

Minutes

Of the La Jolla Village Merchants Association
August 8, 2012
Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037
Board Meeting

Non-Agenda Public Comments:

Esteban with Giving Back Magazine: Provided information on this charity based magazine, with a focus on La Jolla.

Maija Talikka and Claire McKee with the La Jolla Music Society: Provided information on their current event, "Summerfest" with most events taking place at the MCASD-La Jolla.

Sharon Hinckley: Provided information on her Sharon Hinckley Photography 2013 La Jolla Calendar, now on sale for \$13.99 with a discount for (25) or more.

Sam Kmety: with Printer Circle provided information on his company that donates a percentage of printing costs to charity. www.theprinterscircle.com

General Comments:

Phil Coller:

He thanked both the Cuvier Club and Brick & Bell for donating the facilities and coffee and scones respectively.

La Jolla Map: Possibly print up to 50,000 copies, advertisers would pay for the map, LJVMA wants to hear suggestions for the map. Lane made a suggestion to partner with La Jolla Village News, La Jolla Light or La Jolla Blue Book for advertising collection and distribution.

Farmer's Golf Tournament/PGA: January 21-27, 2013. LJVMA has been talking with the organizers. The goal is to have people come to La Jolla first, park in the Village to make the Village the access point. They would be shuttled to the event. Approx. 130,000-140,000 attendees, Tiger & Phil M. confirmed. This would be a huge advantage for businesses in La Jolla. It is up to us to decide if and how to participate.

Call to Order:

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 9:08 a.m. by President, Phil Coller at which time there was the needed quorum.

Roll Call of Directors:

Present were board members: Tom Brady, Leon Chow, Phil Coller, Robert Lane, Michelle Lerach, Scott Levin, Debbie Newell, Kevin Smith.

Absent were:

Claudette Berwin, Egon Kafka, James Niebling, Nancy Warwick
Kate Brainard (resigned)

Also in attendance based on sign in sheet and by visual observation but not inclusive of all attendees: Sheila Fortune, Sue Mason, Sam Kmety, Eric Lund, Brenden Dutton, Mary Soriano, Jane Reldan MD, Maija Talikka, Claire McKee, Julie Matibag, Joe Matibag, Erin Dermost.

8 Board members were present to have the required quorum.

Approval of the Minutes

Approval of the meeting minutes for July 11, 2012 Board Meeting. It was moved and seconded (Brady/Lane). Yea's-8; Nay-0; Absent-4; Abstentions-0. The minutes were adopted.

Treasurer's Report

Financial Reports: Brady submitted financial reports, documents ending the period of July 31, 2012: Balance Sheet, P & L, Transaction Detail. Copies were given to all Board of Directors. Brady announced that Sonnenberg & Company has been engaged as the CPA firm for the year-end audit. They were selected through a process of requesting (5) bids. (2) were received. However, the Sonnenberg & Company bid came in under the \$5000 threshold requirement for (5) bids. Their bid was 50% less than next bidder and they have been determined to be well qualified for the job.

LJVMA Office Space: Collier stated that there is currently an email agreement for rate for approximate 2500 sf. space in La Jolla. It is expected that there will be a substantial increase in revenue to offset the increase of costs.

Fall Elections: Collier stated we have received (11) nominations. The deadline was at today's Board Meeting. Note: (1) additional nomination, Trenton Bonner, was received at the LJVMA office during the meeting which brought the total nominations to (12). Nominations as follows:
Matthew Clifford: Wholesome Valley Foods; Michael Soleri: Hennessey's Tavern;
Krista Heron Bavoudi: La Jolla Cove Suites; Kathy Sciarrino: Tuo Sosno, Inc.;
Leon Chow: C & H Photo; Scott F. Levin: La Jolla Blue Book; Jeff Michaelson, CPA: Jeff Michaelson & Co. CPA; Mark A. Krasner, ESQ.: Blanchard, Krasner French; Philip J. Collier: Everett Stunz; Jane Roberta Reldan, MD: Jane Roberta Reldan MD, Inc.; Lorna York: Madison Gallery; Trenton Bonner: Trenton Bonner Coastal Real Estate.

