

Minutes

of the La Jolla Village Merchants Association
Board Meeting – January 9, 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 8:34 a.m. by president, Phil Collier.

Roll Call of Directors:

Soleri resigned, Berwin, Niebling, Chow, and York absent, all other directors present.

Non Agenda Public Comments

Phyllis Minnick, representing LJ Parks and Beaches promoting Coast Bl. at Children's Pool. Still raising money for project. Looking for foundation support and brought generic grant proposal form. Collier will put on next month's agenda for approval. Kevin Smith presented information on trolley system for the Village. Project will be handled privately. Smith is looking for monetary support. Hoping to be operational by spring. Collier will put on next agenda. Warwick presented information Claudia Metcalf's fundraiser to benefit Tender Loving Canines. Melinda Mahoney presented information regarding Las Patronas upcoming Jewel Ball. Would like agenda item to recognize support from the local merchants.

Approval of Meeting Minutes

Motion and second to approve minutes by Krasner/Smith. Kafka pointed out two minor mistakes, "Art in the Heart, not hearts". "All lights working", commented that this was not accurate. Minutes approved with a vote of 7 yes, 1 no by Kafka, Brady and Levin abstained.

President's Report

Cove Stench status was updated by Collier. Understanding is everyone is in agreement something must be done. Bureaucracy is not allowing a solution. A best solution is currently thought to be falconing. Removal of the fence was discussed. City put up fence, but no law against crossing fence. A big issue is the negative publicity, which is potentially very damaging to the community in the long run. Parks and Beaches heading up project with Merchants Assoc. assistance. Mark Evans is the lead advisor, and is responsible for keeping all data on issue. Change.org has petition for signatures. Collier will put on future agenda to try and take action ourselves. Phyllis Minnick commented that there is a private citizen willing to fund a solution. Brady commented that Lightner has been addressing the issue in her newsletter. Contact with Turko Files was suggested.

Treasurer's Report

Brady reported on financials. Financials for six months ending 12/31/12 will be available next week for distribution and posting. Taxes and reports filed in December. Association complied with contract of city. There had been an objection with the way we accounted for assets. Have not heard whether it will be accepted. Assets were capitalized and depreciated. Small Business Administration has desire that all items be expensed as assets are owned by city. Collier reported Office of Small Business did not want us to comply with contract with city. We refused and complied with contract.

Annual budget must be submitted by Feb 2013, Fortune requested a special meeting to go over financials and budget. Budget meeting to be held on Jan 23rd.

Organization Division Report

1. Ana, representative for PDO present for Marengo, reported on letter sent and recommendations made.
2. Kafka reported on Coastal Access and Parking. No January meeting. Working on shuttle ideas.
3. Traffic and transportation. Brady reported on January meeting. Working on moving temporary parking spaces to Prospect, and doesn't anticipate any issues.
4. Fortune reported on information space/office progress. See below
5. Smith provided Block Captain Program report. Flier went out advertising Farmers tournament, Haute nights and advertising. Promoted free business profile. Collected all business cards and contact information. Fortune reported lots of new registrations coming in.

Promotions Division Report

1. Fortune updated on Farmers Insurance Open. Official promos start 24th with Haute night. Different themes each night. Beer garden on Saturday night. Shuttle service on Sat and Sun with hostess at stops. Sponsors will be noted on brochures and website. Banners starting to go up.
2. Fortune updated on LJ Info Center and advertising for LJ Info Center. Info center coming along and is now open. Moved out of old space. Center currently has one desk but will be open. Volunteers will start today. 20 TV's have been paid, 7-10 days for delivery. Center still has 12 screens available for advertising. Much interest from businesses for window display advertising, and will be rented space. Kafka inquired about special consideration for The La Jolla Historic Society. Fortune asked to put together a committee to handle window requirements. Kafka and Baroudi volunteered to work on window group. Used furniture delivered, new furniture is being delivered in 2-3 weeks. Fortune stressed the need for help. Need to get screens up before we can collect ad revenue. Conference room will also be rented out. Official opening in March.

Economic Development Division Report

1. Grand Opening Chair report – Chow absent, update by Baroudi. No new businesses welcomed last month.

Design Division Report

1. Belvedere Project update presented by Coller. 10 impacted owners need to sign off... we have 6 and will work on balance. Verbal approval from all 10. Will not move forward unless all approval received. Targeting the beginning of September if all support is received. Project is funded from private donations
2. Niebling not here. Kafka reported on bench finishes. Discussion took place regarding different applications and products.

Next Meeting

Coller announced the next board meeting, February 13, 2013

Adjourned

Coller adjourned meeting at 10:00 am

Dated: 2/22/13

A handwritten signature in black ink, appearing to read "Krista Baroudi". The signature is fluid and cursive, with a large initial 'K' and 'B'.

Krista Baroudi, Secretary

Minutes approved with a first/second by Brady/Warwick. No changes, unanimous vote.