

MINUTES

Of the La Jolla Village Merchants Association
Board Meeting - July 11, 2012
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 8:32 a.m. by President, Phil Collier.

Roll Call of Directors: (roll call and minutes were taken by Sheila Fortune, IED)

Present were board members: Tom Brady, Leon Chow, Phil Collier, Egon Kafka, Robert Lane, Michelle Lerach, James Niebling, Scott Levin, Kevin Smith

Present 5 minutes after roll call: Claudette Berwin, Nancy Warwick

Absent were: Kate Brainard, Debbie Newell

Also in attendance based on sign in sheet and by visual observation but not inclusive of all attendees: Sheila Fortune, Jon Halberg, Susan Demaggio, Carol Cross, Maryam Bakhsh, Julie Matibag, Joe Matibag, Eric Lund, Erin Demorest, Sherry Ahern, George Plescia, candidate State Senator.

12 Board members were present to have the required quorum.

Approval of the Minutes:

Approval of the meeting minutes for June 13, 2012 Board Meeting. It was moved and seconded (Lane/Levin). Yea's-10; Nay-0; Absent-2; Abstentions-1. The minutes were adopted.

Non-Agenda Public Comments:

Jon Halberg – Breakaway Cycle – new business opening, passed out post cards and extended invitations to come try out bikes

President's Report:

Independent Contractor/Bookkeeper: Collier announced the receipt of RFQ's for independent contract position of Bookkeeper for LJVMA. After review and consideration the continued services of Maryam Bakhsh is discussed. Motion for LJVMA to continue Maryam Bakhsh for independent contract services as bookkeeper was made. It was moved and seconded (Kafka/Warwick). Yea's-11; Nay-0; Absent-2; Abstentions-0. The motion was passed.

End of Summer Fire Run: Collier announced a Brown Act error in the June 13th meeting that was a violation in asking for a motion during Public Comments. A correction to rectify this action is a new Motion. Motion to support the Kathy Loper: "End of Summer Fire Run", August 26th, 8 a.m. Benefits San Diego Fire Rescue Foundation. It was moved and seconded (Berwin/Smith). Yea's-10; Nay-0; Absent-2; Abstentions-1. The motion was passed.

Seal/Children's Pool: Collier explained the proposed solution for the Seals and Children Pool outlined in the San Diego Lifeguard's proposal for moveable boulders so that joint use of the area can be maintained. Motion for LJVMA to support the Lifeguard's proposal as the best available solution at the moment; but, do not in any way support the harm of seals, or a proposal to drive them away. It was moved and seconded (Scott/Brady). Yea's-11; Nay-0; Absent-2; Abstentions-0. The motion was passed.

George Plescia – Candidate State Senate: Collier introduced George Plescia, La Jolla resident and candidate for State Senator. He spoke about his service career and campaign for State Senate.

Treasurer's Report

Financial Reports: Brady submitted financial reports, all document ending the period of June 30, 2012. Copies were given to all Board of Directors.

Acceptance of Year to Date financials will be deferred until the Certified Audit has taken place.

Committee Reports

Organizational Division

1. Associated Membership: Collier provided an application from La Jolla Beach & Tennis Club for associate membership. Motion was made to accept the La Jolla Beach & Tennis Club application for membership. (Kafka/Brady) It was moved and seconded, discussion held. Yea's-11; Nay-0; Absent-2; Abstentions-0. The motion was passed.
2. LJVMA & SD Con/Vis Office: Collier provided information that he and Sheila Fortune attended a meeting with Eric Lund and Joe Terzi with the San Diego Convention & Visitor's Bureau, to discuss merging the two facilities in La Jolla for an Information/Welcome Center and back office for LJVMA. LJVMA could potentially manage the SD Con/Vis office, sell advertising for the new facility (\$52,000 potential grant money available to LJVMA and \$49,000 current advertising income at existing facility). Collier and Fortune will work with SD Con/Vis to write a Memorandum of Understanding (MOU) outlining the relationship and management expectations of the program. Motion was made to allow Collier/Fortune to start negotiations for real estate lease for retail/office facility to be approved by Board of Directors. (Berwin/Niebling) Yea's-11; Nay-0; Absent-2; Abstentions-0. The motion was passed.
3. Fall Elections Committee: Committee members volunteered – Kafka, Smith, Brady, Levin, and Berwin.
4. Block Captain: Smith updated that Wells Fargo Volunteers are to go out in 2 weeks.

Promotion Division

Lane shared that the last Wednesday of every month the Promotions Division meeting is at CUPS (entrance from alley) at 3pm.

1. Regional Ad Chair – Claudette Berwin will chair.
2. La Jolla Art & Wine Festival – landing page is up on website
3. Pay Pal Account – accepting money through PayPal for web ads and banner ads, can be used for other accounts as well
4. Hotel/Restaurant – glitch in reservation system being fixed
5. Sub-contract Graphic Designer – to create uniformity a graphic designer is available to create designs for LJVMA use
6. Website Advertising – tightening up web page and instructions for ad sales
7. FY2012-FY2013 Promotions Annual Budget: Lane, Berwin and Fortune will meet to go over the plans for Promotions Division annual budget.
8. Haute La Jolla Nights: Julie Matibag presented a request for additional budget for the September event. She updated the addition of Jazz 88.3 as a radio/media sponsor; she updated the successful sale of 9 spot for the La Jolla Light ad. Motion was made to fund \$5000 for the September event. It was moved and seconded (Niebling/Berwin) Yea's-11; Nay-0; Absent-2; Abstentions-0. The motion was passed.

Additional discussion to bring to the Promotions Division meeting an outline and budget for the next calendar year for Haute La Jolla Nights.

9. La Jolla Art & Wine Festival!: Sherry Ahern updated save the date cards, Wells Fargo sponsorship contract for \$40,000 has been executed, thanks to LJVMA, email blast are going out weekly by LJVMA, UT insert for paper ad space is available, need to advise of any PROW issues, 7/12/12 will be artist cut-off
10. San Diego Film Festival!: Fortune updated that she has attended many meetings with the hotels and restaurants to make introductions for SDFF. They are pleased and on schedule with progress made. Wells Fargo sponsorship contract for \$15,000 was executed.

Economic Division

1. Division Chair: Collier said that we need a volunteer, he and Fortune are reaching out.
2. Grand Openings: Chow that the latest Grand Opening was Herringbone, Pilates Plus LJ.

Design Division

1. Hanging Baskets: \$800/mo currently being spent. Preparing RFQ for new long term contract. Will submit in August board meeting.
2. Benches: new recycled bench with 10 year warranty being installed and analysed for future bench replacements, creating a benchmark for the process.
3. Trees: Collier, Lerach, Niebling and Fortune meeting July 12th with City of San Diego Councilmember, Sherry Lightner and City Attorney representative to discuss the safety issues of falling trees, trimming necessity and lack of maintenance by the City of San Diego.

Upcoming Board Meeting

- Board Meeting: August 8, 2012, 8:30 a.m.
- Location: Cuvier Club, 7776 Eads Ave, La Jolla

The meeting adjourned at 10:14 a.m.

Dated: Minutes approved August 8, 2012



Debbie Newell, Secretary – Sheila Fortune for Debbie Newell