

## **Minutes**

Of the La Jolla Village Merchants Association  
June 13, 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, Phil Coller, Egon Kafka, Robert Lane, Michelle Lerach, Scott Levin, Debbie Newell, Kevin Smith, Nancy Warwick.

Absent were:

Leon Chow, James Niebling.

Also in attendance based on sign in sheet and by visual observation but not inclusive of all attendees: Sheila Fortune, Kathy Loper, Julie Matibag, Joe Matibag, Oleg Livitis. Eric Lund, Bernardo Zanala, Sherry Ahern, Andrea Dahlberg, Carol Cross, Jonathan Guevia, Deborah Marengo.

11 Board members were present to have the required quorum.

### **Approval of the Minutes**

Approval of the meeting minutes for May 9, 2012 Board Meeting. It was moved and seconded (Lane/Brady). Yea's-11; Nay-0; Absent-0; Abstentions-0. The minutes were adopted.

### **Non-Agenda Public Comments**

Kathy Loper: "End of Summer Fire Run", August 26<sup>th</sup>, 8 a.m. Benefits San Diego Fire Rescue Foundation.

Coller asked for a motion that LJVMA will support this and will send an eblast on its' behalf.

Motion for LJVMA to support End of Summer Fire Run and send an eblast regarding the event. It was moved and seconded (Lane/Kafka). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

Oleg Livits: Owner of Pink Lagoon on Silverado requested approval for a flower box and bench in front of his store. Coller asked for designs to be submitted and reviewed by the Design Division Committee.

Bernardo Zanala: Representing Pantai Inn spoke on behalf of the hotel discussing what the hotel has to offer.

### **President's Report:**

Coller shared that he is talking with all other organizations in the Village about moving forward the problems of the infrastructures of the Village.

La Jolla Town Foundation: Collier stated that this is a name change and a new name for the La Jolla Town Council Foundation.

501(c)3: Collier said the La Jolla Town Foundation will act as the LJVMA's 501(c)3. They will earmark and separate funds for LJVMA.

Kafka asked if the La Jolla Town Foundation will still charge 1% processing fee. Collier answered no, it will be at cost instead.

Bird Smell Issue: Collier said Parks and Beaches approached the City with an environmentally neutral solution. The City Attorney said no. Parks and Beaches asked LJVMA to join them to find a solution.

Motion for LJVMA to support Parks and Beaches Advisory Board for Bird Smell Issue. It was moved and seconded (Brady/Warwick). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

### **Treasurer's Report**

Financial Reports: Brady submitted financial reports, 4-page document ending the period of May 31, 2012. Copies were given to all Board of Directors.

Collier stated that on June 25<sup>th</sup> a check for the Concours d'Elegance will be given to the La Jolla Historical Society.

Audit Committee: Brady spoke that he and Scott Levin are on the committee. They need one other person on the committee to help oversee auditors.

LJVMA Office Space: Collier stated that we need a new office space by January 1, 2013 and we are open to suggestions.

### **Committee Reports**

#### **Organizational Division**

1. Block Captain: Smith updated that with the Wells Fargo Volunteers they are on a 6 week cycle. A couple of weeks ago they went out and promoted Haute La Jolla Nights. One month ago they had approximately 600 emails, now approximately 700, so it is working.
2. Associated Membership: Collier provided information and lead discussion. Fees: will be in relation to the number of employees in a business Area: based on community plan map. Most current is from 2004. This is our community area (not the BID).

Lane questioned the Community Plan Map and limiting to 92037 area to be considered.

Motion to accept Associated Business Membership as presented in handout except with Community Plan Map. It was moved and seconded (Berwin/Lerach). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

3. Fall Elections: Coller discussed the timeline. Motion for Fall Elections Committee to be held at the August Board Meeting. It was moved and seconded (Smith/Kafka). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed. Motion for Fall Elections to be mailed. It was moved and seconded (Kafka/Lerach). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed. It was noted that nominations will need to be mailed in less than 30 days.

### Promotion Division

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

1. Website Update: Lane updated. Website is #1 on Google search for La Jolla.
2. Haute La Jolla Nights: Coller said that the first event on June 15<sup>th</sup> was a great success. Thanks to Julie Matibag, Joe Matibag for their volunteer work. A poem was shared written about the event.
3. La Jolla Art & Wine Festival: Sherry Ahern and Andrea Dahlberg updated. Oct 13 & 14. 20,000+ people, free this year. Ad insert for merchants for UT, shuttle 10am-6pm. More than 20,000 visitors.
4. 4<sup>th</sup> of July Fireworks: Deborah Marengo gave update on [savelajollafireworks.com](http://savelajollafireworks.com) and the case/attorney fighting fireworks and all events. Needs \$27,000 to put on fireworks show.

Motion, for LJVMA to pay for \$2000 of the cost associated with producing the July 4, fireworks. It was moved and seconded (Smith/Brainard). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

5. San Diego Film Festival: Coller updated. September 26-30. Gus Van Sant is the main figure. Need Hotel Partner, VIP Lounge. May have shuttle with downtown venue.

Dewhurst (contractor) has offered to volunteer.

### Economic Division

Save the Post Office: Brady said the Post Office has now been designated one of two historical sites in danger of being obliterated.

1. Division Chair: Coller said that we need a volunteer.
2. Grand Openings: Coller stated on behalf of Chow that the latest Grand Opening was Herringbone.
3. Valet Survey: No update.

### Design Division

1. Banner Program: Warwick updated that there are three types: 1. Everyday 2. Side 3. Holiday.

Motion for \$4,000 for (40) side banners for La Jolla by the Sea. It was moved and seconded (Newell/Kafka). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

2. Flower Program, Benches, Trees: Kafka spoke and discussed flower program/baskets, benches, and trees with a request for a total of \$15,000. \$12,900 or less for trimming trees, \$1000 for trees, \$900 for flowers, \$200 for painting planters.

Coller reminded Kafka that any request over \$ 5,000 requires 5 RFP's by the City. Coller asked Kafka to request for motions for each item separately.

Flower Program:

Motion for 6 month contract for flower basket maintenance to continue current maintenance and contractor from July to December 2012, (this will be less than \$5000). It was moved and seconded (Kafka/Lerach). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

Motion for \$1500 to fix brackets and refresh flowers. It was moved and seconded (Kafka/Brainard). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

Benches:

Kafka requested a motion for \$1000 for a plastic bench as an alternative. No motion was made. Coller stated that this is under control as Marjorie McNaire already provided 5 bids to repair existing benches.

Trees:

Erin from the City stated that City does not maintain the tree trimming.

A permit is needed to trim trees, approx. 200-300 trees, cost is estimated to be \$15,000 to trim all the trees. Question was raised on the liability the City has regarding safety by not maintaining the trimming of the trees. Coller asked Erin to go to the City to arrange for a meeting to discuss this issue of safety. The time frame this process may take is unknown per Erin.

**Upcoming Board Meeting**

- Board Meeting: July 11, 2012, 8:30 a.m.
- Location: Cuvier Club, 7776 Eads Ave, La Jolla

The meeting adjourned at 10:20 a.m.

**Dated: Approved and Accepted on July 11, 2012,  
Sheila Fortune for Debbie Newell**



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**Debbie Newell, Secretary**