

# **Minutes**

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

### **Call to Order**

The annual meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 3.00 pm by Hawrylyszyn Frank. Since a quorum was not in attendance, the annual meeting was adjourned at 3.00.

The general meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 3.00 pm by Hawrylyszyn Frank.

### **Roll Call of Directors**

Roll call taken by Baroudi. All directors present except Williams, Dickerson, Petrato, and Cerda. Parra arrived at 3.06.

### **Non-Agenda Public Comments**

Andrea with SoHa Living. They sell home décor with a Hawaiian edge. Manufactures in Carlsbad. Looking for community involvement.

Zeynep with the Community will count the votes for the election.

Mauricio Medina with Councilmember Bry's office brought bulletin and an invite for Brews with Bry. At Absolution next Thursday 10/18<sup>th</sup> from 530-7. Medina also presented Hawrylyszyn Frank and Baroudi certificates of recognition for their time and contributions with the LJVMA.

### **Approval of Meeting Minutes**

Motion and second by Murphy/Parks was made to approve the minutes from the monthly BOD September 12, 2018. Motion passed with a unanimous vote and one abstention.

### **President's Report**

Hawrylyszyn Frank decided not to re run for the board. She is proud of the work she's done and is happy that there are new revenue streams in the village.

Jodi Rudick, manager of publicity and programs at the Lawrence Family Jewish Community Center has been hired as the new executive director. She has been working at JCC for the last couple of years. Specialized in marketing for community services. Rudick will begin on Monday, Hawrylyszyn Frank will be working with her for the next 4 weeks.

### **Treasurer's Report**

Murphy reported on financials for September. Assets 25983.34, 13707.85 in bank. City is a bit behind in disbursement. Saving a bit on payroll, switched from Wells Fargo to ADP.

### **Economic Development Division Report**

Asumi Wakita presented for Lighthouse. Japanese publication makes guide book for Japanese people. Connects local businesses to the Japanese tourist. Murphy said tourism authority is spending a lot of money in Japan right now.

Hawrylszyn Frank gave an update for City of San Diego business walk. Picked a date 12/5 130-630 Bry will be present. Will make it a fun day to get to know each other. Needs 40 volunteers for the day. Please reach out, volunteers don't need to be a board member.

Patrick Ahern presented and requested a waiver for the summer moratorium. Rest rooms are in horrible shape at the Cove and it blocks the views. A new plan was formulated. Estimating a start of 2019 and a finish of spring 2020. No construction in the summers. Would like this waived to continue construction. Has approval from La Jolla Parks Planning Commission and other groups. Would like the support of LJVMA. Without waiver the project will take three more months and be a longer eye sore. Dorvillier asked about projects effect on the Concours, no work will take place on Sundays. Natalie asked about resources for swimmers, Ahern said there will be nothing during construction. All funding in place by city.

Patrick Ahern gave a presentation on Economic development. Talked about things going on in community. Grew up in La Jolla and has worked in village. Spoke about scoop for La Jolla. What's happening, upcoming projects, what difference, what will happen next? Talked about growth in Little Italy and Gaslamp. How things are affected by city rules and regulations. Talked about zoning in the village. Talked about current structure of La Jolla. Talked about Belvedere project. Lots of new dynamics in the village. Redo of the LJ Contemporary Art Museum. Conrad coming up, lots of new energy. Lots of changes in the village. Talked about Scripps Park being a leisure park. Came up with a general development plan. All about zoning and community. Talked about parking in the village. MAD is still in court.

Durisoe mentioned Pantai Inn will be in This Is San Diego. Great exposure for the hotel and La Jolla. Needs waivers from merchants visible in aerial footage filmed. LA Times travel section highlighted La Jolla in a Pantai article. Read a portion of the article. Drone video will show off village.

Janet Lawless Christ presented for a creative approach to bring Rancho Santa Fe clients to our merchants. Was thanks to Natalie at Mc Laughlin when she came out for a git boutique. Resident of Rancho. Nothing going on in Rancho, high rents. Has started Joyworks. Brand new. Wants to offer a for sale card for 25. for charity and merchants will offer them a discount with card. Could share contact lists. Would like merchants to donate. Merchants would be listed on card, expires in a year. Wants to drive sales into village. Wants to raise 500. From 200 residents to begin. Shuttle from Inn at Rancho and back for shopping. A great idea to work together. Will keep board posted as this develops.

Robert Alexander presented for the Walk of Stars. Retired paratrooper, past concert promoter. Also, in attendance was Charles Dunn, Carol Channing's personal assistant. President of Palm Springs walk of stars. Started over 20 years ago. Founded Las Vegas walk and is still head. Recently formed 501c3 if they can get La Jolla and city of San Diego they would like to start a program here. Lots of famous people born and raised here. Goal would be to charge 15k per star. Would not cost anything to city or area. Would maintain. Would propose to honor local important people. Would appreciate the boards support. Hawrylszyn Frank said if we ever wanted to piggy back to raise money for projects like the Belevede. this would be good. Dorvillier asked where the 15k comes from. Many purchase their own stars,

sometimes fans, friends, and family. Welcomes anyone to be on our nomination committee. Murphy asked about next steps. Hawrylyszyn Frank can bring back for a vote. Parks asked where they would be installed, Robert is not certain yet. Hawrylyszyn Frank recommended that his be put on agenda next month for action item.

Jeannie Johnson presented opportunities for the La Jolla Village Merchants Association as well as individual merchants through TEGNA. With Megan. Wants to help bring people to La Jolla. Brought mini presentation. Has done partnership with Old Town. Allows opportunity to get message out to all of San Diego. Shared commercial examples from other markets. Coronado has done this as well. Would be funded by the association with the assistance of the merchants. Average buyer spends 2500.- 5000 per month. All custom done. Geppetto's has been advertising for a long time. Brought information and contact information.

### **Promotions**

Brett Murphy presented regarding the details for this year's holiday party. Nothing to report at this moment. Waiting on information from Biz X. Doesn't want to spend money. Right now, nothing is committed to. Hawrylyszyn Frank will put on action item for next month. Doesn't have date yet.

Pillage the Village will be held on October 31, 2018 from 3PM - 6PM. Hawrylyszyn Frank said all good to go. REBA is doing costume contest. Sent out newsletter asking merchants to let us know if they are going to take part. Will put you on the list. Balloons will be given out at Gallery Properties. Geppetto's sponsoring contest. Kiwanis is not funding the posters. We have 5000. For events. Dorvillier will donate 1000. for posters on behalf of the Concours.

### **Design**

Max Shenk updated the BOD on the progress made for the bike racks. Will attack our local market. Wants to try to raise 5k for ten bike racks. Working on locations and permission. Will have more information by next month.

Hawrylyszyn Frank announced the election results. A total of eight merchants voted. Votes tallied were as follows: Jessica Wiley 6, Kipp Williams 5, Gerhardt Bendl 6, Amelia Hollow 5, Gabriela Guevara 6, Ben Roux 6, Robert Mackey 7, and Erin Miller 6.

### **Adjourn Meeting**

Meeting was adjourned at pm. Hawrylyszyn Frank announced the next board meeting, Wednesday, November 14, 2018

**Dated:**

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**Krista Baroudi, Secretary**