

Minutes

of the La Jolla Village Merchants Association

Board Meeting – March 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 Arredondo, Dorvillier and Underwood.

Non Agenda Public Comments

Allison Don gave an update from Lightner's office. Plans are being formulated to reintroduce a plastic bag reduction ordinance. Current legislation is held up in litigation so she will bring it back to the city of San Diego. It has passed a sub-committee already. No dates yet on next steps or implementation. Short term vacation rentals, La Jolla planning passed. Councilmember Lori Zap is planning to bring it to her sub-committee of city council on 4/22. Allison's email is adon@sandiego.gov. Some people had reached out to them about trash cans, will be happy to help. Deputy environmental services director will be conducting a city wide survey. Marengo asked if we could update trash cans in area. They need renovation badly. She has been working with Fortune, and they want continuity in the area. They will replace the bad ones. Marengo pointed out that there is some variation in the area. We want to benefit the area, and are willing to potentially help from a financial aspect. Warwick offered a 7/24 phone number 858 694-7000 for trash pick-up in the area if a can is full.

Julio DeGuzman gave update on his department. Community court started last month. When someone goes in with a misdemeanor, they are offered this route for the dismissal of their ticket through community service. DeGuzman will have stats on project next month.

Tom Evans, a concerned homeowner, came to speak about Ocean Lane and the stairs going to Coast Blvd. There are ongoing health and safety issues regarding the stairs. People have been vomiting and defecating on the stairs with no one to clean it up. Evans has gotten no assistance from the city or surrounding land owners. The stairs are falling apart, and are unsafe for locals and tourists. He is very concerned that someone will be injured. DeGuzman gave his card to Evans. Marengo said Evans also spoke with Don. Don noted that they have been contacted by others as well.

Brett Murphy, new owner/operator of La Jolla Sports Club just moved into community and wants to take part wherever needed.

Heather Vrana with La Jolla Information Center spoke about the village marketing collective. Next Tuesday from 11-1 at library. Presentation by producer from channel 6 on how to write a good press release and get media attention. Also a small presentation on how to get a free 5 minute spot on channel 6.

Jenny with Relay for Life, which raises money for the American Cancer Society. Trying to get more of the community involved, looking for participants, volunteers and underwriters.

Approval of Meeting Minutes

Motion and second by Baroudi/Berwin to approve minutes from the monthly BOD February 11, 2015. Motion passed with 10 yes and 2 abstentions.

President's Report

Marengo announced that they had finally finished Esteban Interiors after much work. This is the first product of assisted permitting through LJVMA. Difficulties on permitting were related to ADA issues. Marengo has noticed an influx of buildings coming in and out, and it's getting harder for landlords to keep their tenants through the ebb and flow of the seasons. Marengo is looking for potential incentives to help tenants.

Jonah Mechanic and Lucas Merdoch presented a follow-up about short term rentals. This has become a lead story over the last couple of weeks. Started at LJCPA as of last week, Pacific Beach planning came in with their recommendations. Last time they presented there were questions about the numbers, tot taxed, of that 700k went into community. Things have been very combative here in La Jolla, they provided packet of information and recommendations regarding permitting, violation consequences, etc. 95% of complaints are just about noise. Would like to ask for recognition of the revenue generated by this industry and the appreciation of the impact in the village. Marengo asked how many rentals in La Jolla... 470 listed from 92037. Marengo outlined the area regarding the LJVMA. They offer an online concierge service to their tenants to direct business in the area. Management companies have grouped together to try to control the negative impact on the areas. Trying to get industry and homeowners all follow same rule. City estimates only 50% paying TOT, wants to make sure all pay TOT. Some platforms allow the customer to pay tax when booking, some collect on arrival. Warwick asked about noise abatement. Proposal is that some fees are put into a separate fund for enforcement. Right now there is no risk for a bad operator to lose their permit; it needs to be a renewal system with consequences for violations. Walker asked what they need... Ask is that the board to submit an official letter to Councilmember Lightner's office of support and recognition. Walker asked for a draft of the letter. Marengo wants to know what portion is actually in our BID. Wants to only support what is in our group vs stepping into someone else's territory. Smith asked who gets the permits. They are trying to keep people from renting outside a controlled situation. Warwick thinks a motion is premature, wants to see the letter. No motion. Vrana asked about seeing their app. Seabreezevacationrentals app. Tabled the action item until a letter is provided for review.

Marengo mentioned that at last meeting it was mentioned that the Silver Street Development would be presenting this month. Marengo spoke with Berwin, and he just found out that he will be presenting at La Jolla Community Planning Association for review. Berwin was just attending informationally, Marengo said it wasn't necessary for him to come in yet. Rasmussen asked about the strip of land Fortune was speaking about... city was offering land to our group. Reality is that it is useless land and has not benefit to us.

Treasurer's Report

Burke gave update on financials. Looking good overall. Grant money coming in end of year, financials are on line, call Burke if you have any questions.

Organization Division Report

Chow gave an update on the PDO. On Monday Deborah Marengo chaired. Only one project presented, 820 Prospect. Applied to remodel to gallery, café and residential. Everything good except for amount of parking. Passed with knowledge that they would find the remaining parking. Marengo asked if committee is making conditional approvals, Deborah said they are.

