

# Minutes

of the La Jolla Village Merchants Association  
Board Meeting – September 12, 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 Hawrylyszyn Frank.

## **Roll Call of Directors**

Roll call taken by Baroudi. All directors present except Parra, Dickerson, Dorvillier and Cerda.

## **Non-Agenda Public Comments**

Mauricio Medina from Councilmember Bry's office brought newsletter and bike maps. Spoke about upcoming events. Before summer moratorium ended, issued a memo encouraging construction hours to night time in response to merchant's feedback and commuters. La Jolla Planning Association supporting as well. Working with city staff on how this will be implemented.

Jason Weiss with Senator Tony Atkin's office. Brought copies of the Tony Times. On August 31<sup>st</sup> wrapped up 2-year session. On time on budget, more money in rainy day fund, increased investment in UCs to roll back rates, significant investments in affordable housing. Legislature app, cash bail system, counties will develop their own systems. Ultimate authority will be with judges. Governor signed SB100. California's most recent climate goal is 100% renewables by 2025, net neutrality law implemented, making sure that small companies can get foot through the door.

Natalie with McLaughlin thanked Hawrylyszyn Frank for going to planning meeting and supporting the adjustment in construction times on Torrey Pines. Also said she saw agenda and what drives her as a merchant is that we need to think of things for the agenda that bring people to the village from the other communities. As a merchant she reads all news and what is missing is information on the merchants. Would like to see more usable information on merchants in the papers. Wants to see merchants showcased.

## **Approval of Meeting Minutes**

Motion and second by Murphy/Parks to approve the minutes from the monthly BOD August 8, 2018. Motion passed with a unanimous vote and no abstentions. No changes. Motion and second by Murphy/Shenk to approve the minutes from the monthly BOD June 13, 2018. Motion passed with a unanimous vote and no abstentions. No changes.

## **President's Report**

Hawrylyszyn Frank announced that Robert Mackey wants to run for open board seat. Introduced himself last month and gave another brief review. Wants to see change in the community. A motion and second was made by Murphy/Parks. Hawrylyszyn Frank swore Mackey in. Mackey took his seat on the board at 3.16.

Hawrylyszyn Frank spoke about the executive director position. We are in the midst of the new hire for a new exec director. Last month role was reviewed. She has a far better understanding of position now. Position has been posted and has been receiving applications. Will be reviewing with Murphy. Murphy commented that we owe a debt of gratitude to Hawrylyszyn Frank for how hard she has been working. Hopefully by next meeting we will have position filled.

Office space is large. Too big for us. Has been reorganizing offices and combining into one office. She is trying to sublet half of the space with short term businesses. Hoping to have this in place by October. We can sublet in lease and has approval from city.

Elections next month. Forms have been sent out. A lot of the mailings do get sent back because the cities mailing list isn't always accurate. Hawrylyszyn Frank went and took the forms personally. Trying to get more interest in the board. Vote is 10/3, 8-6pm. Wants board to help with election day. Ballots will be counted by Studebaker on 10/10.

### **Treasurers Report**

August was new fiscal year, 22k in bank 34k balance. Net income is up. Close out of last year. Audit is done. Assets 92871. Up 2k liabilities same. Will be different for next year because 2017-18 down 32k, 302k were expenses. Cash end of year 62907. Should rise since we do not have an ED right now.

### **Economic Development Report**

Sheri Ahern and Andrea Dahlberg gave update on La Jolla Art and Wine Festival. Brought postcards and posters. 10<sup>th</sup> year, 1million donated to the local schools. Wine and Beer garden, lots of entertainment. Family art center, celebrating youth in La Jolla. Youth bands will be performing. 2-day silent auction. Over 155 artists. Deigned so artists go down center of street. 40k in attendance. Pet adoptions too. 55 dogs were adopted last year. Always looking for volunteers as well. Motion and second to support by Baroudi/Murphy. Passed with a unanimous vote and no abstentions.

Jocelyn Maggard with city of San Diego presented regarding the San Diego business walk. Couple of years old. Business development specialist. Copied off program in Sacramento. With 15-30 volunteers they walk the area and talk with businesses for feedback or requests for help. Wed or Thursday 2-5, gave a review of how the event works. Lets merchants know what is available to the merchants from the city. Murphy asked how soon it needs to be scheduled and how much time is required. Takes about a month to schedule. Wants to get Barbara Bry involved. Hawrylyszyn Frank mentioned that we would like assistance on signage from Bry's office and suggested 10/24. Motion and second by Murphy/Duriso. Passed with unanimous vote. A motion and second by Murphy/Duriso to hold this event was made. Passed with unanimous vote.

Hawrylyszyn Frank requested a letter of support motion regarding the slope stabilization project which was discussed earlier. Motion and second was made by Murphy/Baroudi. Motion passed with a unanimous vote.

