

Minutes
of the La Jolla Village Merchants Association
Monthly Board Meeting – April 10, 2013
1162 Prospect St., La Jolla, CA 92037

Call to Order

Coller called meeting to order at 8:40 .

Roll Call

Roll call taken by Baroudi. Absent: Krasner, Levin and Bonner, all others present.

Non Agenda Public Comments

Jim Mallard with Nectar Juice Bar, moving into the old extreme pizza space. Should open in about a month.

Allison Don from Senator Marty Block's office, introduced herself and offered assistance on a state level.. Town Hall meeting being held on 4/18 for education funding, and Senator Block will be present. Coller requested a meeting regarding the cove stench.

Tim Dolan, owner and Jorge with Travelers Channel franchise. Nationally based, bought franchise a year ago. Works with 30 hotels and 10k rooms, with no cost to the hotels . Primary focus is Mission Bay to downtown. Produces a 30 min loop that promotes area to run in rooms. Looking for businesses wanting to advertise through this vehicle.

Approval of Minutes

Coller requested approval of minutes for the monthly BOD March 13, 2013. A motion/second was made by Brady/Warwick. Minutes were approved with a unanimous vote and one abstention by Niebling with no changes.

President's Report

City of San Diego EDTS Grant Information reviewed by Coller . All paperwork has been submitted by Fortune. Went down last Friday and gave presentation. 3.5 out of 4 score for presentation. Application request was for 48k, Fortune thinks we should get 45k. Funds will be available 7/1 and draws down by reimbursement. Coller and Fortune learned a great deal through the presentation process.

BID Council Foundation, Fortune presented information. Waiting for money due from San Diego ConVis owes us 20k. Waiting on ADTS grant as well. Filner has affected this and we are not getting money from these vehicles. Fortune has spoken to BID council to borrow if necessary. Motion and second by Warwick/Berwin to temporarily borrow money from BID council with no interest as required. ½ by Money coming from SDT is already agreed upon. Berwin asked about payables, Fortune said we were current. Motion passed with a unanimous vote.

aRes Travel presentation by Alan Suchodolski, president and CEO. Suchodolski gave presentation about company and proposal for kiosk to sell attraction tickets in visitors center as well as hotel bookings. Annual sales of 100k required in contract. Will provide kiosk for center, and create the pages/links for the website. Center will receive a variable commission on sales. 1k annual maintenance fee required. Motion and second by Niebling/Chow to approve contract. Motion passed with a 10 to 1 vote.

Treasurer's Report

Financial reports Information thru 03/31 presented by Brady. Coller said detailed questions should be addressed by scheduling a meeting. Kafka asked about our "savings" account. Coller explained that this was forecast money.

Fortune reviewed carry overs from prior fiscal years and the draw downs. End of year will create retained earnings for next fiscal year. From next year forward we will no longer have carryover. Fortune pulled report for BID. Could be monies uncollected in BID. Fortune is reviewing. Will involve BID council and the city.

Organization Division Report

Mary Sariano reported for PDO. Had quorum for meeting. 7850 Ivanhoe tree removal did pass, but will photograph because it's one of the original eucalyptus. Goodwill is moving in on Girard. Sur la table is also moving in on Girard. Jacks is being converted to the plaza in a year.

Coastal Access & Parking Information given by Kafka. No meeting this month. Continuing to work on projects.

Traffic & Transportation Information provided by Brady, no quorum for meeting. Application for moving spaces is being processed now. Hopefully will be complete within the month.

LJV Info Center Information update given by Fortune. Still needs money. New kiosk, white box installed. Great success with historical society and Concours last weekend. Sold a lot of tickets for the show. Only a few monitors are still available for advertising. No advertisers for windows yet.

Block Captain Program report by Smith. Nothing new to report.

Promotions Division Report

Concours d' Elegance Information provided by Berwin. Berwin reported on the success of the Concours. Has suggestions for next year. Fortune will add photos to website. Berwin did aerial video which will be available for use.

Dave Ish gave presentation on his company Club Lemeno for text message marketing. Will pay a 15% to merchants association as a commission on accounts initiated through association assistance, and would like to form partnership with LJMA. Collier will add to agenda next month for vote, after board members can review.

Economic Development Division Report

Grand Opening Program report presented by Chow. C&H Photo moving to upper Girard. Lots of businesses moving location... Chayet Travel, Pilates Plus, Gordon Wong, MOS. Bellini Beauty Bar and Amaya opened, Monarch Gallery held a reopening.

York had nothing to report on new businesses program.

Design Division Report

Neibling reported on two new queen palms in front of visitors center. Ground planting with succulents around palms. Tree wells with new trees received ground plantings as well. Continuing with bench repair. Received kudos for flower baskets from La Jolla Light.

Other

Further discussion on funds took place with Erik Lund, San Diego Tourism.

Collier has been assured that mayor is addressing stench issues and will call for a meeting. San Diego Tourism is working with Lightner's PR team.

1020 Prospect conversion project did not go through. Building went age historic.

Received a letter from the city with approval to move ahead with Belvedere project, on the basis of needing a public right of way variation. No other permits will be required. 3-4m required for project.

Adjourned

Coller adjourned meeting at 10:17am. Next meeting to take place on Wednesday, May 8, 2013.

Dated: 05/08/13

A handwritten signature in black ink, appearing to read "Krista Baroudi". The signature is written in a cursive style with a large, sweeping initial 'K'.

Krista Baroudi, Secretary

Motion to approve with a motion/first by Lane/Smith. No corrections requested, Motion passed with a vote of 8 yes, and 3 abstentions by Krasner, Levin and Bonner.