

## **Minutes**

Of the La Jolla Village Merchants Association  
April 11, 2012  
Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037  
Board Meeting

### **Call to Order:**

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:36 a.m. by President, Phil Coller

### **Roll Call of Directors:**

Present were board members: Claudette Berwin, Tom Brady, Kate Brainard, Leon Chow, Phil Coller, Egon Kafka, Robert Lane, Michelle Lerach, Scott Levin, Debbie Newell, James Niebling, Kevin Smith, Nancy Warwick

Of those in attendance, those that arrived late:  
Egon Kafka at 8:39am; Leon Chow at 8:42am

Absent were:  
None

Also in attendance based on sign in sheet and by visual observation but not inclusive of all attendees: John Weinstein, Trip Bennett, Julie Matibag, Anna Palmer.

13 Board members were present to have the required quorum

### **Approval of the Minutes**

Approval of the meeting minutes for March 14, 2012 Board Meeting. It was moved and seconded (Berwin/Lane). Yea's-13; Nay-0; Absent-0; Abstentions-0. The minutes were adopted.

### **Non-Agenda Public Comments**

La Jolla Film Festival: Dale & Kevin provided information on this event for September 26, 27, 28, 29, 30. To be held in conjunction with the Gaslamp District for the first time. They are bringing famous director, Gus Van Sant, to his 1<sup>st</sup> Film Festival in the U.S. here! Currently working on list of celebrities. Have an agreement with MCASD to use their space for the event.

September 27<sup>th</sup>: Awards

September 28<sup>th</sup>: Viewings

September 29<sup>th</sup>: Viewings + public viewing possibly in the park

This is a not for profit organization.

La Jolla Fashion Film Festival: Egon Kafka

July 26,27,28. Phil asked Kafka to speak with Lane.

La Jolla Town Council: John Weinstein

April 19<sup>th</sup>, 5-7pm: La Jolla Community Happy Hour @ Brockton Villa

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La Jolla Festival of the Arts: Lauren

June 23<sup>rd</sup>. 5 weeks leading up to event. UCSD. Live arts in the Village.  
Need PROW permit for 5 weekends leading up to June 23<sup>rd</sup> Lane to promote on website.

MOTION on May Agenda.

### **President's Notes:**

Executive Director Performance Review: Collier provided information that Rosemary's review process has begun, not completed.

Concours d'Elegance: Collier commented that this event was a huge success.

Belvedere Promenade: Collier asked for support of what is now being called the Belvedere. Paul Benton of Alcorn & Benton Architects asked for Motion to notify the adjacent property owners of The Belvedere Promenade. Lane asked if both lease holders and property owners will be notified? Benton replied that ultimately both will be. Need motion to notify property owners (and lease holders?).  
MOTION on May Agenda

Public suggested that a model be on public display on Prospect Ave near Belvedere Promenade.

### **Treasurer's Report**

Financial Reports: Brady submitted financial reports, 6-page document ending the period of March 31<sup>st</sup>, 2012. Copies were given to all board members.

501(c)3 filing: Collier spoke on the requirements and benefits for LJVMA to have 501(c)3 status. It allows for LJVMA to accept donations. Mark Krasner has agreed to file this on behalf of LJVMA. This is a tax filing only, not a foundation. This may take 2-3 months to complete.

### **Committee Reports**

#### Organizational Division

##### 1. Bylaw Revisions & Ratifications:

Motion to ratify all changes approved last month and minor changes proposed at this meeting. See bylaws for changes.

It was moved and seconded (Berwin/Lerach).

Yea's-13; Nay-0; Absent-0; Abstentions-0. The motion was passed.

##### 2. City Budget: Brady stated the budget is for FY July 1, 2012-June 30, 2013.

Collier commented that it is important for committee chairs to understand and know what they can spend. Collier asked committee chairs to talk with Rosemary if they do not know and if they need an explanation. Collier made it clear that we cannot go over what is budgeted.

