the right to distribute through street racks. Fortune referenced the recycle bins that are now being used in other communities. Banner program has been very successful and Fortune wants to expand on this program. 54k has been made over the last 2 months. Smith asked if there are more poles that we can use. We currently control 100 poles and all are used. We have to make sure poles remain within the BID. Underwood asked about getting on the city about the palm tree trimming. This is the city's obligation and the merchants are trimming the trees themselves.

Organization: big topic is block captain program. This directly ties into education. This is a huge, overwhelming job. BID assessments were raised significantly through this program. We may have hit half of village, but not all. This is an ongoing project to maintain equality throughout the merchants. Program should be personalized at this point. Borja referenced that there are many merchants that still don't know the board exists. 1357 merchants now, Marengo wants to see 1500 this year. Fortune wants to address the distribution of block responsibilities once again. Fortune feels this program takes on the most important role in the village. Fortune wants to make our own data base outside of the city. Fortune is researching the usage of the virtual offices and the people using them for the La Jolla address.

Promotions: marketing, events, Visitors Center, everything that brings people into the Village. Just asked Rita Moore at La Valencia to chair a committee called marketing 101 for educational purposes in the village for merchants. This will be a monthly meeting open to all, launching in January. Many of us already have this knowledge, but many don't. With the new businesses opening in 2015, significant money will be spent on marketing campaigns. Smith would like to see a promotions calendar. Marengo wants to look back at groups that brought potential events into the village. Fortune wants to add all events into the calendar, not just the events that the association is responsible for. Niebling wants to focus back on the Haute Nights, and feels it's a valuable marketing tool. Marengo thinks it could tie in as the cultural center of town gets rebranded. Arredondo brought up first Fridays as well so there is a regular art event. Marengo would also like to have a gallery and restaurant map. Underwood talked about public relations companies that so many of the businesses work with, like SD Tourism Authority, and its free services. Fortune mentioned that she is working with them regarding PR for the village. Marengo would like to see staff education in the businesses throughout La Jolla so that the business employees can help visitors with information and keep their tourism dollars in the village.

Next Meeting

Marengo announced the next board meeting, January 14, 2015

Marengo adjourned meeting at 10:16 am

Dated: Jan 14, 2015

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

Krista Baroudi, Secretary

Motion/first to approve minutes with no corrections by Rasmussen/Smith. Passed with a unanimous vote.