

# Minutes

## of the La Jolla Village Merchants Association

### Board Meeting – October 12, 2016

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

**Call to Order-Annual Board Meeting-** The annual meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 3:04 P.M. by president, CA Marengo. Meeting closed due to lack of 2/3 membership present

**Adjourn Annual Board Meeting-**meeting was adjourned at 3:06

#### **Call to Order-Monthly Board Meeting**

The general meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 3:06 P.M. by president, CA Marengo.

#### **Roll Call of Directors**

Roll call taken by Berwin. All directors present except Cevasco, Arredondo and Walker

#### **Non-Agenda Public Comments –**

1) Fortune-MAD ballot did get distributed/mailed out with a 45 day response period

#### **Approval of September 14, 2016 Meeting Minutes**

Motion made by Underwood and second by Baroudi to approve minutes from the monthly BOD meeting on September 14, 2016. Motion passed with 7 Ayes and 0 Nays and 1 absention as Mike Dorvillier was not present on 9/14/16.

#### **President's Report-**

Marengo-discussions about upcoming local elections and our local issues, Marengo is representing the best interest of the LJVMA regarding the sea lion issue, we are starting to get prospective tenants taking a look at La Jolla including our demographics

#### **Treasurer's Report**

Fortune-Monthly Financials-September Report-netted even July-September, \$2,758.00 in discretionary funds Fortune reported on the financials and budgets-we are on budget

#### **Organization Division Report**

Fortune-Annual Elections- Results of election are as follows and the new elected board members are Lurnie Durisoe, Krista Baroudi, Xochitl Cerda, Carla Parra, Lori Bolton, Alisha Frank, James Niebling, Jamie Dickerson, Billy Borja, Tiffany Phillips,  
There is a 1 week protest period before the election can be ratified. The new board will be sworn in at the November meeting

Murphy-Block Captain Program-no update

#### **Promotion's Report-**

Fortune/Berwin-Pillage the Village-October 31, 2016 from 3:00-6:00 PM, REBA will again conduct the costume contest and Gepetto's is providing some of the prizes in the form of gift certificates. This year the Merchants are invited to a pumpkin carving contest. They will bring their carved pumpkins to La Plaza for the judging. They will have a photo booth as well. Fortune wants to start a trend that includes zombies which are invited to La Plaza.

Fortune-Holiday Jazz Festival-City of San Diego pulled the permit from the applicant and suspended it, Marengo hopes it will happen down the road

### **Economic Development Division**

Jamie Dickson-Grand Opening Program-Absent, no report-She will be taking over the ribbon cutting and photo op for new businesses at their grand openings

### **Design Division Reports**

Walker-Trees, Plants, Benches, Lights-Absent, no report

Niebling-Banner Program Holiday Banners presentation, 40 to 50 poles, presented new options for the holiday banners, some have photos of bows, gifts, candles, ornaments. Businesses can sponsor a banner with a placard underneath. This way the banners will not have to be changed out with the change of sponsorship. The profits will be used for maintenance in the Village. James is trying to create a unified program, Dorvillier asked how much to create a banner, Niebling-cost is \$70.00 plus installation and the pole

### **LJVMA BOD Elections**

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### **Next Meeting**

Marengo announced the next board meeting, Wednesday, November 9, 2016

Marengo adjourned the meeting at 3:40 PM

**Dated: October 12, 2016**

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**Claudette Berwin, Secretary**