



AGENDA

Monthly Board Meeting – March 8, 2017

La Jolla Riford Library at 3:00pm—4:30pm, 7555 Draper Avenue, La Jolla, CA 92037

1	Call to Order — Monthly Board Meeting Please silence cell phones Sign-in sheet – please make sure to sign in	Action	James Niebling
2	Roll Call	Action	Krista Baroudi
3	President’s Report 1) Approval of Delegate and Director Replacement For 18 8 —Swear In Stephen Orenberg 2) Support for Letter to NOAA—Sea Lions Continued	Information Action Action	James Niebling James Niebling John Leek
4	Non Agenda Public Comments	Information	
5	Approval of Minutes February 8, 2017	Action	James Niebling
6	Treasurer’s Report Financial reports	Information	Sheila Fortune
7	Organization Division Report 1) La Jolla Parks & Beaches motion to supports a waiver of Annual Beach Area Construction Moratorium for the project, Children's Pool Walkway Beautification 2) City of San Diego contract board action to: Approve entering into an amendment to the agreement with the City, Designating President to sign amendment (if needed) Disbursement reconciliation report/requests for reimbursement	Action Action	Allen/Dynes Sheila Fortune
8	Promotions Division Report 1) San Diego Visitors Center—Advertising Program 2) 4th Annual La Jolla Day at Padres 3) Quarterly Merchant Mixer—March 14th at Piazza 1909 4) La Jolla Concours d’ Elegance Event Approval Support, Ticket sales code LJVMA	Information Action Information Action	Marshal Spevak Sheila Fortune Sheila Fortune Mike Dorvillier
9	Economic Development Division Report 1) Grand Opening Program – report 2) Block Captain Quarterly Walk Around Updates	Information Information	Jamie Dickerson 5 Zones Captains
10	Strategic Plan Initiatives Reports 1) Website Redesign 2) Signature Event – Restaurant/Chef event 3) La Jolla Branding Collateral Sales 4) #MyLaJolla and #List for Social Media Campaign 5) PR Campaign 6) Dedicated Email address – Business@LaJollabytheSea.com 7) Block Captain Data Collection Program: hire part-timer	Information	Niebling/Fortune/Fazio Murphy/Fortune Niebling/Fortune Hawrylyszyn Frank/Cerda Niebling/Parra Murphy/Fortune Sheila Fortune
11	Adjourn Meeting Wednesday, April 11, 2017	Action	James Niebling

The Board may take action on any item on the agenda unless it is noted as being an “Information Only” item. If a sign language interpreter, aid for the visually impaired, or Assisted Listening Devices (ALDs) are required, please contact the LJVMA office at 858-454-5718 at least five (5) work days prior to the meeting date to insure availability.