Committee Reports

Organizational Division

1. **Block Captain:** Smith updated that with the Wells Fargo volunteers they handed out approximately 250 flyers on August 7th regarding the directory & information on www.lajollabythesea.com website.

Promotion Division

1. **Haute La Jolla Nights:** Julie Matibag commented on the success of the July 21st event. She commented on advertising opportunities for Sept. 15th event and there will be a sidewalk sale in conjunction with Sept. 15th event.
2. **La Jolla Art & Wine Festival:** Oct 13 & 14. 20,000+ people, free this year. shuttle 10am-6pm. More than 20,000 visitors.
3. **General Promotions Committee:** Lane updated the next committee meeting will be August 29th. He supports the map and the tourist center. He updated website information.

Economic Division

1. Division Chair: Coller said there is a recommended chair in mind if this person is elected to the Board.
2. Grand Openings: Chow shared the latest updates of openings that he participated in Grand Openings with the help of Mary Soriano: The Secret, The Salt Room, Elizabeth Allen Atelier, Cardio Barre.
3. Save the Post Office Survey: Athena, a representative from Susan Davis's office. She stated that Susan Davis's office dropped a Bill last week for a survey. She said there is an on-line survey you will receive. She asked that when you receive it to please complete it.

Design Division

1. The Belvedere: Jim Alcorn made a recommendation for a civil engineering survey to take the next step for this project. He explained the project and offered reasons for his recommended contractor. There were (4) bids ranging from \$4750-\$7800. Alcorn recommended Christensen Engineering & Surveying for the civil engineering survey of The Belvedere, for their expertise and they had the lowest bid at \$4750.

Motion to spend \$4750 to produce a civil engineering survey of The Belvedere. It was moved and seconded (Brady/Lane). Yea's-8; Nay-0; Absent-4; Abstentions-0. The motion was passed.

Alcorn commented that he has an illustrator ready for the next phase.

2. Trees:

Erin from the City stated that the City Attorney is drafting the City's responsibility of the tree trimming. Currently the City will handle any emergency situations. Coller stated that if there any concerns, please take a picture and email to Sheila at the LJVMA office.

3. Benches:

Coller stated that there is a new bench in front of Union Bank. He asked that it be viewed and comments on the bench be sent to Sheila at the LJVMA office.

4. Hanging Flower Baskets:

Coller stated the program is too expensive and the LJVMA does not have the funds to continue even the maintenance of approx. \$25,000/year. LJVMA will end maintenance at the end of August. The options are: 1. Remove the baskets completely. 2. Turn over the maintenance to the adjacent building owner/managers and if not maintained, they will be removed by the LJVMA.

5. PROW: This is a permit with fees to have items (such as tables, chairs, display signs) on the sidewalk in front of a business. Currently there are only (4) businesses that are current with their permits. There are approximately (100) that should have permits. It is the LJVMA's intention to inform all businesses to pay for the permit or remove items in violation of PROW.

9:46 a.m. Closed Session Meeting to Elect Executive Director

Present were board members: Tom Brady, Leon Chow, Phil Coller, Robert Lane, Michelle Lerach, Scott Levin, Debbie Newell, Kevin Smith.

Absent were:

Claudette Berwin, Egon Kafka, James Niebling, Nancy Warwick
Kate Brainard (resigned)

Coller lead discussion: An ad was placed as required in one local publication, The La Jolla Light. Only one person completed all requested application requirements, Sheila Fortune. The Executive Committee met previously and made a unanimous decision for a recommendation to the Board of Directors. This person has been the Interim Executive Director for 3 months and has proved her self to be the type of person the LJVMA needs to help move the organization forward. The recommendation to the Board of Directors is Sheila Fortune at the approved rate of compensation.

Motion to hire Sheila Fortune from Interim Executive Director to Permanent Executive Director as of September 1, 2012. Yea's-8; Nay-0; Absent-4; Abstentions-0. The motion was passed.

9:59 a.m. Closed Session ended

Upcoming Board Meeting

- Board Meeting: September 12, 2012, 8:30 a.m.
- Location: Cuvier Club, 7776 Eads Ave, La Jolla

The meeting adjourned at 10:01 a.m.

**Dated: Approved and Accepted on September 12, 2012,
Sheila Fortune for Debbie Newell**



Debbie Newell, Secretary