

La Jolla Village Business Improvement District

ANNUAL REPORT 2018
PRESENTED BY:



Executive Committee & Director of LJVMA 2017 - 2018

- James Niebling – President (through March 2018)
- Alisha Hawrylyszyn Frank – President March 2018 – October 2018
- Jerit George – Vice President
- Brett Murphy – Treasurer
- Krista Baroudi - Secretary
- Sheila Fortune - Executive Director (through July 1, 2018)

A non-profit business association formed in January 2011 with experienced professional stakeholders at the helm, and a team of skilled partners on deck. LJVMA signed a contract with the City of San Diego in May 2011 to manage the La Jolla Village BID.

Board of Directors of LJVMA

BOD (Officer Term)	(Board Term) Company Name	Address	Phone	Email
Michael Dorvillier	(2019 x 3) Symbio Financial	7777 Fay Ave Suite, 315	858-551-8701	Michael.Dorvillier@gmail.com
Brett Murphy (Tres x1)	(2019 x 2) La Jolla Sports Club	7825 Fay Ave, Suite 160	858-500-2594	brett.murphy@lajollasportsclub.com
Jerit George (VPx1)	(2019 x 2) San Diego Fly Rides	1237 Prospect St, Suite X	619-602-2607	ike@sandiegoflyrides.com
Gerhard Bendl	(2019 x 1) Custom Shirts of La Jolla/Bendls	7872 Girard Avenue	858-459-6147	gerhardbendl@att.net
Don Parks	(2019 x 1) La Jolla Light	565 Pearl Street, Suite 300	858-875-5954	donp@rsreview.com
Krista Baroudi (Sec x 2)	(2018 x 3) The World Around You	7660 Fay Avenue, #822	858-459-2621	kkaylj@san.rr.com
James Niebling (Pres x2)	(2018 x 3) Esteban Interiors	7605 Girard Avenue	858-729-0045	James@estebaninteriors.com
Bill Philips	(2018 x 1) Harcourts Prestige Properties	7938 Ivanhoe Avenue, Suite A	858-504-8433	wlpcfa@gmail.com
Carla A. Parra	(2018 x 1) La Jolla's Little Vitamin Shop	1115 Wall Street	858-291-8889	carla@healthylajolla.com
Laurie Durisoe	(2018 x 1) Pantai Inn	1003 Coast Boulevard	619-861-1417	Laurie@Durisoe.com
Jamie Dickerson	(2018 x 1) J. Dixx Photography	7480 La Jolla Boulevard	619-985-2383	jamie@jdixxphotography.com
Silvina Petrate	(2018 x 1) Nativa Interiors	7770 Girard Avenue	858-794-0003	silvina.petrata@nativa-online.com
Xochitl Cerda	(2018 x 1) The Lot	7611 Fay Avenue	858-900-4004	xochitl@thelotent.com
Alisha Hawrylyszyn Frank	(2018 x 1) Fiercely Optimistic	1110 Torrey Pines Road	347-268-0946	Alisha@fiercelyooptimistic.com
Nate Dixon	(2018 x 1) Peter Lik La Jolla	1205 Prospect Street, Suite C	858-200-0990	ndixon@lik.com

LJVMA Vision – Established January 11, 2011

The vision for La Jolla Village Merchants Association (LJVMA) is to build consensus in the Village and re-establish La Jolla as a vibrant, prosperous community.

LJVMA District

Neighborhood: La Jolla Village

Boundaries: Eads to Ivanhoe, Ocean to Pearl Street to La Jolla Boulevard with various extensions beyond these streets

Number of Blocks: 30

Number of Businesses: 1330 +/-

Our Mission...

We bring
business to
La Jolla Village

Key Accomplishments – 2017-2018

Organization

- Updated LJVMA Bylaws to help with board vacancies and mid-year transitions.
- Continuing a direct relationship with the Mayor's Office to better communicate challenges and solutions to create a better La Jolla for our visitors' to experience, as well as a better business climate and place to live.
- Communicating and meeting regularly with City of San Diego Councilmember Bry and her office staff to improve streets, sidewalks, trees, garbage containers, The Cove smell, and other issues that arise daily.
- The Executive team continues to work with the Mayor's Office, La Jolla Town Council, La Jolla Parks & Beaches and local merchants to resolve "The Smell at the Cove" and initiate a schedule for environmental treatments for the smell. Maintaining the program LJVMA has established with the Mayor's Office for monthly scheduled environmental clean-up at The Cove.

Key Accomplishments – 2017-2018

Organizational Excellence

- Meeting regularly with other City of San Diego BID Council Executive Directors to educate on common issues and share lessons learned.
- Continue to educate the Real Estate Owners and Business owners regarding the PROW Ordinance and legalities, potential fines, and appropriate permits that are available.
- Managing the Approval of Construction that affects our PROW (streets, sidewalks and parking) and scheduled moratoriums.

