

# Minutes

## of the La Jolla Village Merchants Association

### Board Meeting – February 12, 2014

Empress Hotel-Meeting Room, 7766 Fay Ave, La Jolla, CA 92037

#### **Call to Order**

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

#### **Roll Call of Directors**

All directors present except Bailey and Krasner. Levin has resigned his position on the board.

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

Katey Oliver with Jr League reviewed their upcoming Food and Wine Festival on May 3<sup>rd</sup> at Scripps Park from 1-5. Proceeds will benefit foster youth. More than 50 restaurants, breweries etc. involved.

#### **Approval of Meeting Minutes**

Motion and second by Niebling/Smith to approve minutes from monthly BOD January 8, 2014. Berwin had one spelling correction, name spelling to Lomedeco. Passed with a unanimous vote.

Motion and second by Stewart/Smith to approve minutes from special BOD January 16, 2014. Passed with a vote of 10 and 2 abstentions.

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

La Jolla Cove / Village smell information update provided by Marengo. Gates on both sides are open, people accessing rocks. Stacy Lomedeco said they are staying on top of it. Hoping for better maintenance. Activity seems to be helping with issue. Borja asked about usage of sound and whether it has been considered. Marengo said it was reviewed. Fortune received email from Mayor's office saying they will continue to monitor. If treatment is necessary the team is in place. Nothing is currently scheduled.

Marengo began 2014 Strategic plan review. Fortune referenced attached strategic plan for 2014-15. Niebling noted no mention of Belvedere project and wanted to know our current involvement. Marengo said we will continue to work on supporting project. Fortune said it is not a part of our organization. Collier asked if LJVMA will have any involvement with this organization. We will solely be a voice. We have nothing to do with the formation of this organization as LJVMA. Smith mentioned presentation for trees, Niebling addressed. Warwick under promos and marketing would like a better map and design. Fortune wants to redo lajollaopoly which is included on strategic plan. Fortune addressed needs of map. Most visitors want an 8.5" x 11 map showing the area. Marengo wants map company to come into meeting for next month. Audience member suggested an app with a charge for the physical map. Bonner suggested a puzzle of the area. Discussion took place on how to turn non income events to income producing events

Motion and second that the plan is approved as a template to be monitored and adjusted as time goes by Collier/Niebling. Passed with a unanimous vote.

Vic Salazar with Vic Salazar Communications, City Water principal Melissa Clabral and project mgr. Brian Wilson gave presentation and status report on replacement of sewer lines and water mains in La Jolla. Reviewed areas effected and work involved with projected timeframes. Some areas have required trenching, others won't. Bonner asked if the roads will be addressed. This group will just patch and slurry seal. Seal will be last step. Concrete may not be addressed. Brian Barto is the person to contact. This group does not do the street.

Marengo discussed health insurance for LJVMA staff. Currently we pay up to 250.00 for our executive director. Fortune's health insurance policy amount has increased to 474. LJVMA has two full time employees, and the budget is reflective of estimated costs for the two. Collier asked if Kaylie our other full time employee is on contract as an employee, Fortune responded that she is not. Warwick is concerned about an additional expenditure. Marengo asked Liz Studebaker about looking at other BIDs and offering executive board members insurance. There was a program but it is no longer available. BID council has a financial liability now because of attempting this. Warwick wants to review the budget before further discussions. Chow suggested that it be set as a percentage like small businesses do. Baroudi noted that she also does a percentage at her business, and Berwin noted that she pays a flat amount. Discussion continued regarding options on insurance costs for the two employees. Warwick suggested that this issue be reviewed after the budget review.

### **Treasurer's Report**

Stewart reviewed the financials. All financial reports are available online. Audit was clean. Berwin requested an easier format showing the gross profit and expenses.

2014-15 budget review took place. Warwick requested further discussion on salaries for the two full time and 3 part time staff members. Rate is 13.77 per hour for the other employees. Fortune would like to make Kaylie a salaried position. Fortune makes 85k but did not take last year's increase. Collier asked if increase and owed monies were included in budget figures. Smith suggested that we focus on income instead of cuts. Collier suggested that we prioritize income producing items. Fortune suggested that a lot of the numbers are projected and not firm based upon history. Expense side is firm revenue side is projected. Some businesses don't need business licenses.... churches, banks etc. A lot of focus needs to be placed on local merchants and their business license status. Merchants must be educated regarding the BID. Niebling addressed discretionary 10k for sidewalk improvements... this would be for a prototype or landscaping. Special events 15k musician fees related to haute. Warwick suggested we leave the health insurance at 250. for Fortune. Fortune pointed out that Kaylie has to have health insurance. Baroudi addressed the difference in insurance requirements for Kaylie and Fortune and suggested that we set a percentage contribution. Will tentatively set the health insurance at 60% and will adjust the health insurance figure in the budget. Health insurance is addressed in handbook that was created four years ago, but handbook should be reviewed once again. Need to adjust budget funds for current accounting position. Shifted 2k out of misc office supplies to bookkeeping. Niebling suggested that we use discretionary funds to bring accounting figure up to the required 25K. Monies were shifted to meet the accounting requirements. Discussion took place regarding efforts that would raise money such as a lajollaopoly game. A number of special programs have been implemented in order to sell monitors and advertising packages. Fortune pointed out that a lot of what we do is conceptual based upon what other BIDS have done. Easiest money to make would be from BID and PROW.

Motion and second by Collier/Smith to make a resolution to apply for the EDTS 2015 grant and the CE grant 2015. Passed with a unanimous vote of 12 yes.

Motion and second to approve budget by Niebling/Borja with changes discussed. Motion passed with a unanimous vote of 11 yes, Collier not present for vote.

### **Organization Division Report**

Chow had nothing to report for the PDO.

Coastal Access & Parking-MOU, nothing to report.

Traffic & Transportation- new seat needs to be filled, Joe Matibag no longer on division.

Block Captain Program – Smith wants feedback as some have already started in their areas. Lists and cards need to be turned in to Fortune.

### **Promotions Division Report**

Fortune reported LJVMA Golf Tournament availabilities for Torrey Pines in May. Needs 144 players to sell out. 250. Entry fee. Would require a sub-committee with work starting immediately. Could be up to 50k in income with 42k in costs.

Berwin brought merchant sponsorship packets and gave update on LJ Concours D' Elegance. Still needs additional restaurant and silent auction item support for event.

### **Economic Development Division Report**

Grand Opening Program report provided by Chow. La Jolla Brewing Company re-opened, La Jolla Cosmetic Laser Clinic is open, futon store on upper Girard. Chow provides ribbon cutting and photography during opening. Then he goes back with and 8x10 and info on the Merchants Association.

### **Design Division Report**

Update on trees, plants and benches provided by Niebling. Working with city and urban corp to maintain eucalyptus and will work with them on new locations. Needs watering schedule for new trees.

### **Next Meeting**

Marengo announced the next board meeting, March 12, 2014

Marengo adjourned meeting at 10:50am

**Dated: 03/12/2014**

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

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**Krista Baroudi, Secretary**

Motion and second to approve minutes without change by Berwin / Krasner. Motion passed with 10 yes and one abstention.