

Minutes

of the La Jolla Village Merchants Association

Board Meeting – June 8, 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 3:01 P.M. by president, CA Marengo.

Roll Call of Directors

Roll call taken by Berwin. All directors present except Cevasco and Warwick. Barno resigned

Non-Agenda Public Comments -

Mauricio Garate-Just opened “I love kickboxing” at 7710 Fay Avenue.

Luke Hartelust-Just opening Functional Training F45 at 7743 Fay Avenue (formally La Jolla Yoga), hopes to have grand opening in August.

Fortune-4th of July fireworks will continue this year

Approval of April Meeting Minutes

Motion made by Burke and second by Dorvillier to approve minutes from the monthly BOD meeting on April 13, 2016. Motion passed with 8 Ayes and 0 Nays with abstentions from Arredondo, Fazzio and Walker.

Approval of May Meeting Minutes

Motion made by Underwood and second by Baroudi, to approve minutes from the monthly BOD meeting on May 11, 2016. Motion passed with 7 Ayes and 0 Nays, with abstentions from Arredondo, Fazzio, Niebling and Walker

President’s Report

CA commented about the success of the La Jolla Padres game

PROW/PDO Process Update-PROW removed from CPA agenda, delayed until next month, LJVMA needs to address the A-Frame sign issue in the village, we need a “standard” regulation for the village. We need enforcement from the city, the recommendation needs to go to city council for a formal amendment to the PROW. Currently, La Jolla has a NO A-Frame signs in the PROW law but it is not being enforced. The LJVMA would prefer to have a standardized law that allows for signs with fees within reason similar to the rest of the communities in San Diego.

The Cove Solutions Update-La Jolla town council will be having another meeting. Mayor Faulkner has a team of reps from the hotels, restaurants, Ray Ellis, chief of police and lifeguards, CA Marengo. The Mayor realizes that spraying is only good for a few days and the sea lions are becoming emaciated which is contributing to the stench. CA announced that it is okay for the sea lions to be on the beach as there are legal means to remove them. It’s the rocks with the runoff that is tougher due to the necessity for legal remedies. We are still hoping the rollers will be installed at the base of the rocks sooner rather than later.

City of SD- Code monitoring team-the FEDS and FCC are loosening regulations for cell towers & antennae & they have control not the local code monitoring teams. The code monitoring teams are trying to insert language that will offer a compromise with the FCC. The community groups are not happy with the city of San Diego’s lack of control

Affordable Housing density bonus-will be heard on 6/24, the bonuses will not affect La Jolla that much

Treasurer's Report

Monthly Financials-May Report

Fortune-Our fiscal year ends on 6/30/16 and we will go out for our annual audit. We are \$16,000 under budget currently, the association is in good shape

Organization Division Report

(1)

(2016-2017) BOD Elections Ballot Process, Seats Open for 2 year terms, we are rotating out 8 positions due to the 2 resignations by Barno and Chow.

Fortune-Self nominations begin in July, we need to vote whether we will have in-person voting or by mail. The position is volunteer, must have an active city of San Diego business tax license, it can be the owner, manager or designated person of the business to sit, Burke asked what the cost is to mail? Fortune says it is already in the budget, cost is around \$3,500 for 2 mailings, walk-in is approximately half. Marengo & Berwin are in favor of mailing the ballots. Arredondo inquired as to the number of voters.

Motion made by Dorvillier to do mail-in and second by Fazio to approve. Motion passed with 11 Ayes and 0 Nays, No abstentions.

(2)

TMD Sub Regional Marketing-Report

Underwood-next meeting is on 7/20/16, they only meet once/quarter, Fazio would like to be a part of the meetings

(3)

LJ Traffic and Transportation-Report

Warwick-Absent

(4) Block Captain Program-Report

Murphy-Completed and assigned all of the areas for the directors, will e-mail to directors with list of questions for merchants, also assisting with recruiting new board members

Promotions Division Report

San Diego Bay Fest at Scripps Park September 16-18, Event Support

David Payne-with RTE productions, formerly did the SD Jazz festival, wants to start a LJ Jazz festival at Scripps Park with about 2,500 attendees, vendors on one side of the park, stage and concert on the other with tented areas and VIP tents. The City of SD gave their temporary approval, pending approval by the La Jolla organizations, the City is concerned about traffic and the condition of the grass, shooting for October or possibly Spring of 2017. All seats are reserved. They are proposing off-site parking. Marengo expressed concern regarding overflow trash into the Village as the City doesn't pick up the trash until Monday. Fazio suggested merging the event with the holidays

Economic Development Division

Business development report-

Arredondo-The committee is continuing to work on both long and short term goals. Their biggest concern is the empty storefronts. They are focusing on Fay first. The long term plan is to conduct another survey to ask the locals/residents what kinds of businesses they want to have in the Village. They want to create districts such as the "Entertainment" or "Cultural" district, the "Financial" district, etc. They have a data base of the landlords. Fortune joined ICSC (shopping centers) and stated that the majority of the property owners are trusts or foreign and don't have an emotional connection to the Village. Marengo wants to have good communication with the commercial brokers so they can hopefully encourage specific tenants/uses for the vacant spaces. Dorvillier suggested "skinning" the windows of the vacancies with upcoming events or suggested uses but Arredondo said they are not tackling that at this time.

Design Division Reports

Trees, Benches, Flowers & Maintenance-

Walker-Installed new tree on Girard, Relocated Potted Plants and Benches from Fay to La Jolla Blvd and Pearl, Marengo provided a contact for the way-finding sign program

Banner Program-Update on Calendar, Budget and Financial Report of Program

Warwick-Absent

Sparkle and Shine-Program Update

Warwick-Absent

Next Meeting

Marengo announced the next board meeting, July 13, 2016

Marengo adjourned the meeting at 4:02 PM

Dated: June 8, 2016

Claudette Berwin, Secretary