

Minutes

Of the La Jolla Village Merchants Association
January 11, 2012
La Jolla Woman's Club, 715 Silverado Street, La Jolla, CA 92037

Board Meeting

Call to Order:

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:40 a.m. by President, Phil Coller

Roll Call of Directors:

Present were board members: Claudette Berwin, Tom Brady, Kate Brainard, Phil Coller, Egon Kafka, Michelle Lerach, Debbie Newell, Anthony Scoma DDS, Kevin Smith, Nancy Warwick

Absent were:

Leon Chow, Robert Lane, Scott Levin, James Niebling,

Of those in attendance:

Left early at 9:35 a.m.: Anthony Scoma DDS

Also in attendance based on sign in sheet and by visual observation but not inclusive of all attendees: John Weinstein, Kris Grant, Susie Nguyen, Justin Meeloni, Vikram Sood, Michelle Mowad, Sherry Ahern, Ruth Yanseck, Andrea Dahlberg, Sangsoo Sou, Hazel Nieves, Carol Cross, Benardo Zavala, Leslie Araiza

10 members were present to have the required quorum

Approval of the Minutes

Approval of meeting minutes of December 14, 2011. It was moved and seconded: (Brainard/Newell). Yea's-9; Nay-0; Absent-4 (Chow, Lane, Levin Niebling); Abstentions-1 (Kafka) The minutes were adopted

Non-Agenda Public Comments

John Weinstein spoke on behalf of La Jolla Town Council:

1. Upcoming Events
2. Weinstein requested to have LJVMA send Town Council's "Shop Local" campaign to LJVMA's email database. Coller responded that the board will need to vote

Susie Nguyen spoke on behalf of Ooh La La Dance Academy. She discussed diagonal parking spots at Cuvier & Pearl in front of her dance studio. Coller told her that she will need to ask the board to make a motion next month/put on next month's agenda(which Coller agreed the board will do). The board if approved will make a recommendation to Traffic and Transportation. She then needs to ask Traffic and Transportation to make a recommendation to the City.

Bernardo Zavala spoke on behalf of the Pantai Inn. He provided information on this new hotel in La Jolla.

Kris Grant spoke on behalf of Seaside Home. She extended an invitation to all for their Grand Opening on January 25th.

President's Notes:

1. Volunteers: Collier spoke that we would like more volunteers particularly in the areas of:

- a. Redesign "The Dip"
- b. Pavement, Curbs

Collier requested that volunteers have available 3-4 hours/month and not all volunteer positions are long-term. Murrieta stated that LJVMA will be eblasting a volunteer list of needs. Currently, the database has 642 contacts of 1052 members in LJVMA. Berwin asked if Jim Alcorn is head of Design Committee? Collier responded that Alcorn oversees the Design Committee. Berwin volunteered to head up Store Windows Committee.

2. La Jolla Leaders Reception: Collier spoke this will be approximately the first week of February, goal is to help the economy, will be with approx. 20-40 leaders, invite goal is next week
3. Google+: Collier spoke. The representative could not come today. However, this allows one to build circles, walk-through of store (if one has retail location) & all is FREE

Treasurer's Report

Brady submitted financial reports-copies to all board members

Committee Reports

Organizational Division

1. Block Captain: Smith updated: will go to new BID members and he had idea of bringing a tote with services provided with welcome letter. Brainard offered to donate her company tote. Tote was accepted
2. Bylaw Revisions: Lerach updated for Levin out sick: Committee plans to have recommendations ready for next month's meeting
3. Improved LJVMA Database: Murrieta sent to two lists to Lane on January 10th for new website. If anyone has businesses contact information, please send to Murrieta
4. Budget: Motion-City 2013 Budget, Collier
Budget spreadsheet was handed out to the board and public
Budget starts July 1, 2012
Budget must be submitted to the City by February 1st, 2012
Economic Development Committee reviews the budget
Collier explained LJVMA income
Collier explained that if you don't put money in budget you can not use it so we will budget the entire amount
Collier explained LJVMA expenses
Collier explained special expenses what might fall into this category
Collier explained how carry over funds work
Vote was taken. It was moved and seconded: (Kafka/Claudette).
Yea's-10; Nay-0; Absent-4(Chow, Lane, Levin Niebling); Abstentions-0.The budget was passed at 9:18 a.m.

Smith requested to call Holiday Lighting –“Decorative or Annual Lighting”
Lerach asked if Haute Nights budget included music. Response was yes
Kafka asked if the Banner program included Banners and Signage. Collier responded, yes
Murrieta thanked the Executive Committee for their work on the budget
Collier stated if there are any questions or needs to ask Murrieta

Promotions Division

1. Website & Branding: Collier spoke in Lane’s absence: Website should be up and running by the end of the month. This is a La Jolla website that LJVMA will manage. This is a website for everyone in La Jolla, it is not exclusive to BID.
2. LJVMA to partner with LJAWF: Motion
Collier stated that in 2011 the main event drew 15,000 people.
Sherry Ahern discussed La Jolla Art & Wine Festival October 13 & 14, 2012 and partnering with LJVMA. Moving to Prospect from upper Girard. Event already has 500 volunteers. This benefits four schools- La Jolla Elementary, Bird Rock Elementary, Torrey Pines Elementary, Muirlands Middle School.
Vote was taken. It was moved and seconded: (Brainard/Lerach)
Yea’s-10; Nay-0; Absent-4(Chow, Lane, Levin Niebling); Abstentions-0. The motion was passed at 9:33 a.m.

Anthony Scoma DDS left the meeting at 9:35 a.m.

3. Historical Society Concours D’Elegance
Murrieta and Trip will start working sponsorships
4. San Diego Film Festival Rosemary spoke that in order to move from the Gaslamp to La Jolla \$40k will need to be raised

Collier stated that LJVMA is working to partner with existing events or new events. The three events for this coming year are:

- La Jolla Art & Wine Festival
- Concours D’Elegance
- Film Festival

Design Division

1. Curbs: Murrieta is working for information with City
2. Banner Program: Warwick updated and provided information. November/December are available
3. Mapping: Kafka updated on status of mapping progress. He stated he would hopefully have information next month. Collier clarified that currently we do not have clear identification of curbs, benches, trees, hanging baskets

Economic Division

1. Bus Service: Goal: June, July, August; park off street; currently don’t have means of doing

2. Shuttle: Have \$400k funds; trying to reorganize to spend the funds; City and Coastal Access

Coller commented that planning groups in La Jolla are all advisory. Some are side stepping advisory and going straight to the City. This may cause appeal by advisory groups. Coller encourages all to work with planning groups instead of side stepping them

3. Green Team: Brainard updated that Rick Sims met with team and he wants La Jolla to be the model city for sustainability

Ruth with the Riford Center made a public comment that they have 2 benches to donate

Ryan with the Brickman Group was introduced as the company the LJVMA has under contract for maintenance for hanging baskets currently. He is available for questions or comments

Murrieta stated that for any new businesses (in BID) to give leads to Leon Chow for grand openings

Public Comment: What is difference between Town Council and LJVMA?

Town Council: Membership required to join and is for residents and businesses

LJVMA: No membership and for businesses only

Upcoming Board Meeting

- Board Meeting: February 8, 2012, 8:30 a.m.
- Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037, www.cuvierclub.com

The meeting adjourned at 10:04 a.m.

Dated: Minutes approved 2.8.12



Debbie Newell, Secretary