3. Associate Memberships: Levin stated the Bylaws allow us to have associate memberships each associated membership will be voted on by the board. It was made clear that the membership's primary drives are not for money but to bring businesses into the association for the betterment of the community.

Motion to form Associate Memberships for the betterment of the community.

It was moved and seconded (Niebling/Smith).

Yea's-13; Nay-0; Absent-0; Abstentions-0. The motion was passed.

A committee needs to be formed with at least 2 people.

May Board Meeting: progress report

June Board Meeting: June Motion to vote on Associate Membership plan

4. Block Captains: Smith updated that on April 24<sup>th</sup> with Wells Fargo volunteers of 10 they will contact approximately 400 retail merchants. Goal to make sure all have information to get started on website. Will have how to handout. Contact managers or owners.

#### Economic Division

1. Division Chair: Phil discussed division chair job description.
2. Save the Post Office: Trip Bennett spoke on the need to save the post office and the event with the USPS on April 26<sup>th</sup> @ 6pm.
3. "A" Priorities: Collier stated the LJVMA's current "A" priorities needed to working with City bureaucracy, obtain funding, getting agreements with the City and property managers impacted by the projects
  - a. Belvedere Promenade: Fix the Dip
  - b. Improving Sidewalks
4. Grand Openings: Chow updated on grand opening program.
5. Valet Parking Survey: Brady updated on the survey on Prospect Ave
6. La Jolla Leaders Reception: Collier shared that there were more influential La Jollans that attended than any other event in La Jolla in 10-15 years. Now we need to manage and make progress.
7. Green Team: Lerach spoke that the Green Team is planning a guide on the website of businesses that are sustainable. Warwick's will hold a forum on May 4<sup>th</sup> @ 7pm on Genetically Modified Food with a panel.

#### Design Division

1. Flower Program: Niebling updated that Bridget of Bridget Blooms is now working on committee. The goal for the next meeting is to have proposals for flower baskets. Niebling negotiated 1 month free service with Brickman due to issues with service with Brickman. Collier commented that Niebling's email to Brickman was well written.

Motion to continue month to month service with Brickman with current flower baskets.

It was moved and seconded (Berwin/Lerach). Yea's-13; Nay-0; Absent-0; Abstentions-0. The motion was passed.

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Motion to have Anna Palmer as representative on PDO.  
It was moved and seconded (Berwin/Kafka). Yea's-13; Nay-0; Absent-0;  
Abstentions-0. The motion was passed.

Kafka brought up concern regarding the 6 eucalyptus trees. Collier told Kafka that should be discussed and decided within the Design Committee.

### Promotion Division

1. Website Update: Lane updated. The home page is having 3 to 1 traffic. Please advise Lane on requests for content.
2. Cash Mob: Levin provided information on what Cash Mob is and how it works. It is a national organization, social activity that revolves around retail locations.

Wells Fargo Contract: Collier signing the contract. \$25K to Concours d'Elegance.

Motion to ratify Wells Fargo contract. It was moved and seconded (Kafka/Niebling). Yea's-13; Nay-0; Absent-0; Abstentions-0. The motion was passed.

3. Signature Event: LJVMA is not a sponsor. We are a supporting organization and only assist. We do not finance. We need a memorandum of understanding, not a contract with the event organizer(s).

4. Haute La Jolla Nights: Julie Matibag provided information on the event. Motion to spend up to \$9600.00 on the first 4 dates of Haute La Jolla Nights. It was moved and seconded (Lane/Berwin). Yea's-12; Nay-0; Absent-1 (Collier); Abstentions-0. The motion was passed.

### Upcoming Board Meeting

- Board Meeting: May 9, 2012, 8:30 a.m.
- Location: Cuvier Club, 7776 Eads Ave, La Jolla

The meeting adjourned at 10:22 a.m.

**Dated: 5.9.12**



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**Debbie Newell, Secretary**