

Agenda
La Jolla Village Merchants Association
Board Meeting
Cuvier Club, the home of Abbey Catering
7776 Eads Ave., La Jolla, CA 92037
Wednesday, February 8, 2012 8:30 a.m.

8:15 a.m. **Set up venue, Sign in, socialize**

8:30 a.m. **Call to order** Phil Coller

- 1 Please silence cell phones
- 2 Thank You—Cuvier Club, home of Abbey Catering--100% Donation
- 3 Thank You—Brick & Bell (coffee & pastries 100% donation)

8:31 a.m. **Roll Call** Debbie Newell

8:33 a.m. **Approval of Minutes of January 11, 2011** Phil Coller

8:36 a.m. **Non Agenda Public Comments**

8:39 a.m. **Presidents Report** Phil Coller

- 1 Info only--LJVMA Volunteers
- 2 Info only--La Jolla Leaders Reception
- 3 Motion--Ratify the LJVMA President's signature on EMRA document

8:44 a.m. **Treasurer's Report** Tom Brady

Committee Reports

Organization

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|-----------|---|---|-------------|
| 8:48 a.m. | 1 | Info only--Strategic Plan--A,B & C priorities | Phil Coller |
| 9:05 a.m. | 2 | Info only--City Budget, Fiscal Year 2012-2013 | Phil Coller |
| 9:07 a.m. | 3 | Info only--By Laws Revisions | Scott Levin |

Promotions

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|-----------|---|---|------------------|
| 9:10 a.m. | 1 | Info only--Website update | Robert Lane |
| 9:25 a.m. | 2 | Info only--Concours D'Elegance | Mike Dorvillier |
| 9:30 a.m. | 3 | Motion--send Town Council's "Shop Local" campaign to LJVMA's email database | John Weinstein |
| 9:32 a.m. | 4 | Info only--Window Dressing update | Claudette Berwin |

Economic Development

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|-----------|---|--|--------------|
| 9:35 a.m. | 1 | Motion--Support the Historical Society's Charter to Save the Post Office | Leslie Davis |
| 9:48 a.m. | 2 | Motion--LJVMA to produce valet parking survey on Prospect | Tom Brady |
| 9:53 a.m. | 3 | Motion--Diagonal parking spaces near the corner of Cuvier & Pearl | Susie Nguyen |

Design

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|-----------|---|--|---------------|
| 9:57 a.m. | 1 | Info only--Banner Program--11 Non Profit Orgs to collaborate | Nancy Warwick |
| 9:59 a.m. | 2 | Info only--Jim Alcorn & James Niebling to Co-Chair Design Division | Phil Coller |

Upcoming Board Meetings

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|------------|----------------|---|-------------|
| 10:00 a.m. | | Board Meeting, Wed, March 14, 2012 Location to be determined | Phil Coller |
| 10:00 a.m. | Adjourn | Remember to turn cell phones back on | Phil Coller |

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, aids for the visually impaired, or Assisted Listening Devices (ALDs) are required, please contact the LJVMA at 858.480.7645 at least five work days prior to the meeting date to insure availability.