

Minutes

of the La Jolla Village Merchants Association
Board Meeting – August 8, 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 Hawrylszyn Frank.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Shenk and Cerda.

Non-Agenda Public Comments

Tyler Chamness, senior business specialist with Wells Fargo introduced himself. Talked about some of the available services.

Dr. Emily Poccia with Wildcraft Medicine introduced herself and spoke about her business and services. Dickerson will be doing a ribbon cutting shortly.

Robert Spek, Burgerim, just opened on Prospect. Looking forward to being a part of the community, would like to do an opening as well.

Ben and Christelle with Trianon. Clothing shop on Girard. Will be doing a grand opening for them as well.

Murphy spoke about Greg Tannenberger from SDSU. He reached out regarding programs available. Will present in October. Prior to that, Murphy can answer any questions.

Natalie with McLaughlin wanted to thank Murphy and the association with the help and connections with the country club. Also wanted to start talking about the holiday gala.

Approval of Meeting Minutes

Motion and second by Murphy/Parks was made to approve the minutes from the monthly BOD June 13, 2018. Motion passed with a unanimous vote and one abstention. No meeting held in July.

President's Report

Hawrylszyn Frank stated we are going to abstain from voting today because of Brow Act. Will be sending out nomination envelopes and spoke about redesigning executive director position.

Hawrylszyn Frank introduced Robert Mackey. Mackey lives and works in La Jolla, has tech company, La Jolla Golf Carts, and La Jolla Social. Would like to join board.

Hawrylszyn Frank provided packets to the directors regarding the executive positions and the new ED position. Parks felt it was well spelt out. Wants complete transparency with no blurred lines. Does not feel that prior role carried a lot of responsibilities that should not have fallen on ED's shoulders. Wants

the board to take on more responsibility. Wants us to be out there personally. This is the new initiative. Will continue to adjust as we move forward.

Corey with La Jolla Light asked how The Brown Act is keeping board from voting today. Hawrylyszyn Frank explained that she did not eblast out meeting information and does not want anything to affect our votes. Still figuring it out requirements. Working closely with the city. Dorviellier asked about voting if someone is here expecting board support.

Lauren from La Jolla Art & Wine Festival was expecting a vote today. They were not put on the agenda, it was an oversight. She will require a vote at the next meeting. Murphy said he would take care of it, Lauren will not be here next month, so Murphy will present on their behalf.

La Jolla Coastal and Access Parking

Murphy spoke, not much to report on , gathering information to present. Trying to understand the structure of this committee. Has a cool mousetrap to present. Got good information from city. Deborah Marengo in audience suggested that he speak with the chair of this committee to gain knowledge. Marengo spoke about the parking program, about an emergency meeting that was held on 7/24. Needs coordination with who will handle this on the board. Checks still go to office. Murphy did not have any input. Marengo offered once again to meet with Murphy and the board. Hawrylyszyn Frank talked about bringing people into community. Marengo stressed concern about the 80 plus people that depend on this program. Hawrylyszyn Frank will deliver the checks personally.

Treasurer's Report

Murphy reported on financials. Income is slightly down, doing some things to reduce expenses. Still going off original budget but city is being flexible. City is giving us a nice little buffer. City is going to allow us to update the budget and reallocate funds. Meanwhile will try to build some cash in the bank. Hawrylyszyn Frank stated that normally only 20% can be moved in a budget, but because of good relations with the city they are going to allow us to rewrite the budget. Great news. Baroudi mentioned that she did also attend the meeting downtown, and even though Liz Studebaker discussed the 20%, but also stated that any further changes would cause the budget to go back in for a vote. Definite guidelines to be followed.

Murphy gave a brief review of financials. 13k coming in and out. 34k in checking account. Baroudi asked that Murphy review June and July separately for the minutes. Murphy said he was just doing July. Since we did not have a July meeting, the financials still need to be reviewed. Murphy did not have them but Hawrylyszyn Frank did and gave them to Murphy. July assets and liabilities were 48k, in June 61755. for assets and liabilities. All financials are available on website.