Hawrylyszyn Frank had a time restriction to figure out what we would be involved in. Picked California Main Street Alliance in Sacramento. City will take care of fees, Hawrylyszyn Frank and ED will go. Alisha explained a bit about what the conference covered.

Lindsay King, here with Alcorn Architects presented on 1230 Prospect. Moradi Jewelry Store and Eye Structure located here. Discussed current project, full facade renovation. New steel structure on existing building. Asking for approval to temporarily close four spaces in front of space. Looking at 6 months of construction. Mentioned that spaces were blocked for Dukes and Georges redevelopment. Wants to store equipment in these spaces. No one remembers the spaces used this way during the other projects. Murphy is all for improvement, but these parking garages could be their solution. Spaces in question are the ones used for delivery in and out and valet. Timeframe is a minimum of 6 months. Looking at starting 1<sup>st</sup> of the year. Baroudi asked for further historical development information and specific identification of spaces. All spaces they are requesting is within the valet drop off zone. Parks asked how long the project would be extended if spaces are not provided. Hawrylyszyn Frank will recommend that they speak with the valet company and then we will review again. Asked for further information and will put on next month's agenda for a proposed vote.

The Conrad Project is asking for support . J Horn presented. Building theater for music society. Last item they need to get project done. Needs to close traffic on sidewalk and direct traffic to the other side. Pedestrian safety issue if not allowed. Tons of activity to get this done. Proposed closure til end of January. Will help with traffic. Motion and second by Mackey/Murphy to support request. Passed with a unanimous vote.

### **Promotions**

Murphy and Hawrylyszyn Frank spoke about this year's holiday party. They had a meeting with Biz X, Biz X they will pay for party if we combine forces. Feels that this is in our best interest. Hawrylyszyn Frank believes that this will help our outreach. Baroudi voiced concern with a partnership with Biz X since it was a difficult situation with last year's party and Fortune had to step in at last minute and handle things that Biz X had committed to. Suggested that they get a clear outline of what Biz X will be responsible for. Hawrylyszyn Frank said we will circle back.

Merchant mixer is Tuesday at The Lot. Introduce the candidates. 6pm.

Brief discussion took place regarding Pillage the village in October. Baroudi gave some information as to prior years. Event will be held on 10/31 from 3-6pm.

### **Design**

Ann Dynes, President with La Jolla Parks and Beaches gave a presentation regarding bike racks. Two projects have caused them to want to partner with LJVMA. Major issues with all types of bikes in the community. Tried to address but did not get support from city. Hard to ask people to park responsibly if there are no racks/corrals. Did research and beliefs there is an opportunity to do a better job. Referenced the work at Children's Pool. One element of that project is a bike rack. They embarked on project. There are communities that have branded bike racks. Wants to do an arched bike rack. Putting in five at Children's Pool. Project is almost done. Wants to add branded bike racks to the village. Met with Hawrylyszyn Frank to discuss this possibility. Addressed the LJVMA controls on right of ways. Has a template and cost of 510.00. Wants someone on board to help. Hawrylyszyn Frank likes the design and thinks they are beautiful. Thinks there is a lot that's possible with doing this. Homeless in the area is a problem. They are using space that could be used for racks. Murphy thinks this falls right in line with rebranding the town. 510. is the branded version, 300. For plain version. The five at Children's Pool will

be in by end of October. Hawrylyszyn Frank suggest that we continue to work on this. Hawrylyszyn Frank will continue to be Ann's contact.

Leslie Henegar with City of San Diego planning department spoke about the citywide tree planting program. Was out earlier to give this presentation to planning committee. Carbon neutral by 2025 part of the inspiration was Faulkner's plan. City made commitment to be carbon neutral. Wants to impress the importance of planting trees. Ties into climate action. City's climate action plan 3<sup>rd</sup> largest contributing factor to reducing emissions. Trees have tremendous benefits, 19 listed in report. Citywide goals 15% BY 2020 AND 35% by 2035. Murphy noted that La Jolla already has solid coverage. Asked where they are planting right now. Brought handouts with graphical information and estimated numbers. City needs private citizens planting on their properties to meet goals. La Jolla. La Jolla is in good standing... 24% coverage. Area that needs help is the commercial area. City will help. No fee street permit for planting trees. Hawrylyszyn Frank said that city is providing us with trees. The water agreement is that property owner will take care of it. Sent out water agreement. City determines the trees to use. Has a list of what they want to plant. They do not allow palm trees, cost is too much in maintenance.

### **Adjourn Meeting**

Meeting was adjourned at 4.55. Hawrylyszyn Frank announced the next board meeting, Wednesday, October 10, 2018.

**Dated:**

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**Krista Baroudi, Secretary**