

Minutes

of the La Jolla Village Merchants Association

Board Meeting – February 10, 2016

The Riford Library, 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 3:00 P.M. by president, CA Marengo.

Roll Call of Directors

Roll call taken by Berwin. All directors present except Adam Barno, Ike Fazio and Paul Burke. Leon Chow resigned and not present.

Non Agenda Public Comments

- 1) Problem with homeless & vandalism-
- 2) Anthony, recent grad from LJ High school, developed an ap for all local events called GoOut or you can visit Gooutmobileap.com-free to user and you can post your event

Approval of Meeting Minutes

Sheila will present the December minutes next meeting
No minutes were presented for January due to the strategic planning workshop

President's Report

Presentation on Maintenance Assessment District

Mark Dibello presented a slide presentation on the MAD. He is Chair of the steering committee. They hired a marketing firm to maintain transparency and will be forming a 501C3. Stakeholders are residents, business owners and property owners. There are over 60 MAD's in San Diego that are very successful including Birdrock. Mark presented map of the two zones which includes commercial and residential districts. There will be 2 separate fees, 1 for each zone. The MAD can benefit from private donations for special projects once it is formed. The MAD will have an Umbrella with the LJ Community Foundation. Trash cans, signage, benches and the Belvedere are examples of projects for La Jolla to raise capital. A BID is for merchants only. A MAD is a property tax assessment on those within the district. La Jolla does not have a maintenance arm. A MAD keeps local control of the funds and has it's own board of directors. It will be obligated to manage the funds under city review. The village is competing with UTC. They have a website up and running and hired an engineer to compare MAD fee services. The estimate is \$100/year for residents. For business owners it is based on the size of the parcel. The city of San Diego owns the largest parcel which would cost them \$50,000/year. For example, Warwick's building would be a little less than \$700/year. Marengo's building would be approximately \$950/year but it has multiple tenants to spread the cost. They recognize that landlords will probably pass the assessment on to the tenants. Mark wants the MAD to include sidewalk cleaning, trash pickup, flower basket maintenance, etc. They are hoping for an initial 5 year term and then will re-evaluate. They might need to put out a petition and then it would go on the ballot to the property owners. The city supports this including the Mayor. The next step is to validate the fees with the engineer, then do the petition to the property owners and then it will go on the June ballot if they have a consensus. Niebling acknowledges that we all want to clean up the Village but is concerned about the pass on fees to the merchants considering they are already paying the BID fee and that the LJVMA has already been working on a lot of the

projects. Dibello said that SD Tourism is investing \$500,000/year in marketing campaigns for the Village. Julie Bronstein-executive director of the LJ Community Foundation said that the BOD must be more than 50% +1 of stakeholders/property owners. The initial BOD will be formed by a steering committee already in existence. Marengo said most leases are NNN and fee will be passed down. Dibello wants to get maintenance off of the LJVMA budget. Phil Collier said it is important to be very specific about the costs to owners. Rita Moore stated that once the fees are validated, there are no hidden fees and she wants to know if LJVMA has the funds to support the maintenance that is needed in the Village? Dibello stated that the MAD should be able to pick up the costs of some of the major projects pending in the Village including the trashcans and new bathrooms at the park. Niebling wants to make sure there is a collaborative effort between the BID and MAD. Discussion ensued regarding BID putting up directional signs and maintenance of the signs. Marengo said BID trash committee met with city waste division. There needs to be a collaboration between the city and trash collection (including events). Joe LaCava said they have had a positive experience with the city of SD and the MAD in Birdrock. Bird rock operates under parks and rec. He warned that MAD's need to be cautious of city litigation due to the city giving away their responsibilities. Marengo said the city only picks up certain trash cans/bins on certain days based on the color of the lid. Dibello thinks the BID is beginning to be in the trash collection business. Marengo says BID is in charge of keeping the Village beautiful and clean. Dibello said the ballot should identify our fees and where they will be allocated. Darcy Ashley stated that the MAD should consider the experience of the LJVMA BOD and local residents with special consideration to the existing bench program. Many contributors hold the benches in high regard as memorials. Sherry Ahearn stated that when Warwick started Sparkle and Shine & they walked the businesses, they noticed that the employees would not take care of the sidewalks in front of their shops. They raised around \$73,000 the first year. The funds barely made a dent. Change is hard. Think we should have a roundtable at the La Valencia to discuss all the issues. Arrendondo wanted to know how much for Monarch Gallery's building? \$104/month/for the entire building including all tenants per Sherry Ahearn. Arrendondo asked about what assurance she will have that her portion of the MAD will go to maintain her sidewalk? Warwick thinks it is an investment in our future and feels she will recoup it in increased walk-in traffic and hopefully fewer vacancies. Dibello thinks having a MAD will be a benefit to leasing space in La Jolla. Walker thinks this will help sell vacancies in the Village and would like to see the value of the various MAD's in the city. Bronstein would like to have a motion of support next month from the BOD, scheduled to go to ballot in late April. LJ Community Foundation is paying for all the due diligence at an approximate cost of \$150,000 per Bronstein.

