

Minutes

of the La Jolla Village Merchants Association

Board Meeting – September 14, 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 3:02 P.M. by president, CA Marengo.

Roll Call of Directors

Roll call taken by Berwin. All directors present except Cevasco, Dorvillier, Burke

Non-Agenda Public Comments –

- 1) Steve Horowitz Prospect Bar & Grill will be changed to the “Rooftop La Jolla” Rebranding, new staff, higher end, some music, bottle service
- 2) Carla Parra opened a health and wellness operation at 1115 Wall Street, all natural including supplements, she also commented on the increase in the homeless situation and that they have become more aggressive
- 3) Sheila mentioned that the homeless issue has become a big deal at the local bid level and they are starting an initiative

Approval of August Meeting Minutes

Motion made by Ike Fazio and second by Baroudi to approve minutes from the monthly BOD meeting on August 10, 2016. Motion passed with 6 Ayes and 0 Nays and 2 absentations. Berwin & Murphy abstaining as not present on 8/10/16. The only change is Krista Baroudi acted on behalf of Claudette Berwin as Secretary

President’s Report-Marengo

1) Mayor has been continuing with the spraying for the sea lions, someone told the mayor that the seals do not like the construction lights on the beach, the mayor then requested that Doyle amend it in his report, Marengo cautioned that the lights could affect the growth of sea life. Baroudi said the odor was really bad yesterday at Boomers. Arrendondo asked what happened to the barrier resolution? Marengo said that with the change of the President at LJ Town Council it lost steam

Marengo-FIWA Art Empty Space Program-Local galleries got upset about Thomas Plume’s promotion of using the vacant spaces for public art to make them more attractive, Marengo suggested that perhaps other merchants could put their merchandise in the vacant spaces to let the public know about their stores, similar to La Plaza’s displays

Treasurer’s Report

Fortune-Monthly Financials-August Report

Fortune reported on the financials and budgets, there will be approximately \$16,000.00 rollover to use in this year’s budget, Murphy asked if the committees could obtain a portion of the rollover funds. Fortune stated that the \$16,000.00 has already been allocated. The funds need to be allocated in the January budget which is then approved by the city.

Organization Division Report

Murphy-Block Captain Program

Chill Tonic is opening inside the La Jolla Sports Club location

F45 business is almost up and running

ZiFit should be open mid October

Fortune-there is a new barber shop on Prospect Street and a new real estate office on Wall Street

Marengo-Quint Gallery is closing

Maureen Murphy-Green Door is opening in the Finch's wine and bistro location

Economic Development Division

Arrendondo along with Fazio and Murphy-Business development presentation on Property Owners and Prospective Tenants

The goal was to bring new businesses to the Village by 1) conducting a survey amongst locals, 2) identify over saturation of existing businesses, 3) Make recommendations

The survey resulted in a demand for more restaurants, boutiques and a healthy grocery store and that La Jolla residents have the income to support these businesses versus the tourists

The first survey was conducted at La Jolla Sports Club earlier this year. Both surveys resulted in 167 responses. The highest demand was for a healthy café or Urban Spoon

The second survey was conducted at the La Jolla Farmers Market and that survey resulted in the highest demand for more music festivals and Live Music venues (Jazz), & more late night options

They received data from the city of San Diego-The data showed that an oversaturation of similar businesses could lead to higher turnover in those businesses. Murphy stated that the summer tourism business is VERY important to the merchants and contributes to a major portion of their annual income. He feels that the board should serve as an advisory to new businesses. Arrendondo-Wants to have a package available to all merchants on the LJVMA website with their collected data and recommendations, prospective new businesses should complete an intake form on the website that is presented to the board. Fazio and Murphy stressed that this is not to be viewed as a NEGATIVE inquiry but to be more informative to the prospective businesses. The goal of the committee is to increase foot traffic in the Village. Fazio mentioned the "Courtyard" in the East Village. They host different events and bring in local vendors. Walker stated that the site was a defunct lot that was turned into a cool community venue. Marengo said it is a city owned property. They also recommend that the committee has formal and regular communication with the local commercial brokers through a marketing package with recommendations on what businesses should open in the Village.

Berwin & Niebling commended the committee on a job well done. Niebling stressed the importance of continuing this going forward into the next term.

Walker recommended that the next survey should be branded, the committee did not want it to be brand specific. Marengo recommended adding local demographics to the package

Promotion's Report-

Fortune-Pillage the Village-

Berwin commented on REBA's participation, they want to continue

Fortune-wants to do a haunted house, La Plaza volunteered to offer their site

Niebling-Holiday Open House & Jazz Festival-Nothing to report

Murphy-suggested a 5K early Saturday morning but Fortune said it would conflict with the parade and holiday open house

Design Division Reports

Walker-Trees, Benches, Flowers & Maintenance-Nothing to report

Niebling-Holiday Banner Program-will have samples to show the Board next month, some new banners are already up emulating the website.

Next Meeting

Marengo announced the next board meeting, Wednesday, October 12, 2016

Marengo adjourned the meeting at 4:16 PM

Dated: September 14, 2016

Claudette Berwin, Secretary