

Minutes

of the La Jolla Village Merchants Association

Board Meeting – May 13, 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 Arredondo, Burke and Rasmussen.

Non Agenda Public Comments

Heather Vrana with La Jolla Information Center spoke about the website and its function and benefits. For example, we sell tickets for example at discounted prices. Concierge Association trade show coming up in conjunction with the 100 year celebration for Balboa Park. Vrana would like donations for a basket representing La Jolla. Please use website more. Events coming up, Secret Garden Tour and Surf Film Festival. La Jolla Village Art Walk in process now, Vrana and Arredondo speaking to local art galleries, and the idea is to move it around the village... the event has entertainment and music. Marketing collective third Tuesday this month on social media and how to tell your story. Please RSVP. Looking to tap local talent for upcoming meetings. Lots of networking possibilities available. Niebling stated yelp discussion last month was great. Vrana contact email is hvrana@lajollabythesea.com

Cynthia Lamont from Passport to San Diego spoke about their company. Group of women with 45 years' experience. Worked with Promote La Jolla, and helped with the BID. Has multi-level marketing plan, magazine on newsstands, and is complimentary. Also has website. Strong on social media. Newsletter has a 47% open rate. passporttosandiego.com

Allison Don with Council President Lightner's office adon@sandiego.gov. It is budget season, working on FY16 budget, council has been looking item by item. Please forward thoughts or comments. Marengo has been trying to contact regarding budget and PDO regarding processing an update of getting rid of stench. Marengo is also looking at the processing of either putting in money to update the PDO or getting rid of it all together.

Julio DeGuzman gave a review and update on his department. Three weeks ago City Attorney Goldsmith was on KUSI News talking about criminal courts and their benefit. Wants to keep up quality of life in the community. Infractions must be reported for them to do their job. The more reports the easier. Community courts update.... Misdemeanor charges only for community court. Case dismissed with community service in the neighborhood. Only 60% accepts, wants to increase acceptance rate. 88 who accept succeed.

Sara Fields with State Senator Marty Block's office, just started last week and will be covering La Jolla. In budget season for the State, and there is a surplus for the first time in years. If you have suggestions please contact especially regarding education. Sarah.fields@san.ca.gov If you need any assistance with state licensing it is available. Marengo suggested that we hire someone to educate the sea lions on the rocks. Looking for any angle to help resolve the problem.

Warwick spoke about La Jolla Town Council doing forums. The next one coming up is on art, June 4th beginning at Warwicks. There will be live music and refreshments with eight speakers, Warwick brought information fliers.

Chuck Norris spoke regarding the homeless situation in the village. Please direct issues to him and he will try to assist, Norris knows a lot of the homeless in the area. June 21st his church is having a fish fry for Father's Day. DeGuzman asked about complaints regarding the homeless in the neighborhoods.

Approval of Meeting Minutes

Motion and second by Niebling/Smith to approve minutes from the monthly BOD April 8, 2015. Motion passed with 8 yes and 4 abstentions.

President's Report

Marengo spoke about the La Jolla stench. He spent the whole last week focused on the issue with the various local organizations. Met with Assemblywoman Tony Atkins, and was very surprised that she had been following the issue. She has a staffer completely dedicated to the issue. Tried to have meetings with Noah, Scripps Oceanography, and Sea World for suggestions. They would not meet with us and did not want to go public. Marengo has been trying various dog whistles to see if they have an effect on the sea lions, but nothing so far. Many people are trying small fixes but nothing so far has had an impact. Talking about the rain and the behavior. Marengo asked why certain areas are utilized and others are not? No one really knows. Local John Leeks gave a presentation and Rick Edward Richards suggested that they take a water jet pack to spray the rocks. Water pressure causes erosion so not feasible. Met with Alex Eurandi and suggested water canon misting with salt water from the water line up. Coastal commission though it was a possibility. T shirts are now being produced joking about the stench in La Jolla, we need a solution.

Marengo would like to send a letter to La Jolla Coastal Access and Parking regarding the unused funds. Funds are dead without a shuttle. Would like to make a proposal to use funds to clean rocks with city employees. It fits in by providing additional coastal access. Hopefully this will allow us to use some of the 400k plus funds. Motion and second by Berwin/Dorvillier to send letter. This is a creative but long stretch attempt. Letter will say we want to use public employees for this job. Borja commented that certain animals at zoo are spooked by certain animal sounds. Maybe this could be attempted? Hourly irrigation system? At presidents meeting we spoke of the use of netting, PVC posts, and a key element is not having dominant sea lions coming up the stairs and claiming territory. Warwick asked about possible art installation in the area? Problem is that sea lions seem to be unaffected by anything. Motion to send letter was passed with a unanimous vote.

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

Marengo would like to send a letter to La Jolla Parks and Beaches and City Events regarding trash. Wants to create an action item regarding trash from events. The events staff takes care of directly associated waste but cans throughout the village are left overflowing. When they do collections the event is charged for additional cans and removal for the village with an extra pickup on Monday. During the car show the cans all the way to Fay were overflowing. This was noticed through our sparkle and shine project. Mary has noticed a big problem. Wants to make sure it's part of the permitting process because most events don't come to LJVMA. Chow explained the process for the half marathon and the company who handles the trash removal. We just want to expand the area that they pick up from. Maybe move the pick up to a later time. Motion and second by Underwood/Mills to send a letter to special events to add to the special events permit regarding the waste removal of the overflow. Motion was passed with a unanimous vote.

