

Minutes

of the La Jolla Village Merchants Association Board Meeting – May 9, 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 Fortune.

Roll Call of Directors

Roll call taken by Fortune. All directors present except Baroudi, Petrato and Cerda. Dorvillier arrived at 3.05, Murphy arrived at 3.06.

Non-Agenda Public Comments

Brad Wright Aquavite Restaurant friends own. Owners and operators. Not much time to market. They want to promote more. The want to be a part of this community. Durisoe mentions their passion and sends hotel guests there. The guests rave about it. Introduces Lynn Nyguen.

Julie introduces herself, La Jolla resident, NBC 7 “This is SD” featuring Restaurants, Yoga, Hair, etc. What do you want to highlight, what makes this the best. Rob Villetta Season 3 finished in LA. Season 1 wrapped up in this is SF. Wants to open it up to all business owners in La Jolla. NBC covers cost. You get b-roll footage for marketing. Mid-May to June and August. Air in Late Summer and Fall. Already in production, 35 places already. New deal with Hawaiian Airlines, will show on loupe. SD to HI flights will see this. New deal with SD Airport, in kiosks waiting for luggage. Whole new level of tourists. Feel free to reach out to Julie Alexandria 917.363.2524 julie.alexandria@gmail.com.

Nathan Fletcher running for supervisor. Running for district. Environmental issues. County gov’t currently underutilized. Not a lot of funds that need to be on the streets. Foster care and housing crisis. Get a county with more results. 26 days away from primary. County passed Chelsea’s law, he passed. Become effective.

Tony Atkins office California climate credit, Money off bill. April and October. Few deadlines coming up is June 1 – house of origin deadline. Senate bills out. Bills opposed to, please contact. June 15 Legislature to pass budget. If you have any item you are opposed to please reach out to office.

Jeff Lefstein, La Jolla Gourmet Meats, into Homegrown Meats, also in Poway. Great place and go say hi!

Approval of Meeting Minutes

Motion and second by Frank/Parra to approve the minutes from the monthly BOD April 11, 2018. Motion passed with a unanimous vote and two abstentions. No changes.

President’s Report

Fortune discussed the board positions currently open. Fortune introduced Kipp Williams as new member to join. Williams is an attorney located at Fay and Silverado. Attorney for 19 years, partner for

17years. Mark Krasner invited him. A motion and second to nominate Williams was made by Dorvillier/Murphy. Motion passed with a unanimous vote. Fortune swore in Williams. Williams is completing the remainder of James' term and then re-running as member seat.

Fortune asked for nominations for the board president seat. Dickerson nominated Hawrylyszn Frank. Frank accepts nomination. A motion and second to vote Frank as president was made by Murphy/Dorvillier. Motion was passed with a unanimous vote.

Fortune reminded board members that the conflict of Interest form and Workers Comp form are needed today.

Treasurer's Report

Fortune gave a review of the financials for March. Total liabilities and equities of 61944. and a net income from July through March of 7960. Two months left in the fiscal year. All financials are available on website.

Economic Development Division Report

Community Choice Energy, Tyson give brief overview with diagram on screen. Single screen diagram. Instead of current system. Two options of procurement of energy. SDGE or Energy Choice. More competitive system. Sheila explains execute for support. Nonprofit directed by city to procure energy. Downside might be more expensive the SDGE. Majority of city council has to approve it. Sheila reads letter to Faulconer and council. Solana Beach already moved forward. Michael asks who is the "we" San Diego Community Choice Alliance volunteer. Businesses for Good. If start with 'choice' then to SDGE then back to 'choice. Setup is unknown. No locked in term. A motion and second to support was made by Murphy/George. Motion passed with a unanimous vote.

Frank announces dockless bikes issues. Fortune explains meeting held with all associations. One thing has changed. Ofo Bikes has answered concerns. Insurance and Liability of having bikes in village. They have created a contract covering us on their insurance. Trying to work things out. Bikes are coming. There will be more. We can figure out how to welcome them or get rid of them. Most of the other district BIDS want them. The issue needs discussion. Do we want to add bike racks or painted corrals. Other option next to handicap spaces. Racks will come and install. They are willing to adjust apps. We determine what is best for village. Durisoe asked how can we giving up parking for merchants? Don Parks: Side note, require different locking mechanism. Durisoe recommends garages. Think of some interesting ideas. Philips recommends various spots. Fortune will look on map for handicap spaces to recommend. Williams mentions docked bikes in DC. Red bike system great. Fortune explains docked bikes are not coming back. Murphy mentions that they do not pay a BID fee still. Fortune suggested treating them like a merchant who are associate members. \$350 - \$3,000+ a year. Dixon recommending corrals. Bill introduced from Parks & Beaches. Sent two emails to LimeBike with a response about how he liked the bike ride. Now LimeBike has been sent out to pick up bikes. Fortune stated that bike companies are trying to be more respectful. Philips as a citizen, he moves them to the bike rack area, then they get picked up. Murphy: can we recommend insurance, bid fees, etc. before they are aloud to. Ofo is the only one stepping up. Dorvillier: handful of spots on map, trolley stops, does park + beaches, t+t have best spaces. Then, put a package together. Durisoe mentions growing the program as it is needed. Philips: Make a deal before you give spaces and get something from them in writing of requirements. A motion and second for parking spots next to handicap spaces was made by Parra/Parks. Motion passed with a unanimous vote.

Mauricio confirms June 20th 90% 8:00am located downtown city hall.

Frank accepts nomination and mentions she is first female president. Alisha excited to execute and all of us execute Block Captain roles. Since more social media interaction. For the first 10 people to be signed up by board member, receives Instagram post about business.

Promotions

Frank talked about the Mixer on June 19th. Best yet was last one. Director Durisoe was great! Another key ingredient was class that was taught. Facebook class Jamie would be great.

Murphy mentions LISC courtyard. 5:00pm class. 6:00pm start mixer. Yoga class in one of the rooms.

Dorvillier thanked everyone on board for Concours. Fortune mentioned that the event was heavily supported and attended.

Adjourn Meeting

Meeting was adjourned at 4.15. Hawrylyzn Frank announced the next board meeting, Wednesday, June 13, 2018

Dated:

Krista Baroudi, Secretary

Baroudi absent, minutes formulated from notes taken by Dickerson.