Marengo said that he forgot to mention that he spoke to city about planned district ordinance and all the areas that are removing retail. Also spoke to Berwin about his project. Marengo is focused on process, not the project. City has a lot of conflicts in their process. Marengo started with the code monitoring team as an individual. He feels they should let the land development code regulate and thinks that that leaves the business district wide open to have less regulations that are micro oriented and don't fit our code anymore. If city doesn't agree, they will use money to fix it because it's in conflict. If not, will agree and wipe that part out allowing land development code take full force. This has happened before and seems to be working.

Deborah Marengo presented information on coastal access and parking. Not a lot going on. Continuing parking program, currently about 95 spaces. June 2nd is the next meeting; they have gone to quarterly because the City of

San Diego is holding funds that were tied to a shuttle program. City will not agree to change program... close to half a million dollars is being held. Rasmussen is in touch with state attorney's office. Rasmussen is working with Deborah. It is a fairly complicated petition, but could be possibly taken on by an intern for an educational credit. Rasmussen has spoken to a couple of attorneys about it, and state attorney general doctrine may allow the recovery of attorney fees if case is won.

Warwick spoke about traffic and transportation. Voted to approve So Fine on Kline. Also approved the La Jolla Christmas Parade. Did not approve to decrease speed limit on La Jolla Blvd. Discussion took place regarding slowing traffic on Torrey Pines towards UCSD.

Smith gave an update on the block captain program. Talked about handing out posters and Burke brought up placement of copy cove info on top of handout... confusing for contact information. Heather feels efforts are working because she is getting requests for merchants.

Promotions Division Report

Dorvillier and McFarlane absent, Berwin presented an update on La Jolla Concours. In full motion right now, doing well with sponsorship money, and new sponsors. Needs help from block captains for poster distribution. Ticket sales... businesses can sell tickets, and tickets are also online. Savings for purchasing tickets in advance. Needs all donations by end of week.

Trisha Souza gave review on So Fine on Kline. Changed this year's date, didn't market well last year. 11/8 in conjunction with merchant's open house. Wants to go up to Ivanhoe this year to drop the vendor fees. Request is to support so fine money raised goes to church. Motion and second by Niebling/Rasmussen to support event. Motion passed with a unanimous vote.

Economic Development Division Report

Chow presented the grand opening report. Had two openings over the last two months, True Beauty celebrated one year anniversary, next month Peregrine opening beginning of April, Sugar and Spice opened. Barfly and Aroma went out of business. Chow knows of a couple of businesses who are moving, not closing. Niebling mentioned that Ligne-Roset reopened with new owners.

Design Division Report

Walker updated on trees, benches, plants and lights. Busy month for design group removed stump on Girard along with some other things.

Walker gave a presentation on proposed way finding signs. This is about directional signage for the village. Walker has already reviewed with Deborah Marengo and Fortune, they felt overall pretty good about project. Also reviewed with Estaban and Niebling yesterday. Provided idea graphics for way finding signs and directories. Feels the need is great because the village is so walkable, numerous other communities already have them. This is another example to the merchants of the community as to what this association does. Proposing seven signs throughout the village. Setup cost can be paid by the first year of operation and signs have a life of minimum twelve years. Maps and directory can be updated on an annual basis at a minimal cost. Commonly used locations like Cove, churches, etc would be included without fee. The merchants that want to appear on the map will be charged and will in turn fund the project. Cash flow can be realized from this project. Cost is 20k for seven signs completed and installed, cost for annual update the maps is 1500. total. Signs are two sided, full color. 400. charge per merchant is proposed. First 50 merchants will pay for project. Approximate size of sign is 8" tall and 3' wide. Can potentially have project flow into an app. No lighting on sign with this proposal. Can potentially be added. Graphic design cost is included in the 20k cost. Approximate locations have been suggested. Next steps would include creating a value proposition for merchants. Walker will handle. Will need volunteers to sell project. Discussion took place regarding location of signage. Burke asked about a potential app, Walker has not explored yet. Burke also questioned the cost and the exclusivity of the signage. Feels it might potentially work against our

work for all merchants. Discussion took place about potential "neighborhood" signs. Baroudi asked about the core purpose of the signage, and asked about a more streamlined sign that could potentially tie into a way finding app that would represent all merchants with a for sale aspect included. Many compliments for a wonderful presentation. Marengo made motion to move forward, but wants to potentially add neighborhood signs and add digital aspect. Worried about too much urban pollution. Wants to see if we can tap into the 500k funding since it would be tourist accessibility. Berwin mentioned that Napa Valley has digital way finding could not remember if they had signage. Motion and second by Marengo/Berwin to move forward with concept as stated. Motion passed with a vote of 11 yes and one abstention.

Warwick spoke about banner program, Sparkle and Shine. Niebling has been working hard on project with graphic design. Discussed last week that they are ready to launch next phase which will address trash in the village. Dorvillier donated 1500.00 to be strictly used for litter pick up. Will promote him on a polo shirt. Set up framework for how to raise funds for next phase. Will have signage on the cart and would like to sell sponsorship on a quarterly basis. First quarter is already booked. Cart signage is 2500. for three months. Will be able to do 6 days a week for 3 hours. Polo shirt is 1500. For three months, has two polo shirts. Will be better promotion than banners since merchants can use logos. Will be in village from 10-1.

Next Meeting

Marengo announced the next board meeting, April 8, 2015

Marengo adjourned meeting at 10:20am

Dated: 04/08/2015

A handwritten signature in black ink that reads "Krista Baroudi". The signature is written in a cursive, flowing style.

Krista Baroudi, Secretary

Motion/first to approve minutes with no corrections by Rasmussen/Marengo. Passed with a vote of 9 yes and 2 abstentions.