



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

MONTHLY MEETING MINUTES

14 NOVEMBER 2018

Meeting called to order at 3:05 PM

La Jolla Riford Library
7555 Draper Avenue, La Jolla, CA 92037

BOD in attendance: Gerhard Bendl, Lurnie Durisoe, Gabriela Guevara, Michael Dorvillier, Amelia Hollow, Robert Mackey, Kelli Metcalf, Brett Murphy, Don Parks, Benoit Roux, Max Shenk, Jessica Wiley, Julie Wright; Executive Director – Jodi Rudick

Absent: Kipp Williams, Tammy Tillack

Meeting Minutes

<p>LJVMA Board Nominations from the Floor 3 Self Nominations were presented to fill three existing board vacancies by Kelli Metcalf, Julie Wright and Tammy Tillack. Metcalf and Wright spoke; Tillack was unable to attend.</p>	<p>All three vacancies were filled by unanimous vote. Mackey/Murphy</p>
<p>Welcome and Installation - 2018-19 Board of Directors Claudette Berwin, an original board member of the LJVMA conducted the swearing in and installation of newly elected officers.</p>	
<p>LJVMA Executive Board Nominations & Election - Executive Board positions were filled by self- nomination seating the following Executive Board:</p> <ul style="list-style-type: none"> • President – Brett Murphy • Vice President – Don Parks • Treasurer – Kelli Metcalf • Secretary – Julie Wright 	<p>Executive Board members voted into position unanimously. Mackey/Shenk</p>
<p>Non-Agenda Public Comments</p> <ul style="list-style-type: none"> • Pillage the Village Recap -Claudette Berwin, owner of Gallery Properties and a Pillage the Village partner gave a recap of this annual event. Positive response all around! Saw more merchants, trick-or-treaters throughout the village (not just the main streets). Brett Murphy agreed that his club saw many more people than ever before. • Natalie Gomez, J. McLaughlin, thanked new Executive Director Jodi Rudick for attending and speaking on behalf of La Jolla Village Merchants at the Community Planning Association meeting on November to stress the important of nighttime construction on the Torrey Pines Slope project. • Children’s Pool Plaza Update and Invitation – La Jolla Parks and Beaches Board Members Phyllis Minick Janet Stratford Collins shared information about community celebration to take place on Sunday, December 9, 1:00 – 3:00 PM 	<p>All Items Information Only</p>

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<ul style="list-style-type: none"> • Jason Weisz, Office of Senator Atkins invited merchants to attend Holiday “Giftraiser” on December 12 from 5 – 7. Also encouraged people to contact Senator Atkin’s office for all state of California matters. • Lieutenant Charles Lara shared resources related to homeless population. Homeless Outreach Team Message Line (619) 446-1010; NeighborhoodPolicing@pd.sandiego.gov, Mental health 24 Hour Hotline (888) 724-7240, clara@pd.sandiego.gov. • Mauricio Medina, Council Representative, Barbara Bry gave an update about short term vacation rentals • Javier Gómez, Field Representative on behalf of Assemblymember Todd Gloria encouraged members to utilize his office when needing help pertaining to state issues. 	
<p>October Approval of Minutes</p>	<p>Minutes Approved unanimously by members of the board (6) who were present at last monthly meeting. Murphy/Shenk</p>
<p>Treasurer’s Report and Audit Update</p> <p>A. October Monthly Financial Report Presented by Brett Murphy – Murphy noted that the October Financial reflect July – September BID (Business Improvement District Payments). The LJVMA is very sound financially.</p> <p>B. Audit Documents discussed. Acceptance of documents tabled until next meeting to give new Board Members a chance to review the report</p>	<p>Octobers Financials Accepted unanimously Max/Robert</p>
<p>Economic Development Report</p> <p>A. The City of San Diego Business Walk Elizabeth Studebaker, City of San Diego, discussed the upcoming business walk and its purpose. Business Walk takes place on Wednesday, December 5, 2018 from 1:30PM - 6:30PM. Forty volunteers are needed for a successful walk. All LJVMA board members are asked to participate. Sign up Genius has been set up to recruit volunteers.</p>	<p>Information Only</p>
<p>Promotions</p> <p>A. Isabel Clark presented information and demonstrated web tools related to Small Business Saturday, November 24, 2018. Free resources are available online and promotional materials will be shared with Merchants by Rudick during store visits prior to the event.</p> <p>B. Website Improvements Demo– Rudick shared website enhancements: easy access to merchant resources; self-input for events, Ribbon Cutting request.</p> <p>C. Holiday Parade Participation – Robert Mackey invited LJVMA Board members to ride in Christmas Parade. Golf cart can be decorated.</p> <p>D. Partnership/Cross Marketing Opportunities</p> <p>a. OH! San Diego – March 23 – 24 – Rudick shared information regarding La Jolla Historical Society event partnership with the San Diego Architectural Foundation’s <i>Open House San Diego</i>. This is a well-publicized weekend which offers behind-the-scenes access to buildings located in Downtown San Diego, Bankers Hill, Barrio Logan, Point Loma and new for 2019 – La Jolla. La Jolla Village Merchant’s Association has been invited to be a partner listed on all materials in exchange for marketing assistance and social media mentions. No cost involved.</p>	<p>All items information only</p>

