

Meeting Minutes

LA JOLLA VILLAGE MERCHANTS ASSOCIATION Monthly Board Meeting – Online Format via Zoom

14 October 2020 / 4:00 PM

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its regular monthly meetings via the Zoom Online Meeting platform during the Coronavirus Crisis.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting – September 2020 Time: October 14, 2020 4:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allowing for technical issues.

Join Zoom Meeting (Password Protected)

1.	Meetin	g Format and Guidelines	Information	Jodi	
	a.	Video/Audio Enabled by Host		Rudick,	
				Executive	
				Director	

NNUAL MEETING AGENDA		
Call to Order – Annual Board Meeting		Brett Murphy, President
Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof	Action: lack of quorum for annual meeting	Jessica Wiley Secretary
	Motion: Brett Murphy Second: Jessica Wiley Unanimous	
Approval of 2019 Annual Meeting Minutes – No minutes as quorum was not established.	Information	Murphy
Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official. If no quorum established (see above) defer action to Monthly Meeting Agenda.	Action Motion: Brett Murphy Second: Katey Longo Unanimous	Rudick/Bill Podway
Adjourn to Monthly Meeting	Action	Brett Murphy

MONTHLY MEETING AGENDA

1. Call meeting to Order	Brett Murphy, President	
2. Roll Call Present: Morgan Barnes, Jo Cullen, Cody Decker, Gabriella Guevara, Katey Longo, Brett Murphy, Nevin Ramona, Melissa Snook, Jessica Wiley Absent: Amber Anderson, Lauren Johnston, Robert Mackey, Kelli Metcalf, Max Shenk, Julie Wright	Jessica Wiley, Secretary	
3. Approval of September Minutes		Action Motion: Brett Murphy Second: Morgan Barnes Unanimous Abstain: Melissa Snook Katey Longo
4. Organization Update – BID by the Numbers	Information	Jodi Rudick
Pre-Covid businesses in village 1254; current business 1400		Murphy
 Election (if deferred) All eligible ballots will be publicly opened and counted by Election Officer during Zoom Meeting. Election Official will reveal results prior to adjournment. (Wednesday, November 11 is Swearing in and Election of Officers) Audit Update – Audit Letter – Request to Accept auditor findings. 	Action Motion: Brett	Murphy
	Murphy Second: Cody Decker Unanimous	
 b. Suggestions from Auditor - Board Vote to allow Executive Director to use LJVMA credit card for monthly recurring charges and previously budgeted and approved items up to \$2500 without Board Approval. Any charges exceeding \$2500 require written approval from bank signatory. (Executive Officer). Charges to be reported to BOD at subsequent Board meeting. Provides same two person checks and balances as check signing policy. Allow write offs of old accounts receivables (June 2020) from unpaid associate membership fees. COVID-19 eliminated the ability for association to deliver promised benefits. Total write off is under \$1000. 	Action Motion: Brett Murphy Second: Morgan Barnes Unanimous Action Motion: Katey Longo Second: Brett Murphy Unanimous	Murphy
 c. LJVMA Office Relocation – Update Crosby Center – Herschel Ave. First floor office with access from Girard Ave. 	Information	Rudick

6. Finances		
a. Accept September Financials	Murphy	Action Motion: Brett Murphy Second: Katey Longo Unanimous
7. Update from Elected Officials		Information
 Steve Hadley – Barbara Bri Representative: Parking 		
enforcement is active again. Couple of lights out on		
Prospect – been reported and hope to be fixed soon		
8. Public Comment (Limited to 3 minutes, no action can be taken on		Information
items not on the agenda.)		IIIIOIIIIatioii
 Joe LaCava – Running for City Council Member for District 1. Gave thanks to LJMVA and community for continued efforts to thrive during COVID. Dr. Ryan Hoffman – introduced himself and dental practice. Offering free cleaning for employees of small business that have lost their benefits. Available until end of November. 		
 Steve Gamp – chair of LIVMA block captains: restarting visits 		
to local business to check-in and assist with business needs		
O. Daving (Basylification		
 Design/Beautification Wayfinding/Smart Parking Update - RFP was written and distributed to various parking vendors. RFP is posted on LJVMA Website with Coastal Access and Parking documents. Brad Elsass – looking to clear traffic throughout the village by assisting parking through 4 off-street parking structures. Pricing and bid proposal outreach taking place at this time 	Rudick	Information
b. MAD Update – One year anniversary report	MAD	Information
 Ed Witt – accomplishments in the first year including maintenance of landscape, power wash side-walks, trash removal, SD&G cleaned up, graffiti clean-up, removal of 26 abandoned news racks. Over the next year look forward to working with community and continue to improve on beautification efforts in La Jolla making it a better play to work, play, and live. 	Representative	
10. Marketing/Promotions/Crisis Communications		
 a. External Video Campaign A Breath of Fresh Air Video reveal Developing social media campaign to promote video Monthly video production schedule developed that will be target audience focused – i.e. La Jolla for Dogs and their People, La Jolla for kids, La Jolla for Romantics, La Jolla for ? Looking for merchants to get involved and suggest theme ideas. 	Morgan Barnes, Chair	Information
ii. Website Updates		
1. New Job Board		

 Blog has new feature – La Jolla Behind the Scenes written by community member and writer, Robby Robinson. All merchants are welcome to contact us to arrange an interview time and be featured in this column. Pumpkin Decorating Contest via social media (similar to last year's La Jolla-Days Holiday Contest). Voting will take place via social media only in strict adherence to COVID-19 guidelines. La Jollalty PLUS Gift Card Campaign – will be launched for Holidays. Ongoing – Parking Campaign (Park. Stay. Play All Day.) La Jolla Village News Campaign Continues La Jolla 		
 b. Internal (Merchants) i. Discount Merchant Parking Program continues - \$75 month, get in touch with Jodi to sign up or learn more. ii. Reminder - Facebook Group - La Jolla Village. Merchants and Blog; www.lajollavillagemerchants.com 	Murphy	Information
 Bill Podway – 39 sealed ballots opened. 9 candidates for 9 positions All 9 candidates received votes and have been elected to the board 	Election Official, Bill Podway, Community Volunteer	Action to accept findings election results Motion: Brett Murphy Second: Katey Longo Unanimous
12. Meetings	Murphy	Information
 a. Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until meeting restrictions lifted. b. Meeting log-in information/agenda is on website (posted 72 hours prior to meetings). 		
13. Adjourn to Next meeting – November11, 2020	Murphy	Information