

Minutes

of the La Jolla Village Merchants Association

Board Meeting – July 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 3:05 P.M. by president, CA Marengo.

Roll Call of Directors

Roll call taken by Berwin. All directors present except Cevasco, Arredondo, Fazzio, Baroudi. Warwick resigned.

Non-Agenda Public Comments –

Bob Steck from Kiwanis Club-announcing annual pancake breakfast on 7/23/16 from 7:30-11:30 AM at the rec center, Kiwanis has 2 big fund raisers/year,

Mauricio from Barbara Bry campaign-introduction

Molly Mosley-opening Shore Break where Marine Street Market used to be. It will have a full espresso bar, market items, grab & go deli, beer, wine & liquor, café

Massimo Tenino-from Isola Pizza on Girard also has restaurant in Little Italy, serves fish as well, should open at 7734 Girard Avenue in approximately 1 ½ weeks, his family owns a winery in Northern Italy

Approval of June Meeting Minutes

Motion made by Niebling and second by Murphy to approve minutes from the monthly BOD meeting on June, 8, 2016. Motion passed with 8 Ayes and 0 Nays .

President's Report

PROW/PDO Process Update-

Marengo-The sign boards have gotten worse. Merchants are putting them up on busy corners & not just in front of their businesses. LJVMA asked to change the restrictions in La Jolla which does not allow any sign boards. Marengo asked to have La Jolla match the same criteria/rules as the rest of the BIDS in San Diego. City said we could amend our PDO to comply with the other BID's. This would allow us to provide our merchants with the size and permit regulations. The PDO passed it 7 to 5 in favor. The next step is to go to the council district as the PDO is only advisory. We would then get it on the council agenda to get formal approval. There would be an amnesty period for merchants to comply. Dorvillier wanted to know if we are tracking the existing sign boards. Marengo said he took photos.

The Cove Solutions Update-

Marengo-Still pushing to get the mayor's office to move forward but he is still waiting for Doyle's report on the behavior of the sea lions. The mayor felt that Steve Haskins report on the rollers is favorable. Marengo says that if the sea lions relocate to the sand, we don't have the same restrictions on the beach. We can use water canyons to discourage them. The regulations on the rocks are much more restrictive due to regulations on water runoff as it affects the water quality

Treasurer's Report

Monthly Financials-June Report

Fortune-We just closed out the books pursuant to our fiscal year end and zeroed out the books.

Organization Division Report

(1)-Fortune-(2016-2017) BOD Elections Ballot Process, 10 Seats open for self-nominations, Warwick resigned last week with 1 remaining year, Barno also resigned with his term remaining. We need a lot of nominations. Deadline is our August monthly meeting. "Meet the candidates" will be in September. Elections will be in October. Marengo met with Billy Borja from Orange Theory. He may re-run. We now have 1,377 merchants that will be receiving a ballot via mail

(2)-Marengo-LJ Traffic and Transportation-Trustee needed, Corey Bailey is one of the trustees. Richard Walker volunteered to be our second trustee.

(3)-Murphy-Block Captain Program-Report

Maps were distributed to all directors. He requested that on our next visit to the merchants, to ask for nominees for the October election. La Jolla Crystals is a new business in town. Zi-Fit is also new. Marengo requested we also discuss the sign board situation with the new merchants. Fortune recommended that we also mention restrictions in the PROW.

Promotions Division Report

1) Holiday Jazz Fest-Scripps Park

David Payne & Rob Rogers distributed an "Event Information Sheet" to all directors for the proposed Jazz Fest in La Jolla. Initial feedback has been positive. The event will be covered by approximately 40 media outlets which is great exposure for La Jolla. David went to Parks & Beaches which resulted in a positive response but they requested the above referenced Information Sheet. There will be vendor booths on the sidewalk. The new date will be 12/4/16 at 4:00 PM. This is the same date as the La Jolla Christmas Parade. However, the parade will be over and the Jazz Fest will begin at 4:00 PM. Some of the proceeds will be donated to charity.

Motion made by Walker and second by Murphy to approve LJVMA's support of the event. Motion passed with 8 Ayes and 0 Nays

2) La Jolla Art & Wine Festival Support-

Laurel McFarlane-Wine & Beer Garden will open at 11:00 each day. Street closures go from Prospect to Torrey Pines Road on Girard and part of Wall Street. Should have 150 vendors. Gepetto's is sponsoring the family art center on Wall. Lincoln will provide the car to be painted by the children. Wells Fargo provided a \$40,000 donation to keep the event free of charge to the public. The goal is to bring business to the village. They have raised over \$650,000 over the past 4-5 years of the event with over \$18,000 each going to Muirlands Middle School, Torrey Pines Elementary, La Jolla Elementary and Bird Rock elementary in 2015. They distributed \$34,000 each in 2014. Next year they want to expand their banner program in the Village. They will not be doing the Brewfest this year.

Motion made by Murphy and second by Dorvillier to approve support of the event by the LJVMA . Motion passed with 8 Ayes and 0 Nays

Economic Development Division

Business development report-

Arredondo-Absent

New Business Survey Campaign-

Arredondo/Murphy/Fazio-Murphy spoke on behalf of the committee. They received 77 responses from Farmers Market and outside of Murphy's business. ICSC will be providing data which will be combined with the results. The general public provided great insight. They really want to work with the commercial brokers and the landlords to reach out to "preferred" merchants to coincide with the proposed "districts".

Design Division Reports

Trees, Benches, Flowers & Maintenance-

Walker-Working on the Way Finding Signs. The next meeting is next Thursday at 9:30 at Esteban Interiors

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

Niebling-met with Nancy Warwick and will be taking over the program, hoping to find new opportunities

Sparkle and Shine-Program Update

Niebling-No report yet due to just receiving the information from Warwick

Next Meeting

Marengo announced the next board meeting, Wednesday, August 10, 2016

Marengo adjourned the meeting at 4:04 PM

Dated: July 13, 2016

Claudette Berwin, Secretary