

Minutes

of the La Jolla Village Merchants Association Board Meeting – May 11, 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 Arredondo, Barno, Cevasco, Fazzio, Niebling, Warwick and Walker. Dorvillier arrived at 3:07. Burke arrived at 3:26.

Non-Agenda Public Comments

Brittany Bailey with UCSD Health-working on capital improvement projects including the Jacobs Medical Center which will be 10 stories, will include NICO, Cancer Center, Women's health, grand opening 9/24/16, also purchased the old El Torito Property on the corner of La Jolla Village Drive & Nobel. It will be the first urgent care center. They are creating 500 brand new jobs and 300 transfers.

Mark Flaim-From Game IQ out of Carlsbad, launching a company called Spindy-rewards and loyalty program for small to medium sized businesses through social media channels, includes mobile ap, pay for performance program, .99 fee when the program delivers a sale, has a fun game on the ap, has approximately 300 businesses signed up, wants 15 more businesses from La Jolla. They also launched in Pacific Beach, Downtown, Encinitas and Carlsbad.

Dorvillier-inquired about the sidewalk improvement program, wanted to know if Gepettos is going to match Warwicks improvements? Also wanted to know if the MAD will be able to assist with the sidewalk program so that everything matches? Marengo said it could be one of the goals of the MAD if they want to take it on. Fortune-most benches are donor driven but the flower baskets are owned by the LJVMA. Fortune got a quote to bid all of Girard to look like Warwick's. Mike Slattery approached the businesses with the quote to no avail.

Approval of April Meeting Minutes

No quorum-deferred to next month

President's Report

PROW/PDO-Marengo-went to CPA, sign (sandwich boards) issue got pulled from the agenda, Marengo has a seat on the code monitoring committee, he reported that the PDO(s) will be going away, they will be using the land development code instead, they will compare the two side by side. City is currently working on revising Northpark. The goal is to have ALL PDO(s) in the city dissolve and merge with the land development code.

No discussion with the mayor this month on the stench at the cove. We are hoping that he will adopt Steve Haskins proposal for the rollers, which would only incur the cost of "the spring" for the installation.

We received the expansion of our banners on La Jolla Blvd. Wants Warwick to display the criteria for the selection of the non-profits and present the current budget to open the discussion to increase the revenue stream to the LJVMA

CA met with the Economic Development Committee of LJVMA and is proud of their outreach to the business owners, also spoke to Patrick Ahearn about the turnover of businesses and the price of T.I.'s for incoming businesses.

Treasurer's Report

Fortune-End of April net income of \$6,015.45, we still need to spend approximately \$21,264.55 prior to 6/30/16 so it does not roll over into our next Fiscal year

Organization Division Report

TMD Sub Regional Marketing-
Underwood-Nothing to report

Traffic and Transportation-
Warwick absent so Tom Brady filled in
Tom Brady-discussion about So Fine on Kline, received approval from T&T,
West Muirlands road bumps were approved,
Coast Walk recommendation to convert the 2 spaces into a turnaround was approved and they requested from the city to install 2 new spaces at the corner of Torrey Pines and Coast Walk

Block Captain Program-
Murphy-Each director will have a specific street, Brett , is color coding the map now, will send to the directors with a questions to ask the merchants

Promotions Division Report

Padres 3rd Annual La Jolla Day-
Fortune-Ticket sales, currently have 49 sold, we need 21 more to get to a total of 70 by Wednesday of next week, Dorvillier suggested reaching out to REBA, Claudette will announce at REBA next week, Brett will try to sell more tickets to the merchants
Quarterly Mixer-Fortune-good feedback from the last mixer, great exposure for The Lot and the businesses that displayed. Next mixer will be in July.

Economic Development Division

Business development report-
Arredondo-Absent, see President's report
Murphy-They are trying to narrow the focus, Marengo-they are trying to put districts together such as The Lot and The Conrad as "The Entertainment" district, Other examples would be the "Financial District" and "Restaurant Row". This could tie in with Walker's business identification signs, Fortune wants this program to tie in with contacting the vacant landlords to be more cohesive with the district program

Design Division Report

City of San Diego Store Front Improvement Program-
Alissa Gabriel-manages the cities storefront improvement program, designed to help small businesses fix up their storefronts or give them a refresh, program around for over 20 years, have helped over 400 businesses over that period. The 1st benefit is design assistance for concept only, the 2nd benefit is a grant up to ½ of the cost of the improvement up to an \$8,000.00 maximum. Must have 25 employees or less with a valid Business tax certificate in the city of San Diego, can be a tenant or landlord to qualify for the program, can be paint colors, awnings, sidewalk cafes, MIGHT assist with sidewalk improvements if it ties in with the remodeling of the storefront, landscaping, windows, lighting, signage, awnings etc. Does not provide for maintenance. Has about 4 architects available at any time. The business owners work directly with the architects. Storefront usually does not require permits. There is a 2 page application. The process is fairly simple. La Jolla businesses rarely apply for some reason? The Cookie Lady and La Jolla Lock and Key have received assistance. Cannot be retroactive. Fortune said a non-profit company called Axion can provide short term financing to provide upfront costs. They partner with all the bids.

Trees, Benches, Flowers & Maintenance-
Walker-Absent
Banner Program-Update on Calendar, Budget
See President's Report
Warwick-Absent
Sparkle and Shine-Program Update
Warwick-Absent

Next Meeting

Marengo announced the next board meeting, June 8, 2016

Marengo adjourned the meeting at 3:58 PM

Dated: May 11, 2016

Claudette Berwin, Secretary