Treasurer's Report

Fortune gave an update on financials. Financial numbers for April provided; total assets are 83,286.97, liabilities equal. P&L for year shows 5508.20 profit. We have exceeded our budget for year because we were so good at collecting BID fees, over almost 30k. April May and June assessments will roll over to 2015-16 year.

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

Organization Division Report

Deborah Marengo gave an update on the PDO, Chow did not attend. Leo Swines on La Jolla Blvd, wine bar. Came in for signs and color facades. 1111 Prospect came in for deviation on zoning asking for office on ground floor, deviation was denied. Brocket residence at Ivanhoe and Silverado came in for a CDP wants to put landscaping and fence in public right of way. La Jolla Cosmetic Laser on Fay came in looking to expand, info only. Removing 6 parking spaces to expand a wing. CA Marengo noted that this is our fourth requested deviation and it shows PDO is not working. Marengo wants to combine efforts if city is not willing to take charge of this issue. Marengo would rather rewrite or get rid of them. Wants to find a method to clarify this issue.

Fortune spoke about block captain program... we have had some progress. Marengo has gone out and provided a three page report regarding Prospect. Lots of X's on reports showing no business licenses.... 70% shows no license. Fortune had a meeting with the city auditor's office and provided them with a copy. Working on numerous ways to try to rectify this issue. Other BIDs are now calling us for assistance. Time out on the street is very valuable. Fortune gets monthly report with updates. Marengo added that he asked a while ago about naming districts in village. Toyed around with naming areas.... Trying to see if there is an easy division. Not trying to take away from the proposed signage, this is for when we are working within districts to help focus for incoming tenants.

Promotions Division Report

4th of July Fireworks update presented by Marengo and Fortune. Marengo spoke with Rasmussen, They spoke about the need for a resolution. Motion and second by Baroudi/Niebling for LJVMA to create a partnership with the La Jolla Community Fireworks Foundation where all funds will be submitted to La Jolla Town Foundation who will be paid a 1% admin fee for processing. Warwick asked if LJVMA will have to cover any expenses... all funds have been raised. Passed with unanimous vote. Asked committee to put in extra trash receptacles, but Marengo's permit does not allow for her to go outside launch area. Website is lajollafireworks.org.

Lyssette spoke about the End of the Summer Fire Run. 16th year starts at Prospect and Girard and goes to Pacific Beach. Shuttles bring runners back to La Jolla. Expect 2k participants. Aug 23rd. LJVMA requesting extra trash cans. Motion and second by Smith/Borja to support event. Motion passed with a unanimous vote.

Padres Day reviewed by Dwight and Fortune... please push tickets, event is coming up. Game date is Sunday playing the Dodgers, June 14th. This is being marketed as a community event. Needs to sell 350 tickets. Vrana asked about a Padre cutout for the information center window. Will designate a day to sell at visitor's center. Vrana asked that the event be publicized through our Facebook pages... she made an event posting on La Jolla by the Sea. 34.00 per ticket, 5.00 comes back to LJVMA for sparkle and shine.

Economic Development Division Report

Chris De Rosa spoke about XocBox. Following last meeting, spoke with some local merchants. Fortune still trying to form a sub-committee. Please email her if interested.

Arredondo not here to give update on the La Jolla Survey. Still has only about 100 responses, wants link to be sent out again.

Chow presented the grand opening report. Quiet month. Photographer on La Jolla Blvd. J Daxx Photography. Rico Boutique on upper Girard has moved down. Elizabeth Allen closed, Symphony moving to Miramar. Tapenade new location is under full construction. Christina Q relocated. Demo started at restaurant above Richard Walker on Prospect. 1909 Piazza where Aloha Sushi was is now open. Marengo's favorite pizza. Everet Stunz moving to UTC. Mills said Piazza hired homeless woman to take care of their gardening.

Design Division Report

Walker updated on trees, benches, plants and lights. Nothing to report. All ok. Meeting next Thursday

Warwick spoke about the banner program, Sparkle and Shine. Banner program still booking through fall. Sparkle and shine is working well. Village much cleaner than before. Mary out 3 hours a day, six days a week. Raised 8900. just for trash pickup. Sheri Ahern is sponsoring the next cart. Cart's next availability is Oct-Dec. 2500. for three months. Fortune has received a lot of calls and thank yous regarding Mary for all her hard work.

Before closing, let Lightner know that the view coming down Torrey Pines in wonderful! Thank you to Lightner's office for all the cleanup and hard work. Speed on Torrey Pines has actually slowed because people are looking at view.

Next Meeting

Marengo announced the next board meeting, June 10, 2015

Marengo adjourned meeting at 9:59am

Dated: 06/10/15

A handwritten signature in black ink that reads "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/Underwood. Passed with a vote of 10 yes and 1 abstention.