

Minutes

of the La Jolla Village Merchants Association

Board Meeting – March 9, 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 Barno, Arredondo arrived at 3:55

Non Agenda Public Comments

Thomas-Blume 21, branding firm new in village & fine arts consultancy, initiative to address vacant storefronts to make them interesting

Approval of December Meeting Minutes

Motion made by Dorvillier and second by Murphy to approve minutes from the monthly BOD December 9, 2015 meeting. Motion passed with 7 Ayes and 0 Nays, Berwin, Niebling and Warwick abstentions.

Motion made by Underwood and second by Murphy to approve minutes from the monthly BOD meeting February 10, 2016 meeting. Motion passed with 10 Ayes, 0 Nays, Burke and Fazio abestentions.

President's Report

Discussed vacant storefronts, doing graphics on the storefronts "window wrapping". Marengo talked to some of the landlords to encourage wrapping for aesthetics and will try to get some base costs to be funded or co-funded by BID

Thomas from Blume 21 said he wants to assist to insure the interiors are emphasized and wants to make sure that the wrapping does not conceal the interiors. Marengo is happy that Ike and Brett are fueling the block captain program and thanked them.

Marengo said there is another meeting with the mayor on Haskins proposal on 3/17/16 for the sea lion barrier. Marengo will express our disappointment to the city for not spraying if there is pending rain, the city is now handling the spraying themselves instead of using an outside vendor, Marengo executed a letter today to enforce the motion we made last month. The meeting will include the hotel industry, parks and recs, mayor's staff, restaurant association, TOT, fire department, police department etc.

Follow up Q&A on Maintenance Assessment District (MAD), Enhance La Jolla-

Motion made to support the creation of the MAD by Walker and seconded by Murphy to approve the motion to support the organization of a MAD in the Village within the bid zone

Discussion ensued to modify the motion to support the CONCEPT of the MAD but not the ORGANIZATION of a MAD

Fazio feels that it might be double taxation to the merchants. Marengo wants more information regarding city services & do they get relinquished? He wants examples of other areas with both MADS and BIDS in the same areas. Sherry Ahearn provided assessment amounts in dollars and cents for some sample businesses in the Village at the last BOD meeting.

Dibello says the numbers are being validated by the engineer this month. Attorney John Lambeth, president of Civitas from Sacramento is a company that assists in forming MADS. He stated that it is a fluid process, City Council cannot raise the taxes within the term. The deadline is the beginning of August because the county only handles assessments on the property tax bills in August. If they miss the deadline for the formation of the MAD, they will have to wait an entire year for the assessments to begin but the MAD can still collect private capital contributions. Discussion ensued about the base line services. Enhance La Jolla has been going through a process with the city to establish the base line services being provided to La Jolla. They are trying to make them concrete so the city cannot reallocate them to another area at a later time due to a downturn in the economy. The City of San Diego IS a property owner in La Jolla Village and would have to pay into the MAD as well. Marengo said the city has refused to pay BID fees because they do not have businesses on their parcels but Lambeth said they must pay as property owners into the MAD, Fortune gave the example of Scripps Park which holds events and grants permits for those events.

Marengo expressed concern that the Community Foundation is convoluted with Enhance La Jolla. Lambeth says Enhance La Jolla will be it's own separate corporation with it's own board of directors comprised of a variety of 12 people including 7 property owners, 3 board members of the Community Foundation and 2 members of the community. Fortune wanted to know if the BOD needs to be by election. Lambeth said they can be appointed by the board.

Berwin inquired about the definition of the MAD pursuant to the handouts provided at the February meeting. Bronstein stated that the murals would not be a part of the MAD, Berwin is confused about the difference between "capital improvement projects" such as The Belvedere (DIP) versus "maintenance, landscaping and lighting". Dibello says the MAD is not a legal entity but a funding source for a revenue stream. The assessments will not be used for the murals nor capital improvement projects. Private funds will.

La Cava-gave examples of the MAD in Birdrock and the efforts they put into the traffic calming project. The city did not want to support landscaping in the medians because they did not want to maintain it so the MAD assumed the financial liability. 40% of the property owners were in support by petition. Birdrock picked up trash collection on the coastal bluffs because the City and Parks and Beaches were arguing about who had responsibility. MADS are created for extra services, LaCava said that Birdrock received \$10,000 from the city to pay for some of their services.

Cevasco wanted to know if the MAD could assist with the crime in the Village?
La Cava said that the Birdrock MAD paid for additional security for Halloween.

Fortune asked Lambeth if Corey Briggs would file a law suit against the MAD like he did with the Fireworks at the Cove? Lambeth said Briggs has sued almost every other organization and they are paying attention to that possibility

Marengo would prefer a modified Motion. Dibello is looking for an endorsement to create a MAD in La Jolla Village. Niebling is concerned about how the MAD and BID will interface together? He says it feels too broad and loose. Warwick is concerned that the LJVMA Board is asking too much right now and is concerned about the time frame. Dibello stated that the assessments must be used for maintenance, landscaping and lighting. They are hoping to get over \$450,000 in funds through the MAD.

Fortune inquired as to who is on the Executive committee (steering committee) for Enhance La Jolla-Underwood and Warwick are on it. Underwood suggested the LJVMA board support endorsing the "Concept of the formation of the MAD"

Murphy feels that we are falling behind and supports meeting the August deadline, Arredondo and Cevasco agreed with Murphy that we need to move forward
Murphy feels strongly that one of the LJVMA directors should sit on the MAD board.

