

Minutes

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

Call to Order:

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:36 a.m. by President, Phil Coller

Roll Call of Directors:

Present were board members: Claudette Berwin, Tom Brady, Kate Brainard, Leon Chow, Phil Coller, Robert Lane, Michelle Lerach, Scott Levin, Debbie Newell, James Niebling, Kevin Smith, Nancy Warwick

Absent were:

Egon Kafka, Anthony Scoma DDS

Also in attendance based on sign in sheet and by visual observation but not inclusive of all attendees: Brett Siegel, John Weinstein, Elizabeth Thurston, Rita Sanford, Michelle Monad, Julie Matibay, Joe Matibay, Eric Lund, Susie Greenwald, Esteban Lopez, Jack Hart, Glen Rasmussen, Marc Terry, Laura Robertson, Erin Demorest, Susie Nguyen, Mike Dorvillier

12 Board members were present to have the required quorum

Approval of the Minutes

Berwin asked for verification of the minutes if the Art & Wine Festival has approximately 500 volunteers. Verified yes by several board members

Approval of the meeting minutes for January 11, 2012 Board Meeting. It was moved and seconded (Brainard/Brady). Yea's-12; Nay-0; Absent-2 (Kafka/Scoma); Abstentions-0. The minutes were adopted

Non-Agenda Public Comments

Riford Center: Nancy representing the Riford Center spoke and stated the Riford Center wants to become friends with merchants

Motion: Parking Spaces near Ooh La La Dance Academy-Susie Nguyen spoke on behalf of her business, Ooh La La Dance Academy, requesting the support of the LJVMA for diagonal parking spaces near her business at Cuvier/Pearl. It was moved and seconded (Lerach/Chow). Yea's-12; Nay-0; Absent-2 (Kafka/Scoma); Abstentions-0. The motion was passed

Non-Agenda Public Comments (continued)

La Jolla Town Council: John Weinstein spoke on behalf of La Jolla Town Council Their meeting is tomorrow night to discuss:

1. The Dip: James Alcorn
2. Save the Post Office

Buses/Trolley Program: Michael (last name unknown) spoke regarding buses/trolley program

Coller asked Niebling to temporarily take the ball on this program with him

Puesto Restaurant: Eric Adler spoke introducing the new restaurant opening Friday

President's Notes:

Motion: Teardrop Median-Tony Crisafi with Island Architects spoke regarding the teardrop median on La Jolla Parkway. Tony showed a sample picture of cobbles that have been approved by the city. Coller commented that the work has been funded by private donations of approximately \$60,000. The donations have been funneled through the La Jolla Community Foundation. If the work had been done by the City in stamped concrete the cost would have been approximately \$400k.

It was moved and seconded (Newell/Lerach) that LJVMA approve a motion that ratifies Coller signing of the Encroachment Maintenance & Removal Agreement (EMRA) with the City of San Diego on behalf of the LJVMA. Yea's-12; Nay-0; Absent-2 (Kafka/Scoma); Abstentions-0. The motion was passed

Board Meeting Time & Attendance:

Coller reminded the board the meeting starts at 8:30 a.m. and it has to be the second Wednesday as stated in the bylaws state

Main Street USA Guidelines, Coller stated:

1. Main Street USA guideline handbook is available via electronic copies and can be requested through the LJVMA office
 2. Board Members are expected to contribute at least 3-6 hours/month of their time.
 3. Board Members are expected to work on at least 1 project/year
- He emphasized that volunteers need stay focused on the project at hand

La Jolla Leaders Reception, Coller provided information:

That a private reception for 30 community leaders will be held on March 14, 2012 to look into ways to improve the business climate in La Jolla. This event is being hosted by The La Valencia Hotel

Treasurer's Report

Brady submitted financial reports, 5-page document ending the period of January 31st, 2012. Copies to all board members

Committee Reports

Organizational Division

Coller discussed and explained the Strategic Plan

1. ABC Priorities: Coller explained what this meant through a handout given out at the meeting.
2. Bylaw Revisions: Coller commented that some items must be changed in order to enable the smooth functioning of the LJVMA. Levin commented that revisions must be mailed by February 13 along with current bylaws to

vote at next month's Board Meeting. Each bylaw will be voted on one by one

Coller stated that LJVMA must mail this to all approximately 1250 BID members with 30 days notice to voting date

Lerach commented that the Green Team Questionnaire would also be included in this mailing

3. City Budget: Coller commented that the budget for fiscal year 2012-2013 was submitted to the city on time

Promotions Division

1. Website: Lane updated that the website went live last week. He told businesses to fill in their business information. He let businesses know that ads are available: 6 month minimum, \$100/month
2. Concours D' Elegance: Mike Dorvillier spoke on April 1st La Jolla Historical Society Event to benefit La Jolla Historical Society and Monarch School.
 - a. 8th Year
 - b. Premier Judge from Pebble Beach on board
 - c. Contact Tripp Bennett for ads and Mike for merchant booths
3. Motion: La Jolla Town Council "Shop Local" campaign
John Weinstein requested LJVMA to send out La Jolla Town Council's "Shop Local" campaign to LJVMA email database via eblast
Lane commented concern if this would open up the way for other organizations. Coller stated that is important for LJVMA to continue to keep a good relationship.

It was moved and seconded (Brady/Levin). Yea's-9; Nay-3; Absent-2 (Kafka/Scoma); Abstentions-0. The motion was passed

4. Window Displays: Berwin updated
 - a. Wants 3 volunteers for committee
 - b. Contests for major holidays
 - c. Committee for judging
 - d. Need to design brochure and/or eblast

Coller asked Berwin to create an eblast on program

Economic Division

1. Motion: La Jolla Historical Society Charter to Save Post Office Counter Service at Wall Street
It was moved and seconded. Yea's-11; Nay-0; Absent-2 (Kafka/Scoma); Abstentions-1 (Niebling). The motion was passed
2. Motion: Valet Parking Survey On Prospect Between Cave and Herschel:
survey businesses without BID funds using volunteers
Public question: What will LJVMA do will survey? Coller responded that the results will be given to Traffic & Transportation and they make the decision
It was moved and seconded (Lane/Niebling). Yea's-10; Nay-1 (Coller); Absent-2 (Kafka/Scoma); Abstentions-1 (Berwin). The motion was passed
3. Green Team:
 - a. Brainard commented that survey will be going out with bylaw mailing
 - b. Brainard commented that Nancy is meeting with SDG & E next week about their programs for BID

- c. Lerach said Green Team is a 3-prong approach:
 - i. Survey to find out who is doing what
 - ii. Lecture series
 - iii. Educational programs to certify businesses

Google+ attended meeting and available after the meeting for presentations and questions

LJVMA Merchants Mixer-March: T.B.D

Upcoming Board Meeting

- Board Meeting: March 14, 2012, 8:30 a.m.
- Location: T.B.D.

The meeting adjourned at 10:25 a.m.

Dated: Minutes approved 3.14.12



Debbie Newell, Secretary