Economic Development Division Report

Phillip Collier with Everett Stunz spoke about the slope stabilization construction and requests a letter of support from LJVMA BOD for night work to take place for the Slope Stabilization project. , Work was being done between 12-6, and this created chaos on the traffic. Stopped for summer, starts again after 9/1. 27k cars accessing Torrey Pines, and removing one lane effects this greatly. Has been talking to city and Bry's office, going to all community meetings. This project was approved by LJVMA as long as work was being done in evening. Complaints from neighbors created a shift to day work. This is creating a major traffic jam. Latest situation is transport and traffic board went to city for clarification. Starting in September will do all their work behind the k rail. Collier pointed out the task that this will create. Merchants Assoc and the merchants are directly affected by this problem. Has had a tremendous

amount of feedback from customers. In and out access is over an hour each way. Would like to see the city held accountable for this. Only the one route going north is Torrey Pines. Would like to see this organization use its influence regarding this issue. Unknown as to how much more time the project will require. Murphy suggested we speak with Bry's office. Hawrylyszyn Frank is on eblast and is on traffic and transportation board. Will continue to try to hold them accountable. Collier said La Jolla Light can be helpful with this. Hawrylyszyn Frank wants to see them held accountable. Collier said traffic and transportation are working well on this La Jolla Village Planning board moving forward, passed a motion to work at night, we should be able to object and hold them accountable to the agreement. Traffic and Transportation meeting is 8/15. There is an email saying they will work behind the k rails. This effects the whole community.

Andrez Guerrero with San Diego City Beats presented advertising ideas for LJVMA. Publication is based out of North Park, published every Wednesday. Coming out with an arts issue. Also, in the works is the "best of" balloting. Submissions end in august, 10/17 is when issue comes out. 44k copies are distributed.

Robert Carr presented for Sustainability Champions Handbook. Spoke about green programs. Has been working with Hawrylyszyn Frank, Fortune and Dickerson for the last few months. Spoke about the importance of sustainability. Man is influencing the climate. Talked about triple bottom line. Using less resources will save money. Sustainable places create a happier environment for people. North Park and Pacific Beach are trying to be eco districts. Has created a handbook, pdfs available. How to form and run a committee for this. Living document, will continue to change. Has a lot of resources for green businesses. Wants to know about any businesses that have already made these changes to become anchor businesses. Has eco quarter on their social media page. Some do require capital, some do not. Murphy asked about changes with SDG&E, did not get the rebates that were promised. Bill didn't go down much either. Would love some assistance. They said they ran out of money on the program. Robert says they don't have any power with SDG&E, they just work with them. Lots of programs that people don't know about. San Diego green business network was started by city, but nothing happened. They want to restart the program. Like a one stop shop for green requirements and adjustments. This is just for businesses. They would like to promote at our events. They want to work with us, they will be there.

Hawrylyszyn Frank said the city offers a walk through the city, and could they involve themselves with this? A lot of programs for merchants that the city offers free of cost. Any type of free help is great. Murphy asked how to sign up. San Diego green business network online to sign up. Would like to invite him to the next mixer. The expectation is that businesses will eventually become green.

Dickerson spoke about events in the community that could support the green effort. Audience member spoke about the efforts in the surf community regarding green choices. Mc Laughlin as a merchant how do we get recycle cans to sit next to our regular trash cans? Is there a program we can utilize? City has program but he's not sure. The trash issue is a big issue in the village. Dickerson said we don't want to present too much about the "not clean" issue. Wants to be cautious about approach.

Kathleen Johnson with Locale Magazine talked about magazine and its online presence. Does events to launch new issues. Hawrylyszyn Frank said locale is a beautiful magazine and their events are amazing. A good opportunity to bring more events into the village. Dickerson asked about how they choose

locations for events. They use partners for events. Works with Puesto. Wants to see how we can collaborate to get an event here. Distribution is throughout the coast. 20k copies, 200k readership.

Promotions

Hawrylyszyn Frank spoke about the upcoming mixer on September 18, 2018 at 5PM - Meet the candidates and other LJVMA members at The LOT - 7611 Fay Avenue, La Jolla, CA 92037

We have the self-nomination forms going out this week. Please reach out with any questions.

Design

Hawrylyszyn Frank spoke about MAD coming through, it's on pause for quite a while. Hawrylyszyn Frank will be making a motion that we spend the first Saturday of each month cleaning the village. Wants to take charge of making change. Some establishments keep their areas clean and many don't. Durisoe was connected a bit with MAD, we should be educated on what they have already done. They worked a lot on this issue. Also talked about green in Scripps Park.

Adjourn Meeting

Meeting was adjourned at 4.10 pm. Hawrylyszyn Frank announced the next board meeting, Wednesday, September 12, 2018

Dated:

Krista Baroudi, Secretary