Walker is dropping the motion, Niebling made a motion to support the direction of enhance LJ , contingent upon circling back at the April LJVMA board meeting with updates on the financials & assessment amounts & community interface with other groups, Murphy seconded.

All in favor.

Treasurer's Report

Fortune-discussed financials, we are underbudget at this time and will need to expend so as not to carry balances forward, everything approved by the city at this time, will continue to monitor, all documents are on-line.

Organization Division Report

Coastal Access and Parking

Fortune-ensuing discussion to encourage outside folks to visit our beaches at no cost, Fazio wants to join the committee, Fortune mentioned that there is over \$400,000.00 still sitting in the account which was originally earmarked for a shuttle, we need a "sustainable" solution to access the funds

TMD Sub Regional Marketing-

Underwood-Additional \$200,000 for La Jolla, funding on-line marketing campaigns for travel agencies, Underwood said the funds must generate room rates

Traffic and Transportation-

Warwick-no report, did not attend the meeting

Fortune-parking survey was discussed

Underwood-survey for asphalt overlay for all streets in the village

Block Captain Program-

Murphy-created a spreadsheet of info, has been to approximately 25 businesses to get a feel for what we need, getting good information, passed out Concours posters, Fazio wants to know the goal of the block captains?

Murphy said the goal this year is education and to create an open line of communication between the merchants and the board so we can work together as a group. Marengo said we need to confirm that all businesses are paying their bid fees to keep things equal amongst the merchants but we are not the "police" of them. Fortune mentioned a monthly open forum program at the library last year hosted by the association with various marketing speakers. Murphy stated that several merchants do not understand what our association does and where their funds are being spent to benefit them? Murphy said he received a lot of "good ideas" from the merchants. Burke said he was receiving some resistance from the merchants he visited and they were viewing him as a solicitor. Berwin made a suggestion reflecting on the prior block captains that walked into the businesses and immediately stated that we are not visiting as a solicitor but, in fact, representing their "association" and we are here to help them with their businesses in the community.

Promotions Division Report

So Fine on Kline-

Tresha Souza-Mary Star of the Sea, the event will be held on 11/13/16. It will be their 4th year. They donated \$800.00 to LJVMA last year. They had a chili cookoff which was very successful & will do again this year. It is a throw back block party. They received a lot of positive feedback. The street closures are from Girard to Ivanhoe on Kline. They had a beer garden, 2 80" TV's playing football and live entertainment and a spin-a-thon with donated bikes from La Jolla Sports Club. They fundraise all year and receive large donations from Papa Doug Manchester and Oceanaire. The Goal is to get La Jolla residents out & about in the Village. Warwicks said their business was down by about 20% for their store and Gepetto's during the event. Warwicks and other merchants spend a lot of money on the Holiday Open House and it was on the same day. Jerry from Adelaides said he spends over \$100,000 on their interior décor for the holidays and doesn't want the event on the same Sunday. He said their business was down approximately 30% from the event. Souza said their event closes down the dead streets. Baroudi suggested

that the merchants do a "Holiday" flyer to be passed out to all merchants regarding the event. Warwick said their holiday event was started to raise funds for charity and bring more exposure to businesses further south on Girard. Souza said the owners of Burns Drugs (when they were in business) suggested they do it on the same day. Souza says they have to work around their church calendar including weddings, etc. Baroudi and Marengo think having both events at the same time should fuel each other and bring business/customers to everyone. Jerry feels the events are very different from each other and that "So Fine on Kline" distracted from the holiday event. Cevasco suggested the "Holiday" event include all the merchants not just those few on South Girard. Baroudi asked Warwick how many merchants participate in the "holiday event"? The Holiday event only covers 7700-7800 blocks of Girard. Jerry confirmed that there are currently 6 merchants that participate. Niebling thinks they should "come together" and make it a huge successful event. Souza confirmed that the vendors pay \$75.00 each to have a booth and admission to the public is free. Marengo suggested we form a sub-committee to bridge the gap between the two events. Souza will examine the church calendar.

Padres 3rd Annual La Jolla Day-

Dwight-passed out 2 all star baseballs, wants to generate more participation, suggested an event on the T-mobile deck in the outfield that holds 70-120 visitors but they need a bigger commitment. Fortune suggested the Yankees on Sunday, 7/3 or Saturday with the Dodgers on 5/22 for the event. Fortune said last years, weekday, evening game was difficult due to traffic getting out of La Jolla and into downtown. The price is \$127.50/ticket and that includes the "experience in the outfield", Marengo said the event was great last year and they brought several of the kids from "Promises to kids".

Concours d'elegance discount code-

Fortune-Concours will add more charities to the event this year including LJVMA, There is a code LJVMA on the website for tickets which will discount the Sunday tickets \$5.00 and give back \$10.00/ticket to the merchants association. Dorvillier explained the program, the date of the event is 4/8-4/10, Fortune will e-blast a flyer to all merchants to distribute to their customers/clients

Dorvillier stated that Concours paid \$1,250 for using skins to promote the event at the old Victoria's Secret storefront last year

Quarterly Mixer-

Fortune-we are committed to continuing with a quarterly mixer for all the merchants and will invite a few businesses each time to do a mini-tradeshaw to introduce themselves & their companies

Economic Development Division

Business development report-

Arrendondo-No report

Design Division Report

Banner Program-Sparkle and Shine-

Warwick-Left prior to conclusion of meeting

Next Meeting

Marengo announced the next board meeting, Wednesday, April 13, 2016

Marengo adjourned the meeting at 4:50 PM

Dated: March 9, 2016

Claudette Berwin, Secretary