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<p>b. Networking Social – Dan Austin, BizX shared that CAVU (formerly Absolution by the Sea) and BizX are hosting a networking event on December 12 and has offered a free sponsorship to in exchange for some marketing assistance. No cost involved. Good branding opportunity for LJVMA. This event takes place the same day as the Strategic Planning Meeting, so all are invited to attend the meeting and adjourn to the social event. Durisoe suggested that information about the Mixer be promoted at the Business Walk.</p>	
<p>Design/Construction</p> <p>A. Holiday Decor – Holiday decorations are planned to go up beginning November 16. Need one to two volunteers to be part of the communication/planning on this project beginning this year and moving through 2019. Part of Design Committee.</p> <p>B. PROW – One Day Alley Closure RGB Group requests support for the following one-day alley closure: Project address is 7844 Herschel Av. The alley is located between Hershel and Girard. (North of Wall St and south of Silverado St.) The traffic that will be affected for the construction is mainly delivery trucks and trash collection for business on Girard Av. There will be access on either end of the alley for deliveries or trash collection if necessary. The closure of the alley will be only for one day during the hours from 7am-3:30 pm. The goal is to get the project completed before the week of Thanksgiving.</p> <p>C. Construction Update Genevieve Fong, of Shift San Diego, provided information about construction projects happening in La Jolla.</p>	<p>Information Only</p> <p>Letter of support approved unanimously. Mackey/Parks</p> <p>Information Only</p>
<p>Executive Director Report – Organization</p> <p>A. Strategic Planning Session – Set Date/Time to create the 2019 strategic plan. Murphy proposed that Strategic Planning meeting take place at December’s regular monthly meeting noting extended meeting hours (3:00 PM to 6:00 PM). Rudick with develop agenda and format. Durisoe suggested that we let Merchants know about the meeting during the Business Walk.</p> <p>Merchant Mixer – Offer by Dominic’s Table to host Merchant Happy Hour. Merchant Mixers will be added to the Strategic Planning Session</p>	<p>Strategic Planning session scheduled for December 12, 3:00 – 6:00 Murphy/Durisoe</p>
<p>Board Member Reports</p> <ul style="list-style-type: none"> • Jessica Wiley noted that Global Wellness Day is June 2019. Last year LJVMA created promotion around this event. With more time we can increase participation and scope. • Julie Wright explained that she will not be at the strategic planning meeting as she will be in Africa. • Appreciation was expressed by Rudick and board members for smooth transition. Rudick thanked Brett Murphy, for his generous assistance during her onboarding. 	<p>All items Information Only</p>
<p>Adjourn Meeting Next Meeting takes place on December 12 at 3:00 PM at the Riford Library. Note extended hours due to strategically planning session – 3:00 pm to 6:00 pm</p>	<p>Meet adjourned unanimously</p>
<p>Brown Act Training - City of San Diego staff conducted required Brown Act training (open meeting rules and regulations) for all board members who have not yet completed training.</p>	

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