

# Minutes

## of the La Jolla Village Merchants Association

### Board Meeting – April 8, 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 Borja, Warwick, Mills and Berwin.

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

Henry Chiu, a local small business owner and Kiwanis club member spoke about the half marathon in April. The event will create some road closures. They will be auctioning off finish line this year to local businesses. Chiu brought fliers for bidding purposes and asked Fortune to send out an email. Great advertising opportunity. Chow added information about some changes, registration is moved out of town, first runners will cross finish line about 8am and last around 2pm. Roads should be back open by 11. 10k runners and family members in village during this event held on 4/26, last sun in April each year.

Brad Graves with San Diego Business Journal spoke of his interest about writing regarding sea lions at the cove and its impact on the village.

Marty Olsen, grew up in the village, has now returned to La Jolla and is a chiropractor. His office is located in the Merrill Lynch building and he specializes in muscle work and adjustments.

Heather Vrana with La Jolla Information Center spoke about the traffic over the spring break so far. There are also a lot more locals coming in lately. Vrana is pushing them to use us as a resource. Reviewed the advertising options available to merchants. Block captain program is working. In info center they are selling tickets to the concours event. Also has a merchant volunteer program in the center. 2 hours a week. This allows Heather to get out of the center and work directly with the merchants. 4/21 is the next meeting for the marketing collective, 1130-1 at the library. The speaker is a representative from Yelp, who will speak about what 50.00 or less can do for you.  
[hvrana@lajollabythesea.com](mailto:hvrana@lajollabythesea.com)

Julio DeGuzman gave a review and update on his department. DeGuzman spoke about the stay away order and how it works. It can include up to an 8 block area. Community courts are still being utilized for misdemeanors through community service for a dismissal. Marengo asked about alpha project integrating into sparkle and shine. Fortune will follow up.

Hillary gave an update from Senator Marty Block's office. Recent legislation includes Sb352 victims of elder abuse; sb298 expands wire-tapping authority as it relates to human trafficking. Heather will be moving on to another position and there will be a new representative.

Keegan with Five Stars, a business software company, has recently partnered with some local merchants. Will be attending our meetings on a regular basis now.

Brad with the Padres spoke about upcoming events. Rolling Stones coming May 24<sup>th</sup>. They have been very busy; everything has come together for Padres, lots of exciting things happening. Sunday for La Jolla day is June 14<sup>th</sup> for an afternoon game.

Would like to sell 350 minimum tickets for our section, 215 and 217 Toyota terrace infield. 5.00 from every ticket will go to LJVMA for sparkle and shine. Sell 25 tickets and you will be entered into drawing for first pitch and 4 VIP tickets for a later game. Tickets are 34.00 each. Marengo won last year's suite. Padres have the 3<sup>rd</sup> biggest high definition score board, all-star game in 2016, Rolling Stones suite package available, 12,500.00 for 20 seats in suite. 115 last year attended last year's La Jolla day.

Dorvillier spoke about concours this weekend. All roads are done. As merchants we are trying to do more to involve on Saturday. CJ Charles has Aston Martin in front and Tesla is in front of The Ascot Shop. Changed street closures a bit, dip is not closed. 167 cars on field. 2 air shows on Sunday.

### **Approval of Meeting Minutes**

Motion and second by Rasmussen/Marengo to approve minutes from the monthly BOD March 11, 2015. Motion passed with 11 yes and 2 abstentions.

### **President's Report**

Marengo has been working on the block captain project. Finding some new places and editing out non-existent businesses. Working to update the city's lists. Wanted to reinforce that it would be more fun as a group. If you find something unidentified in Marengo's territory, he owes you cocktails. Updated PROW info. With all the interest in the sign program and the merchant signs and way finding signs, Marengo wants to separate the two. He believes that the current Prow can be easily handled. Way finding sign project is a new beast and wants to make a new PROW outline so nothing is hung up.

Marengo has reviewed promises made from last year, will update items next month.

The Cove smell is receiving a lot of attention through the news agencies, based on the judges tentative ruling. Please attend La Jolla Town Council meeting tomorrow, Thursday at 11am. Judge has an opinion that the issue is only affecting a few, not the whole village. We need to send a strong message regarding the effect on the village. So many businesses are being affected and does not agree that the city should be relieved of its involvement. If the government wants to control the area with regulations, they need to address the negatives. Please show up at the meeting,

### **Treasurer's Report**

Burke gave update on financials. All numbers are reconciled. With the help of the block captain project, a lot of new businesses have been identified as not having paid taxes and this will impact our financial bottom line if we get them to pay. We need to show them what the association will assist them with.

Fortune will be tightening belt, we were so good last summer with collecting, and upping our assessments, we have already completed out purchase order of 150k on our BID assessments, so we will not be getting more funding until first quarter. Fortune will be moving things around. All BID assessment monies go through and are controlled by the city.

Financials are online, call Burke if you have any questions.

### **Organization Division Report**

Chow did not attend meeting, Deborah Marengo gave update, nothing of any comment. Some talk about a local gallery turning into a restaurant.

Fortune spoke about coastal access and parking. Meetings are now quarterly, no meeting was held.