Key Accomplishments – 2017-2018

Organizational Excellence

- Held Fall elections for Officers and Directors for the LJVMA Board of Directors – attracting an impressive group of self-nominated candidates reflecting many different types of businesses and their individual professional backgrounds.
- Executive Director and Board of Directors smoothly transitioned through unplanned mid-year leadership changes allowing little or no disruption to merchant services.
- Successfully completed our Certified CPA Audit and Taxes for FY 2017 - 2018.
- Held Annual Strategic Planning with Open Forum For Merchants

Key Accomplishments – 2017-2018

Organizational Excellence

- Executive Director managed the contract and the supplemental parking pass program for the City of San Diego as the fiduciary manager for La Jolla Coastal Access and Parking.
- Ongoing conversations to find more supplemental parking availability through Ace Parking and LAZ Parking managers; getting employees vehicles off the streets and into garages.
- Partnering with our local associations: La Jolla Community Planning Association – with 3 seats on the Planned Development Ordinance Board, Traffic & Transportation – with 2 seats, and the Executive Director manages daily business administrative operations of La Jolla Coastal Access & Parking – also with 3 seats on the board. Supporting La Jolla Town Council and La Jolla Parks & Beaches in their initiatives.
- Developed formal "New Business Promotional Program providing complimentary Ribbon Cutting Ceremony for Grand Openings of new businesses; providing press photo to all new businesses who opened in the Village and wanted the opportunity to capture the event.

Key Accomplishments – 2017-2018

Economic Vitality and Merchant Development

- The Economic Development Committee continues to reach out proactively working with real estate owners and brokers in the commercial market place. The intent is to educate real estate owners to the issues affecting rental rates, retail building issues for new tenants and existing challenges to maintenance and upkeep to exterior of properties.
- A review of City of San Diego business license analysis of business categories – educate potential new businesses so market is not over-saturated with same “type” of businesses.
- In an effort to promote village access to cyclists, worked with the La Jolla Parks and Beaches Committee to install bike racks in La Jolla Village's public spaces.

Key Accomplishments – 2017-2018

Economic Vitality and Merchant Development

- Email marketing database works with ACT database to better manage merchant interests and communication.
- Expanded Merchant Resource pages on www.LaJollabytheSea.com allows merchants to better access and navigate to information they need while allowing the site to attract tourists and others to "explore La Jolla."
- Merchant Education included the following topics: North San Diego Small Business Development Center, Homeless Task Force, San Diego Business Green Network, Community Choice Energy, Electric Scooter and Bikes and more.
- Held Merchant Mixers – quarterly mini tradeshow for merchants to get to know one another

Key Accomplishments – 2017-2018 Promotions

- LJVMA continued to focus efforts on digital marketing efforts including ongoing website enhancements and updated technologies. Highlight include:
 - Promotional products distributed promoting social media hashtags and LJVMA brand
 - Merchant education about logo and branding
 - Custom front page video captures the essence of La Jolla
 - Outreach to merchants encouraging greater self-promotion using Merchant Profile and Event pages
 - Additional content added to the merchant resources pages answering frequently asked questions about opening a business in La Jolla, permitting, licensing, business documents, etc.
 - Expanded eblast program to twice monthly to create more consistent communication between LJVMA and and merchants
 - Calendar of events updated regularly
 - Social Media connections in all platforms www.LaJollabytheSea.com, new #MyLaJolla
 - Facebook/LaJollabytheSea
 - Instagram/LaJollabytheSea
 - Share your #LaJollaLove Photos

Key Accomplishments – 2017-2018

Promotions – Partnerships & Event Support

- 10/2017 7th Annual Pillage the Village – Event Sponsor & Coordinator
- 11/2017 So Fine on Kline – Promotional Partner and Revenue Share
- 12/2017 La Jolla Christmas & Holiday Parade – Promotional Partner
- 12/2017 Holiday Banner Program – Promotional Partner
- 02/2018 Farmers Insurance Open PGA Golf Tournament - Promotional Partner
- 04/2018 Concours d' Elegance – Supporter and Revenue Share on LJVMA Ticket Sales
- 07/2018 4th Annual La Jolla Day at the Padres Game
- 10/2017 LJ Art & Wine Festival – Promotional Partner

Key Accomplishments – 2017-2018

Economic Vitality & Merchant Development

Block Captain Program

- Continuing to improve our Block Captain Program expanding coverage in the Village to educate the merchants and prospective merchants regarding their benefits from being a member of the La Jolla Business Improvement District/La Jolla Village Merchants Association.
- Verify all businesses in LJBID and compare to the City Tax Collection Record report received monthly from the City of San Diego Tax office.
- Constantly working to engage more business owners/managers to participate in our LJVMA monthly meetings and committees.
- Educate business owners to our website, their free member listing, advertising opportunities, our calendar of events, in an effort to continue to improve the Block Captain Program.
- All of our Board of Directors volunteer their time and walk our district to help educate, act as a consistent merchant liaison with repeat visits to merchants to build rapport.

Key Accomplishments – 2017 - 2018

Design Committee

- Continued maintenance of monthly Hanging Basket Flower Program, as well as maintaining the new trees for life, per City of San Diego ordinances.
- Supported development of MAD (Maintenance Assessment District) and Enhance La Jolla
- Managed the program for LJVMA Benches and management of the Memorial Benches in the Village.
- Increased the Holiday Décor in the Village by adding additional decorations year round roof top lightline.
- Managed the 100 unit Banner Pole Program for advertising of non-profits and cultural arts events.
- Created and manages maintenance staff position 6 days per week to help keep sidewalks clean and light maintenance

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