

Minutes

of the La Jolla Village Merchants Association
Board Meeting – February 13, 2013
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 8:33 a.m. by president, Phil Coller.

Roll Call of Directors:

Kafka and Krasner absent. Niebling arrived at 8:35, Chow arrived at 8:41, all other directors present.

Non Agenda Public Comments

Representatives from Las Patronas gave presentation regarding their upcoming fundraiser, Lucky Star, and the promotions in cooperation with La Jolla merchants. Fortune suggested an email blast by LJMA. Participating merchants will be listed on Las Patronas website. Drawing will be on June 13th for two complimentary tickets to the ball. Entry through participating merchants with a 50. purchase.

Approval of Meeting Minutes

Monthly BOD January 9, 2012 Motion and second to approve minutes by Brady/Warick. No changes requested. Motion passed with a vote of 10 yes, and 2 abstentions by Berwin and Niebling.

Special Meeting January 23, 2012 Motion and second to approve minutes by Smith/Niebling. No changes requested. Motion passed with 10 yes, 2 abstentions by Warwick and Lane.

President's Report

Coller gave update on Cove Stench. Information represented no new progress. Lightner's office says most likely method for approval would be a method of vacuuming, though it hasn't been approved. Rumors heard that Mayor will approve cost.

Update on Con/Vis Information

San Diego Tourism Authority has replaced ConVis. City council approved contract with new agency for 39.5 years, but Mayor has discussed that method of collecting TOT tax is being reviewed, so he will not yet sign contract to disperse funds. Erik Lund with Tourism Authority stated that this should have no impact on funding committed to LJMA.

Development Services Enforcement

Coller reported on PDO permitting advisory board. City is not enforcing codes regarding signage, tents, banners and such at retail establishments. Anything outside building line requires a permit. City has hired staff to enforce and will be sending out letters. A fine will be implemented after third letter. All requirements are posted on sandiego.org.

Treasurer's Report

Brady reported on cash basis report and balance at Wells Fargo, and reviewed provided financials. Audit and tax returns were filed. Because of dispute with the city, return was filed late and incurred a 200.00

penalty. Audit has been accepted by city auditor. Board approved budget for 2013-2014 fiscal year, and has been submitted to city for approval, which should be received by April.

Organization Division Report

No update on PDO

Brady reported on Coastal Access & Parking. On 2/5, met with Dan Allen and approved the budget for 2012/2013 and discussed the village shuttle plan and remote parking. They will wait for Kevin Smith to make presentation on his project. Collier added that a plan needed to be agreed with the city and coastal commission in order to update rules regulating the use of funds.

Brady reported on Traffic & Transportation, and provided an update on moving short time parking spaces to Prospect. Planning Association has reviewed and will be heard at next meeting. Brady anticipating unanimous approval.

LJV Info Center/Office Space information updated by Fortune. New location is now open with basic furniture. Build out still being conducted. All 20 flat screen monitors arrived this week. Waiting on proposal for mounting. Sending invitation to merchants to come visit in March. Lots of advertising interest. Current pricing for advertising screens have been set by prior advertising contracts. Needs group to define advertising guidelines, Baroudi, Kafka and Lane volunteered. Lane discussed setting guidelines for advertising rates. Berwin spoke about associate members. Bonner asked how much to finish space. Fortune estimated a requirement of 10k. Computers still needed for center. Official opening is weekend of 4/5.

Block Captain Program update provided by Smith. Group will meet end of month, or beginning of month. Volunteers needed for handing out material. Information is being gathered now for monthly flier.

Promotions Division Report

Collier and Fortune reported on Farmers Insurance Open. Despite the bad weather during the tournament, there was a 44% increase in traffic for the Village. TV audience increased by 250% on Saturday, and up overall by 66%. Fortune reported all worked hard, the Matibag family was instrumental in the weekend's success. Haute night was rained out Friday night. Shuttle started Saturday. The beer and wine garden went well, low on support. Overall, the weekend created a lot of positive advertising and exposure for La Jolla. Would like to start committees much earlier for next year, and Fortune stressed the requirement for more involvement, and more support from volunteers. 190k attended event. This is a signature event for LJMA.

Fortune reported that advertising committee has been formed to put rates and guidelines into place.

Berwin reported on Concours d' Elegance. Berwin will be working with event closely. Committee meetings are being held every week now. Event has lost underwriting from Wells Fargo. They would like merchants throughout village to fill windows with car memorabilia. LJMA will have booth during event on the field, volunteers needed to man booth. Concours still needs car entries. Brady asked about advance discounted tickets for community. 2 fiats will be raffled off at event.

Coller reported that previously Wells Fargo gave 80 k for three events, and they have decided they will only sponsor La Jolla Wine and Art festival this year.

Chow reported on La Jolla Half Marathon. No action required right now. Kiwanis runs event. Event brings 10k runners into village. There will be a major change on how registration is handled this year. It will be held at the Road Runner store. This is a good opportunity for merchants.

Neibling gave update on social media. 50% increase on Facebook. Wants to keep momentum going. Trying to make regular posts regarding events in the Village.

Economic Development Division Report

Grand Opening Program report by Chow. Numerous location changes for current merchants. Opened Cos Bar, been open since December. Three Ways Beautiful opening this month.

York had no new updates for the new business program.

Adolfo Fashlicht updated moving thru city channels regarding 1020 Prospect Street Hotel Project. Project was presented with variances.

Design Division Report

Trees, Plants, Benches Information updated by Niebling. Reported on new trees... one dead tree on Herschel, all others fine. Need to supplement hanging baskets. Will be working through February to restock baskets.

Prospect Street Corridor Information updated by Fortune. Fortune sent out request to architects for proposals on project. Choices have been narrowed down to short list of four for presentations. Top 4 is KTU+A, IN-SITE, SWA and VDLA. Proposals are for design services only at this point. Funding will be required for project.

Audience member asked about Belvedere project. Coller updated.

Next Meeting

Coller announced the next board meeting, March 13, 2013

Adjourned

Coller adjourned meeting at 10:02 am

Dated: 03/13/13



Krista Baroudi, Secretary

Minutes approved with no changes. Motion/second by Krasner/Bonner. 10 yes, 1 abstain.

