

Minutes

of the La Jolla Village Merchants Association Board Meeting – February 11, 2015 Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037

Call to Order

The general meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:34 a.m. by president, CA Marengo.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Chow and Niebling.

Non Agenda Public Comments

Jenny, the volunteer chair for Relay for Life on June 13th and 14th at Children's School. It's a 24 hour event that raises money for the American Cancer Society. Kick-off is 3/10 at La Jolla Community Center. Looking for more participants and volunteers.

Heather Vrana gave an update on Visitor's Center activity. So far it's been very busy. Hosted San Diego Visitors Center meeting lunch, hosted by 9/10 restaurant. Also walked through village to give them a rundown of all La Jolla has to offer. Representatives from information centers from throughout the county attended. La Jolla Village Marketing Collective is held 3rd Tuesday every month at library, all merchants are invited. Next speaker is Peyton Roberts.

Tara with Devlyn Investments gave an update on the La Plaza development. Some shops will be opening next month. Ribbon cutting will be held at 4pm on Monday. Larger event will be held in the summer.

Allison Don with Council President Sherri Lightner's office. Formed a new charter review committee to review city charter, and will look at all aspects. Few upcoming projects in La Jolla. New one is sewer and water main replacement, with a proposed start date of 4/20/16, large project, brought some fliers. Coast Blvd is being redone now. Fortune asked if project was on time, Don confirmed it was and please reach out for updates.

Julio De Guzman with criminal division in City Attorney's office. Described office duties and explained how they partner with the community. Non-emergency number is 619 531-2000. Rolled out community court, purpose is to get misdemeanor offenders into community projects. Office has contracted with Alpha Project and Urban Corp to manage workers. Cases will be dismissed if service is completed.

Approval of Meeting Minutes

Motion and second by Rasmussen/Mills to approve minutes from the monthly BOD January 14, 2015. Motion passed with 10 yes, 3 abstentions and no changes.

President's Report

Marengo spoke about current changes in the village. Would like to once again attempt the trash receptacle issue, San Diego is not picking up on weekend. Would like to amend the style of can, possibly compacting cans. Marengo continues to be a little concerned about the burglaries in the village, but is happy that people are communicating and working to keep the area safe.

Vic Salazar with Salazar Communication introduced foreman Brian Wilson. Wilson spoke about City of San Diego Group Job 820 and the ongoing sewer and street work. Extensive redesign for work on prospect. They eliminated one whole pipeline, which will cut down on work. Will also be using a shallower trench. Extensive traffic control while work is being done. Should start in the next two weeks on Prospect. Fortune asked about completion date.

Wilson projects end of April. Much discussion about the potential issues created for the Concours in April. Dorvillier asked for a card so that he can forward a map and complete information on the event. Will do their best to keep the traffic flowing. The community liaison for the project left business cards, and asked that we address questions or concerns to her. She will send out eblasts on project if you want to submit your email address.

Community relations officer Larry Hesselgesser, spoke about the recent burglaries in the village. Hesselgesser is with the northern division, and has been working in La Jolla for 20 years. Always available by email. Did catch Sunglass Hut thieves. Fortune will send out contact information. Hoping to get more officers into the village. Rasmussen asked if there is a division that deals with the needs of the homeless. Has a dedicated team regarding homeless crime. Discussion took place regarding homeless crimes in the area. Walker asked about panhandlers in the area. Marengo thought there was something passed last year to keep panhandlers off median. Hesselgesser gave outline regarding guidelines and current laws.

Treasurer's Report

Burke spoke about income, January 20428.12k income mainly from banner promotion. Expenses 20283.71 with a net income of 144.41. Fortune mentioned once again that we were awarded EDTS grant, but we still have not been reimbursed from grant. Got email yesterday saying it should be resolved shortly with the city. Berwin asked how much would be reimbursed.

Organization Division Report

Deborah Marengo gave an update on the PDO. Marengo updated one project on Silver St. 18 townhomes projected, does not conform to PDO, but project is being supported.

Deborah Marengo presented information on coastal access and parking. Marengo stated there was no quorum for meeting, had discussion to move meetings to quarterly. Coastal commission is not willing to work with them, and they have not been able to free up 400k plus dollars in a city of San Diego bank account held for a shuttle in village. The original coastal and access parking plan slotted use of for 50% shuttle 50% parking for funds. This was from 15 years ago. Keeps getting shot down, Coastal Commission unwilling to allow usage. Fortune uses the parking funds for discounted parking in the structures for community use. Rasmussen spoke about frustration of purpose law. State attorney General is generally the one to change intention of use. Deb and Rasmussen will discuss exercising the law.

