

Minutes

of the La Jolla Village Merchants Association
Board Meeting – March 14, 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 3.04 pm by Murphy.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Hawrylszyn Frank, Parks, Niebling, Petrate and Dorvillier.

Non-Agenda Public Comments

Mauricio Medina from Councilmember Bry's office brought newsletter. Spoke about upcoming events. Spoke about street lights out in community, has not gotten a response yet. Will make sure we can get a clear sense of how to deal with them. Spoke about water bills and the meeting that took place a couple of weeks ago. Still working on problem.

Bill Philips with Harcourts on Ivanhoe. Extended an invitation to upcoming event at Harcourts. Opportunity to meet people in the area. Different charity each time. Canine Companions is charity for this event Thursday the 22nd, 5.30-8.00. Asked for donations for raffle.

Jason Weiss with Senator Tony Atkins office, brought Tony Times. Spoke about legislation outlined in Tony Times. Next Wednesday, Senator Atkins will be sworn in as Pro Tempore of the Senate. The local celebration will be held on 4/13.

Approval of Meeting Minutes

Motion and second by Murphy/Parra to approve the minutes from the monthly BOD February 14, 2018. Motion passed with a unanimous vote and two abstentions. No changes.

President's Report

No presidents report.

Treasurer's Report

Murphy gave a review of the financials for February. Total liabilities and equities of 71824.53 and a net income of July through February of 8327.50. All financials are available on website.

Promotions Division Report

Fortune spoke about the upcoming quarterly mixer and social media seminar taking place at Pantai Inn on March 20th. A great lineup of restaurants. Aqua Vite, Georges, Dukes, Whisk and Ladle, Sugar and Scribe and Absolution. Social media seminar from 4-5. Email in advance to register.

Fortune reviewed the information regarding ticket sales and music for the upcoming La Jolla Concours d'Elegance. 4/7-8th Will be selling tickets on 3/5, 6 and 7th at Herschel and Prospect from 12-4. A portion will go back to Merchants Association. Tickets can also be purchased online, and use LJVMA code so we still get credit. Saturday we will have music throughout the village prior to party.

Economic Development Division Report

Dickerson reported on Grand Opening Program. A lot of new people coming in. Absolution ribbon cutting took place. Pure Spectrum CBD oils in La Jolla Plaza from Colorado. Had a nice opening with the Chargers. Lush Tan and a lash and brow studio also in La Plaza.

Fortune reported on the block captain outing. Murphy reported, good excitement on upcoming mixer. Great that we are providing a channel for communication. Bendl going out on Friday, Fortune and Dixon had a couple of businesses that went out. Dickerson asked why businesses are skipped. Fortune tried to focus on merchants on the lists that are more involved in the community. Baroudi reported that Ian with Africa and Beyond supplied set pieces and jewelry for the movie Black Panther. Will send in information for a blog. Fortune spoke about information from social media convention and how businesses are successful in this arena. Hawrylyszyn Frank will talk about Instagram during the seminar.

Zach Bartlett with Lime Bikes cancelled and did not present. Fortune announced. Sally in audience asked about what we already know. City told Lime Bikes got authorization to do business with a normal permit without talking to any of the city associations. Talking to Bry's office. City does not have a relationship with Lime Bike. Only the companies who own the bikes are benefitting. They don't have to pay association fees since they don't have actual locations. Sally asked if this sets a precedence for anyone who wants to sell on the streets. 3-4 bike vendors now and one scooter vendor. Uber is also coming out with a bike offering. Rumor about Councilmember asking Mayor to put a temporary hold on these companies. Will put on agenda next month as a discussion and an action item. An audience member said that Del Mar asked Mayor to put on hold. Will ask PDO about their involvement as well. Everyone needs to champion about their stance on these bike companies. It is supposedly targeting the "last mile" market. Fortune thinks Bird is already in a lawsuit in Santa Monica. Mauricio Medina asked about whether we felt that it would relieve a parking issue in the village. Sally pointed out how "walkable" the village is. Wants to keep the sidewalks safe. Dixon asked if they rescheduled. Fortune said they did not. Will try to get more of the companies to come and present next month. Dockless bikes are evidentially very popular in Europe and Japan. Hasn't really entered La Jolla area yet. Bike businesses in PB reported that they lost over 100k last year because of Deco Bike. If Lime Bike comes in and rents a space, then that's a different thing. Will continue to explore this issue for next month's discussion.

Design Division Report

Tyson Segal presented on behalf of Community Choice Energy. Idea is something that the city of San Diego has been working on for some time. Currently San Diego is with SDG&E, in US vs CA rates, .18 vs us average at .13 per kilowatt hour. 46% higher. SDG&E customers pay 77% more than Sacramento customers. SDG&E currently has a monopoly, and is an investor owned utility. What we want to do is bring in some competition. Energy procurement portion could be competitive. Talked about pros and cons like existing contracts, exit fees. Community choice is an "idea" that was established in 2002. Needs support at the city level. 4 out of 9 councilmembers want to support, others have not taken a public position. Fortune mentioned that it needs to be an action item to ask for board support.

This is just electricity, not gas. Billing would still be handled through SDG&E. George asked what prevents city from adjusting the rate up. Fortune asked if a non-profit could be established to run. Question was asked about where city would get their power. Power is coming off grid, just like SDG&E uses. Pollution free energy vs what SDG&E uses... only 43% clean. City would choose sources. City can determine percentage of clean energy. City goals is 100% clean by 2035. Feasibility studies show positive impact on community and businesses. Exit fees will be determined this summer and will be added to study. City is taking a very cautious approach. Laws have been on books since 2002. Solano Beach just started their program. Numerous groups already supporting, SDUSD, SD Community College district, Adams Avenue Business Assoc, Bry is very supportive. 22 community groups support. Would propose that if there is interest, we add to agenda for a vote of support.

Fortune discussed current status regarding hanging baskets, sidewalks and Sparkle and Shine program. Dead hanging baskets were replaced last week. Happened because of the lapse and litigation with MAD. New MAD trial coming up. LJVMA rehired the part time staff. She will also water the flower pots, 3500. back in budget starting in July. May go back out with Sparkle and Shine in the next month to pay for services. Bendl asked about the city's responsibility. It is the responsibility of the property owner to maintain clean and clear sidewalks.

Adjourn Meeting

Meeting was adjourned at 4.17. Fortune announced the next board meeting, Wednesday, April 11,2018

Dated:

Krista Baroudi, Secretary