

Minutes

of the La Jolla Village Merchants Association

Board Meeting – April 13, 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 3:04 P.M. by president, CA Marengo.

Roll Call of Directors

Roll call taken by Berwin. All directors present except Barno, Walker. Baroudi arrived at 3:25.

Non-Agenda Public Comments

Justin DeCesare-Opening up Canter Brokerage on Fay & Silverado, has 45 agents now, 2 wealth managers licensed with SEC,

Lori Bolton-18/8 Salon-Men's salon Grand Opening on 4/28/16

Becca Tepper-Couture & Jewelry new business on Pearl and La Jolla Blvd

Approval of December Meeting Minutes

Motion made by Murphy and second by Arredondo to approve minutes from the monthly BOD meeting on March 9, 2016 meeting. Motion passed with 11 Ayes and 0 Nays, No abstentions.

President's Report

Met with Mayor Faulconer regarding moving forward with the Sea Lion roller barriers immediately, city eliminated contractor and has now taken over the spraying, they might move forward without the report from the expert. Fortune found out that the city of SD has been removing La Jolla Village merchants from our list that have not paid their BID/license fees which means both the city and LJVMA has not been collecting the funds due. ALL merchants should be paying license/BID fees. Fortune calculated all those that went into collections and the figure was around \$45,000.00 and about \$10,000 that went into notice to go into collections. We need a better system to have all businesses pay.

Marengo commended the Concours D'Elegance and committee for hanging tough during the threat of rain

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

Mark Dibello-launched petition drive on 3/16 and they have exceeded the required 30%, thus, moving forward to the ballot, .01 cent per square foot of the parcel size for commercial businesses, Flat fee of \$86.87 for residential and .003 cent per square foot of the parcel size for non-profits. Fees are annual. Hoping to raise about \$500,000 annually. Appointed BOD will be 13 members, 7 property owners, 3 from LJ community foundation, 1 from LJVMA, 2 from community at large with staggered terms. All meetings will be posted and subject to the Brown Act and conducted quarterly. Ballots will be mailed to approximately 1,200 affected parcels. All information is on their website and they are now posting to the website "Nextdoor". Marengo asked if the city will retain & continue to provide their services? Dibello said discussion is on-going, they are saying they are not going to change anything. MAD will pick up services including trimming trees up to 12' in height and flower baskets. Murphy thanked Dibello for having a LJVMA either director or member on Enhance La Jolla's BOD. Murphy thinks it's important that it is a director from the LJVMA. Marengo and Niebling would like monthly updates from Enhance La Jolla at our meetings.

Treasurer's Report

Fortune-July 2015-March, 2016, we are still underbudget by \$18,000, we have 2 months to add items to the budget for this calendar year. Received unanimous support on our budget from the city

Organization Division Report

LJ Coastal Access and Parking

Fortune-No meeting this month but had a meeting regarding T&T on a survey for Fay Avenue between Empress Hotel and the Cottage regarding 2 hour parking vs. 90 minute parking vs. the current 1 hour standard. They did not receive a large enough response. Tom Brady stated that NEW property owners must sign the petition for any changes to the current parking standard. Sheila inquired about whether or not some of the funds sitting in the Coastal Access and Parking fund could be used for clean-up of the bird guano or Sea Lions and was told No, that the funds cannot be allocated for that purpose.

TMD Sub Regional Marketing-

Underwood-Nothing new, meeting next month

Traffic and Transportation-

Warwick-Unanimously approved street closure for Athenaeum on Wall between Girard and the alley, lengthy discussion on Coast Walk Blvd, difficult for cars to turn around on that street with the current 2 parking spaces, At the meeting, Melinda Merryweather suggested moving the 2 spots and Mike Pallimary represents the residents on that street and they don't want any public parking spaces on their street. Tom Brady said everyone was in agreement to remove the two spaces at the end of the street to create a turnaround. Marengo stated that Google has incorrectly identified Coast Walk Blvd as the location and access point for the Cove.

Block Captain Program-

Murphy-Will send out new bid area maps for the directors

Promotions Division Report

Padres 3rd Annual La Jolla Day-

Dwight-the date will be Saturday, May 21, 2016 against the Dodgers. It will be an evening game. It will take place at the T-Mobile deck. Dwight will try to have the Padres President and CEO do a photo op and meet and greet at the event. Fortune thinks Dwight should bring the tickets and maybe the "Friar" to the LJVMA next "meet and greet" at The Lot on 4/27/16 from 5-7 PM to sell tickets to the event. Ticket prices will include food and Beer at a cost of \$138.00 each. Challenge our directors to sell 7 tickets each. Dwight might do a drawing at the event for 4 front row tickets.

End of Summer Run Letter of Support-

Barbosa/Loper-starts at Prospect and LJ Blvd and ends in PB, benefits LJ High School and other schools. Takes place on 8/28/16. Last year they had 1,100 runners, used to be called the Old Moondoggies run, then the Fire Run, now it is called the End of Summer Run.

Motion made by Cevasco and seconded by Murphy, Motion passed with 12 Ayes and 0 Nays with 0 absentations

Fortune-Quarterly Merchant Mixer-April 27, 2016 at The Lot from 5 to 7 PM. It will be like a mini trade show with 6-7 merchants displaying and introducing their businesses. Wants to continue doing this quarterly. Sheila is inviting an intern that will be evaluating a new "AP" for our association. Marengo wants the directors to reach out to their neighbors to have them participate.

Economic Development Division

Business development report-

Arredondo-They have been conducting regular meetings and are working on a packet to encourage new businesses to come to the Village. It will also go out to the Landlords to improve communication between the LJVMA and the Landlords. Marengo is working on a retail "demand/spec" list for incoming merchants that could be included in the packet. Fortune will have a speaker next month regarding improving storefronts.

Design Division Report

Trees, Benches, Flowers-

Walker-Absent, no meeting last month, Niebling working on replacing worn banners and installing new brackets
Sherry Ahearn asked whom is painting the utility boxes? Marengo said there is an art program with the city.
Fortune said the design committee has talked about painting them one color.

Banner Program-Sparkle and Shine-

Warwick-No news

Next Meeting

Marengo announced the next board meeting, Wednesday, May 11, 2016

Marengo adjourned the meeting at 4:30 PM

Dated: April 13, 2016

Claudette Berwin, Secretary