Warwick spoke about traffic and transportation Warwick was out of town and did not attend. Fortune said parking change was discussed. Letter from board member regarding the change of uniform parking time throughout the village. Warwick said we should discuss with merchants. Deborah Marengo spoke about how dysfunctional the timing zones in the village currently are. Says it needs to be uniform so people aren't getting tickets from moving cars into a different time zone. Wall St. is a mess. La Jolla Shores is uniform and has no issue. Marengo would like to make this an action item for next month. Warwick asked merchants about the change from 60 to 90 minutes. Two hours allows employees to park easier and takes from transient parking. 90 is a middle ground which hopefully assists turnover. Audience member asked if there is anything offered to businesses to encourage employees to use paid parking. Fortune says we subsidize parking in a few lots. 65. per month is rate, we have approximately 120 spaces, 100 are taken. Could probably get more space. Discussed parking requirements for La Plaza and the incoming movie theater.

Smith gave an update on the block captain program. We have new breakdown on territories for block captain program. Fortune provided new fliers. Come get more if needed. Smith mentioned to audience members that we always look for volunteers to assist. Topics are BID fees, and advertising available. Fortune can also give you an updated list of merchants per area.

Promotions Division Report

Mike Dee, President and CEO with Padres spoke about Padres La Jolla Day. Dee would like to increase involvement in the community. Marengo thanked him for Brad's involvement in our community. Fortune announced that our second annual day at the Padres will be 6/14 against the Dodgers. All-star game is here on 7/16.

Alexandra De Rosa with XocBox gave presentation for the development of a community online retail mall for La Jolla. Any member would be able to sell products and services online. Will build free of charge, and charge a small set up fee and small fee for sales, which will be shared with the association. Warwick asked if they would be linking existing websites. No, this is a new site. Consumers can shop from multiple businesses with one check out like Amazon. Fortune said there would be a link from our LJVMA website. Merchants can put up whatever they want. Each store would have their own access to manage the page. They offer different tools to meet many needs. Burke asked how extensive they are... this is their first project. Warwick asked if there are other communities promoting this way. Baroudi made motion to develop a committee and review the project further. Smith was second on motion. Fortune will form a committee for the review. Motion passed with unanimous vote.

Fortune spoke about Fashion Week San Diego. They have decided to hold the event in La Jolla this year. Event will be held last week of September and first week of October. Big week of events will kick off announcement in March. Fortune is putting together a gift basket of La Jolla items and needs local donations within the next week. The event will shut down Wall St. between Herschel and Girard. Fortune met with La Jolla International Film Festival, and event will partner with them for an introductory VIP party. More information coming, and will hopefully label La Jolla as a fashion area.

Economic Development Division Report

Marengo presented the grand opening report. Donovan's has moved into and opened in the old Azul space. Adore on Girard, new gallery on Prospect.

Arredondo presented the business development report. Goal is to develop new business campaign. Putting together a "tool kit" to help guide new leases/tenants with information on the area and the requirements of the area. Arredondo put together a 3 question survey, what brings you to the village, what type of business would you like to see, what established businesses would you like to see in the village. Survey went out to 100 local residents. Reached out to San Diego Tourism Authority just starting but wants to expand survey. Aiming to wrap up by the end of February. Arredondo would like to have boards support to keep working with San Diego Tourism... may require fees at some point for historical data. Marengo noted that information should be available through realtors. Warwick suggested using the papers for the poll.

Hillary with Senator Marty Blocks office spoke about SB850 rolling out a pilot project. Mesa and Mira Costa College will be involved and offering 4 year bachelor's degree programs. SB15 bill introduced last year and is aimed at stopping tuition increase in colleges. Bill will infuse UC's and CSU systems with funding to help students complete degrees. Incentive grants will be a part of the support.

Design Division Report

Walker updated on trees, benches, plants and lights. Maintenance of bench program is more involved than he realized, needs lots of organization. Looking at ugly newspaper vending machines, found recycler to take the plastic, still looking for someone to take metal. Stump on Girard needs to be removed. Third Thursday is when design division gets together, talking about best way of using sparkle and shine funds.

Warwick spoke about banner program, Sparkle and Shine. Flurry of donors... 63k to date. With money going to 501c3 for tax benefit and is allocated for sidewalks. Did a complete power washing in December. Design committee suggested hiring someone for trash pickup. Has enough money to do this year round. This will start immediately three days a week, paying 10.00 per hour. Will be picking up trash throughout the BID. Will also

address weeds, and she will be out there being seen as part of the merchants association. She will be an on staff employee. They will still have future power washing which will start in March.

Next Meeting

Marengo announced the next board meeting, March 11, 2015

Marengo adjourned meeting at 10:26am

Dated: 03/11/2015

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

Motion/first to approve minutes with no corrections by Baroudi/Berwin. Passed with a vote of 10 yes and 2 abstentions.