

Minutes

of the La Jolla Village Merchants Association
Board Meeting – January 10, 2018
7555 Draper Avenue, La Jolla, CA 92037

Call to Order

The general meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 3:00 pm by Niebling

Swearing in New Director

Fortune swore in the newly elected director Bill Philips and Nate Dixon

Roll Call of Directors

Roll call taken by Fortune. All directors present except Baroudi, Para, Bendl, Cerda

Approval of Meeting Minutes

Motion and second to approve the minutes from the monthly BOD November 8, 2017 by Frank/Murphy. Motion passed with a 9 Yes, 0, No, 1 Abstention. No changes.

Public Comments

Allen with The Padres introduced himself and spoke about upcoming events.

Jason Weiss with Senator Atkins office, brought copies of The Tony Times, and spoke about recent and upcoming business.

Mauricio Medina from Councilmember Bry's office brought newsletters and spoke about upcoming events.

President's Report

Niebling welcomed everyone to the new year and spoke about accomplishments from the previous year in relation to last year's strategic plan. Asked board members to focus on potential goals and contributions. Block captain program will continue through the year. Presidents letter will follow meeting.

Fortune explained to audience members how the Strategic Planning Session would be handled. Strategic Planning is for the 2018-2019 fiscal year beginning on July 1. Niebling would like to come up with 4-5 key initiatives for the year. Last year's main projects included the redesign of the website, one signature event, social media, and PR campaign.

The board entered an open Strategic Planning Session. Fortune will formulate a proposed plan from the afternoon's discussions, to be reviewed and discussed during next month's board meeting. The plan for FY2018-FY2019 will be submitted for board approval under a secondary document.

Adjourn Meeting

Meeting was adjourned at 4:03. Niebling announced the next board meeting, Wednesday, February 14, 2018.

Dated:

Krista Baroudi, Secretary