

Minutes

of the La Jolla Village Merchants Association
Board Meeting – December 12, 2012
Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037

Call to Order:

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:10 a.m. by president, Phil Collier.

Roll Call of Directors:

Krasner, Levin and Brady absent, all other directors present.

Non Agenda Public Comments

1. John Bergland and Michelle Crumrine of Tigon perfumery and Boutique spoke about their new location in the village.

Approval of Meeting Minutes

One change by Berwin - Tom Brady treasurer not secretary. Motion and second to approve minutes by Smith/Berwin, and passed with unanimous vote.

President's Report

Collier reported:

1. Cove Stench was discussed. Collier commented on numerous agencies coming together to look for solution. No current approved method for removing guano. Hoping to find a solution before spring break. All state agencies are working on issue, everyone is cooperating.
2. Phyllis Minick of La Jolla Parks and Beaches, head of Coast Blvd Beautification Project presented on pending Children's Pool improvements. 250k needed to address sidewalk. Asked for any foundation contacts to aide in fundraising, asked LJVMA to cut letter of support.
3. SDPD Presentation by Captain Brian Ahern and LT Dwayne Voss, oversees La Jolla, looking to improve their satellite office, located at Olney St. Needs to raise funds for improvements. Nancy Gardner is fundraising contact. Project needs an additional 10k. 15k has already been donated.

Treasurer's Report

1. Brady submitted Financial Reports. Brady absent, Collier asked for questions regarding financials. Berwin asked who Universal Boot Shops was.

Organization Division Report

1. Deborah Marengo reported for PDO. Complaint regarding lights installed at Wells Fargo. Lot next to Vons is being reviewed for a condo development.
2. Kafka reported on Coastal Access and Parking. Board met 12/4 and held election. Dan Allen is chair, Nancy Gardner is vice, Fortune is treasurer, Kafka is secretary. Budget approved for 2012-2013 of \$15,700.00 and includes cost for 501c3. Working on valet parking and village shuttle plan. 104 of 120 monthly parking permits currently being used.
3. Traffic and transportation. Fortune reported Joe Matibag and Brady working on valet service for the coast. Petitioning the city to move 15 minute spaces to front of new information center.

4. Fortune reported on information space / office progress. Integrity Construction, Hill Construction, C.A.Marengo standing by for inspections today. Only one large donation and a couple small... need more donations to finish project. Still working to close technology donation. Opening Jan 2. Still needed 25-50k. Formal unveiling will be prior to spring break. Will take money or goods. All ConVis advertisers will roll into new space. All contact information remains the same with new address.
5. Smith provided Block Captain Program report. Held meeting and determined they will go out before the 13th with flier advertising upcoming events, dates and web information. Upper Girard lighting is in works. Working on decals for merchants. Looking for volunteers to knock on doors.

Promotions Division Report

1. Spike and Mike Festival of animation, Craig "Spike" Decker gave update for upcoming 30th yr Launch parties on opening weekend. Warwick suggested banners throughout the village. Motion and second to support festival made by Collier / Baroudi, passed with unanimous vote.
2. Promise to Kids Tonya Torosian presented information regarding charity. Foster care month is May. Proposed different potential fundraising possibilities for the village. Would look for a date in May. Motion and second for participation made by Niebling / Smith, passed unanimous.
3. Fortune presented for Farmers Open. Looking for support from village. International press promoting currently. Matibag and Ttoleka working on Haute for three nights. Hours are changed to 4-9 for the three nights. Shuttle service and special promotions/themes for three days. 120-160 k people coming in for tournament. Kafka asked for info on shuttle and advertising. Advertising on TV, radio and internet. Events and shuttle will be mentioned in advertising. Fortune suggested that every board member contact 20-25 merchants in regard to staying open. Merchants may submit fliers and business information for handout. Referenced the work that Fortune has done to bring the business down to the village. Merchants can bring in advertising fliers to be handed out at visitors center and shuttle.
4. LJ Info Center Advertising, Collier referenced 32 spots on TV screens. Berwin asked for costs, Fortune has cost listings. 24 currently available.

Economic Development Division Report

1. Grand Opening Chair report – update by Leon Chow. Business welcomed this month was Tigon.
2. New business report, York working on six spaces. Looking for high end boutiques to come in.

Design Division Report

1. Schulz reported on Arts in the Heart. Project is 5 years old. Moved over to art association. Hangs paintings on garbage cans. One day a year. Tied up with legal at city. Needs insurance for application.... Support from MA. Motion and second made by Kafka / Smith for assisting for additional insured. Passed by unanimous vote.
2. Belvedere Project slow going made presentation to ten owners, four positive responses so far. Not sure it will happen next year. Presenting it more as a redressing of La Jolla, and upgrade of the village.
3. Niebling reported four of five trees have been replaced. Basket company will maintain.
4. Niebling reported holiday décor all done, all lights working. Great feedback.
5. Fortune presented on Prospect St Corridor, working on sidewalk between La Valencia and Haagen Daz. Proposal out next week, motion and second for requests for proposal Collier / Berwin, passed unanimous.

Next Meeting

Coller announced the next board meeting, January 9, 2013

Adjourned

Coller adjourned meeting at 1030 am

Dated: 01/09/13

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

Minutes approved with correction of "hearts to heart", and "4 to 5 yrs" under Design Division Report #1 by majority vote with motion and second by Krasner/Smith, one no by Kafka, and 2 abstains by Levin and Brady.