Traffic and transportation, Warwick absent. Marengo heard that there was a request for a sound wall on La Jolla Parkway, asking the city to pay for the wall. Fortune added that Joe La Cava put out a notice that it's time to

change committee members and fill seats, they need to be updated. Fortune feels it's good to have our voice involved in these groups.

Smith gave an update on the block captain program. As noted before Fortune sent out the list regarding the information on the merchants. Fortune added that the city cleaned up their list of 1385, and removed approximately 50 so now there are 1300. There are probably 500-700 merchants in the village that are not paying. Everyone is on the list that has paid... we are looking for ones that have not paid, and remove those who have left village. We want to be a conduit to assist merchants. Deborah Marengo mentioned that the La Jolla BID is the largest in the city and we are missing funds by not finding those who are not paying. Rasmussen asked about the process and the best way to handle it. Marengo reviewed how he handles his block in order to find those not listed. BID list was resent last week. BID list is strictly for our use only, do not distribute or share. If a merchant is not on the list they may not be paying.

### **Promotions Division Report**

4<sup>th</sup> of July Fireworks outline presented by Marino, Hauer and D. Marengo. They spoke about the new partnership with LJVMA and wanted to thank Hauer for all the years of service to the community through the fireworks. Marino is a local resident and has assisted since 2008 in raising funds. Hughes Marino Company made a commitment to fund 5k each year. Hauer matched the donation along with many others. 38k already is committed, and they would like to see some sort of recognition for the large donors. Fortune will work with them for awards Received 5k from Lightner's office and the 5k from last year. Foundation needs to secure ongoing funds so fireworks are never in danger again. Rasmussen asked who is officially presenting the fireworks. LJVMA has partnered to present with the La Jolla Fireworks Foundation. The foundation is a 501C6. The La Jolla Town Council Foundation will receive monies so donations remain tax deductible. Town foundation is a 501c3, and they pay the vendors so that deduction is acceptable. Website is [lajollafireworks.org](http://lajollafireworks.org).

La Jolla Art & Wine Festival information presented by Ahern and McFarlane. Oct 10<sup>th</sup> and 11<sup>th</sup> this year. Monies raised go to local schools. Still maintaining the expanded footprint. No traffic problem in previous years, 50-55k people attended, wine and beer garden did well. Schools received 36,500 last year. 515k total for the 4 schools. PROW allows merchants to expand onto the sidewalk during the festival. Great weekend! We are doing the brave court this year in the evening. Did last year for first time, 8pm opening. 500 people attended last year. Looking for new artists, had many emerging artists last year. Motion to support closures on Girard for the festival by Baroudi/Smith. Passed with unanimous vote.

Kathy Loper with the End of Summer Fire Run, not present.

Rebecca Soechtig spoke about the LJHS Secret Garden Tour. Soehti is a merchant in village on Girard. Committee member with historical society, event was started 17 years ago, and has raised 75-100k for historical society. May 16<sup>th</sup> this year. Self-guided tour includes seeing six homes or a special tour with lunch. Boutique was added last year and is open to the public with a silent auction. Soehti sked if block captains could hand out posters. Fortune asked that posters are given to Heather at the Visitors Center and Fortune will eblast info on picking up posters at information center. Ahern offered to promote the event at the farmers market.

### **Economic Development Division Report**

Arredondo presented information on the village survey. First step of new campaign was sending out survey to locals on what type of businesses they would like to see. Has received about 74 survey responses out of 2600. Not enough to draw a conclusion would like at least 250 responses on survey. Anonymous survey goes through Survey Monkey. Asked for distribution ideas. Arredondo will end a link with information and survey to forward.

Chow presented the grand opening report. March was quiet, La Plaza is now open. Nice opening and Catania is busy. Juice shop is coming in from Los Angeles and is very excited, still working on many spaces in La Plaza. Tapenade is moving to Girard. Looking for more openings this month. Thanked Dave Schwab for article in the Village News. Media partner is doing an around the block spot on neighborhood shops.

### **Design Division Report**

Walker updated on trees, benches, plants and lights. Group is meeting Thursday. Whatever we do will not make everyone happy, Walker finds it to be an interesting spirited group, they are getting a feel for one another. Rasmussen asked about landscaping in front of stores, Marengo referenced that merchants are responsible for their areas.

Nicole Capretz regarding San Diego's climate action plan, cancelled.

Fortune spoke about the banner program, Sparkle and Shine. Mary is our new Sparkle and Shine ambassador. She will be doing some weeding, light trash and cleaning six days a week in the village. About 70k raised and is going directly to sparkle and shine. Mary wears a different polo every day, cart has LJVMA logo on it. Will be doing another power washing. Sidewalks are getting cleaner. Making a lot of progress... Niebling, Warwick, Fortune and Ahern have put a lot of work into this project. Ahern and Fortune also referenced a program where the City is matching property owners 75% to 25% owners for sidewalk repairs.

### **Next Meeting**

Marengo announced the next board meeting, May 13, 2015

Marengo adjourned meeting at 9:56am

**Dated: May 13, 2015**

A handwritten signature in black ink that reads "Krista Baroudi". The signature is written in a cursive, flowing style.

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**Krista Baroudi, Secretary**

Motion/first to approve minutes with no corrections by Niebling/Smith. Passed with a vote of 8 yes and 4 abstentions.