



AGENDA

Monthly Board Meeting – August 9, 2017
La Jolla Riford Library at 3:00pm—4:30pm
7555 Draper Avenue, La Jolla, CA 92037

1	Setup venue, sign in		
2	Call to Order — Monthly Board Meeting	Action	James Niebling
	Please silence cell phones		
	Sign-in sheet – please make sure to sign in		
3	Roll Call	Action	Krista Baroudi
4	Non Agenda Public Comments	Information	
5	Approval of Minutes	Action	James Niebling
	July 12, 2017		
6	President’s Report	Information	James Niebling
	1) Enhance La Jolla—Update	Information	Mark Dibella
	2) La Jolla Traffic Solutions—Traffic Rerouting	Action	Charlie Hein
7	Treasurer’s Report		
	Financial reports July 2017	Information	Sheila Fortune
8	Organization Division Report		
	1) 2017-2018 Board Elections Self Nominations	Information	Sheila Fortune
9	Promotions Division Report		
	1) La Jolla Presbyterian - Fall Harvest Festival Support	Action	Erika Hill
	2) Breeders Cup/Art & Food Walk/Burgers & Brew —Update	Information	Brett Murphy
	3) La Jolla Day at Padres Ticket Sales—Update	Information	Sheila Fortune
	4) Yelp Best Practices	Information	Alexander Galindo
	5) Modern Luxury—CoOp Advertising partnership	Information	Corinne Wilcox
	6) Social Media Calendar	Information	Xochitl Cerda
10	Economic Development Division Report		
	1) Grand Opening Program – report	Information	Jamie Dickerson
11	Design Division Report		
		Information	Sheila Fortune
12	Adjourn Meeting	Action	James Niebling
	Wednesday, September 13, 2017		

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 LVMA office at 858-454-5718 at least five (5) work days prior to the meeting date to insure availability.