Presentation on Sea Lion Resolution

Steve Haskins, president of LJ Town Council and chair of the Sea Lion committee presented a slide presentation on a proposed resolution of the Sea Lion/Cove Stench issue. He said there have been dangerous interactions with humans and that people have been bitten by the sea lions. The current chemical spraying cost approximately \$7,200/month and does not always work. Most remedies require government permits. Steve discussed & presented the options. They met with NOAA to confirm what remedies are legal but those presented were not politically correct. They are focusing on 1) the odor and 2) the interaction with humans. The location is East of the Cove where there is approximately 354 feet of flat area where the water does not splash. They are proposing 2 areas to install roll barriers. Steve displayed an actual boat fender with a hole in the middle which makes it spin when the sea lions try to climb on it. They are available at marine stores. The City has stated that they are happy to pay \$7,200/application to treat the odor but they will entertain other ideas. NOAA confirmed that the city has the authority to install the barriers but they MAY need a permit from the coastal commission. A rope barrier was approved and permitted by the coastal commission for installation by the city of San Diego at the cove to separate humans from the seals, thus, we have a precedent. Approximate cost is \$280/foot and the site has approximately 60 linear feet. Private individuals have offered to pay. Spraying needs to continue for the cormorant odor. Barriers will only assist with the sea lions. Haskins says there are already holes in the rocks. New ones will be only 2" in diameter & 24" deep. They will be installed above the waves in the dry area of the rocks. Some will be visible. They can be spray painted a color to match the rocks. They come in various colors and sizes and do come in tan. The roll barriers are indestructible and last for years. Ahearn asked if the city will pay for and install them and how fast this could happen? Marengo stated that the city could exercise their rights to expedite a permit if needed and this could be on the Coastal Commission list for permits within 60 days. Marengo also said that the cost for spraying is \$7,200 per application not per month. Niebling thanked Steve for the research but asked if this resolution will just

relocate the sea lions to another local location? Haskins stated that Sea Lions unlike seals do not like the beach. Seals and sea lions don't like each other. If the sea lion food source diminishes down the road, this problem could go away on it's own. Niebling wants to make sure we continue to spray for the birds.

Motion to support made by Walker, seconded by Berwin, passed unanimously

Treasurer's Report

Fortune gave an update on financials. We are under budget for the year. She submitted a draft budget to the city which was approved by economic development. Niebling says we have a line item of \$3,000 for the web site but thinks we need more to update it. Fortune said we may have the funds from the lack of lease payments when the visitors center closed to contribute to the web site. Arrendondo had questions about re-allocation of funds in 2017, Fortune stated we have very little flexibility. Warwick wanted to know how the BID earns income from the event "So Fine on Kline" Marengo said ticket sales went to the 4th of July budget. Warwick questioned the budget for the strategic planning merchant meetings. Niebling said the last one was well attended and very successful.

Motion made by Niebling to approve the fiscal year 2016-2017 budget, seconded by Murphy, passed unanimously with the exception of Arrendondo abstaining

Motion made by Underwood to enter into an amendment to the existing contract agreement with the city of San Diego for fiscal year 2016-2017, second by Arrendondo, passed unanimously

Organization Division Report

Coastal Access and Parking-

Fortune stated that Coastal Access and Parking and Traffic and Transportation are pulling together to conduct a survey for parking time limits on the 7700-7800 blocks of Fay Avenue. The survey was passed out and results will be collected at T&T

TMD Sub Regional Marketing-

Underwood-the tourism board has put together photos and videos on their web site for public use.

Traffic and Transportation-

Warwick-the committee reviewed the parking proposal for the redevelopment of the Su Casa site

Block Captain Program-

Murphy kicked off the program, passed out zone maps and defined what information we want to obtain from the business owners. Marengo reminded everyone to use the buddy system concept, take on 5 new businesses/managers each to get involved

Promotions Division Report

Fortune-Fashion week will be returning and continue to have events at the La Valencia hotel. They will be using the back of LJ Financial building for the fashion show instead of Wall Street. It will be the first week in October

Economic Development Division

Arrendondo-The committee met for the first time last month and reviewed the survey results. Liz Studebaker from the city joined the meeting and brought a wealth of information to discuss the results. The committee will be meeting again this month. Murphy stated that the numbers are staggering on what businesses the village needs. Grocery stores are one of the largest in demand from the survey

Design Division Report

Banner Program-Sparkle and Shine-
Warwick said they raised \$40,880 in the final month of the program

Marengo adjourned the meeting at 4:40 PM

Dated: February 10, 2016

Claudette Berwin, Secretary