

# Minutes

## of the La Jolla Village Merchants Association

### Board Meeting – April 9, 2014

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 8:33 a.m. by president, CA Marengo.

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

All directors present except Collier. Chow arrived at 8:39 and Mills arrived at 8:40, neither were present for the approval of minutes vote.

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

Mary's English Kitchen formally opened, Chow did a great job... 80 people came to opening. Came to thank us for the support.

Ron Jones came to announce that after a year, Voice of La Jolla.com has been launched. Site is full of content, and functions in partnership with La Jolla Village News.

Richard Walker from Richard Walker's House of Pancakes gave an update on progress. Moving into old fondue location on Prospect. Will open in about a month. Soft opening on 5/5 and grand opening on 5/12.

Bonner gave review on La Jolla Half Marathon coming up on Sunday the 27<sup>th</sup>. There will be 8000 runners. Approximately 250k is raised during this event, and 100% is given back to children's charities. Needs volunteers for event, Chow added that registration was moved out of town to save village the chaos.

Comments later in meeting:

Allison Don from Marty Blocks office, liaison to La Jolla. Don suggested that we reach out to their office to attend any events in the village, and she brought newsletters and cards. Fortune said Block should attend green event.

Fred Simon introduced himself, he is candidate for Congress, 52<sup>nd</sup> district. He will attend our meeting next month as well.

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

Motion and second by Berwin/Krasner to approve minutes from monthly BOD March 12, 2014 with no change. Passed with a unanimous vote and one abstention.

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

La Jolla Cove / Village smell information update provided by Marengo. Going to treat rocks again on Thursday, odor is still hit and miss. Bonner has observed a lot of people on cliffs since the gate installation. It has helped but has also shifted animals to a different spot. Board inquired about suit status, Fortune has requested an update.

Stewart announced his resignation from the board because of a promotion/ relocation.

BOD still looking for permanent location for meeting place. After discussion, decision was to stay with Cuvier Club with fee so that location was consistent for attending public.

Fortune stated that emails of a threatening form have been received by some board members. Please notify Fortune should you receive any. It is a single person making threats. Seems to be targeted not only to board members, but local businesses as well.

### **Treasurer's Report**

Stewart reviewed the FEB financials. All financial reports are available online. 29k in account. Net income down 8400., 10k down year to date, but money coming in to balance out. Transaction detail and additional report on golf tournament given this month, Berwin appreciated the additional reports. March was down because 2 42" advertising monitors came up for renewal and businesses did not renew. Fortune did EDTS report for City, out of 4 she got a 4, so we should receive more on grant funding this year.

### **Organization Division Report**

PDO – Chow stated no meeting took place.

Coastal Access & Parking - no meeting last month.

Traffic & Transportation- Marengo did not attend. Bailey did not attend. Discussion took place about valet service. Warwick will start with seat in June. Marengo will attend next meeting.

Smith reported on Block Captain Program, still waiting for the balance of reports. Please finish by 20<sup>th</sup>. Fortune is meeting with city tax office next month. Stewart suggested emailing the property managers for the office buildings that are not accessible. Fortune suggested photographing menu boards for reference. All business licenses registered to La Jolla must be part of BID. Anyone who is getting a 1099 should be paying BID fees.. Main goal is to have a complete list of merchants in the village.

### **Promotions Division Report**

So Fine on Kline Trisha Souza, organizing a block party at Mary Star of the Sea. Second year. September 20<sup>th</sup>. 10-7, on Herschel and Girard, not expanding this year. Needs LJMA support to get license. Motion and second to support by Krasner/Smith. Passed with unanimous vote.

Alex Dolan from The Travelers Channel reviewed services. They have been in San Diego for two years now. Geared for hotels, tells guests what is going on in the area, runs on guest room TVs with a 30 min program. Has a La Jolla segment running at La Valencia and Empress Hotel. They are getting ready to expand the La Jolla segment. Program is updated every four months.

Andrew with Clear and Green Earth Day spoke. Campaign is focused on La Jolla vendors. They have collected info from 35 vendors so far. A 4/22 birthday event will be held at Mangelson Gallery from 6-8. Chow will do ribbon cutting ceremony. Should be great publicity for the village.

Berwin reported on LJ Concours D' Elegance. Over 600 people going to VIP party so far. Event is this weekend, and kicks off Friday night. Tickets are still available. 150 cars registered for the event this year.

Fortune presented concepts for a La Jolla Summer Festival. Trying to incorporate a collection for San Diego food bank. Event to include pet stroll and contest, sidewalk artists and children's section. Would like to make it more like an entire festival for the village. Proposing a date in June. All performers will be under an event permit. Thinking daytime for event.

Fortune reviewed Information Center Advertising. They currently have a few monitors that have not been purchased. Looking at an alternative use. Chow suggested moving one monitor into the window to use as an informational calendar. Fortune also noted that we have a new Pinterest and Instagram page. Trying to get La Jolla by the Sea freed up on twitter.

Fortune reviewed progress on LaJollaopoly project. Chow and Bonner working with Fortune and Deborah Marengo, and should have a template outline by next week. Shooting for end of June/July to launch final product. No licensing fee to be paid because it is not through Parker Brothers. Game will be sold through the visitors center as well as local businesses.

#### **Economic Development Division Report**

Grand Opening Program report provided by Chow. Lost a couple more businesses, but five new ones coming in... Benefit, Mia Cucina, Frutitu, Richard Walker's Pancake House and Hi Sweetheart. Mary's opening was wonderful. Burns Drugs closing in June. La Plaza is working to try to be open by August. Will have a valet at center. They have some tenants signed, but they have not announced who they are. Permitting issues created the delay. We will put on next month's agenda to give them a variance for upcoming summer moratorium. They still a lot of work to be done.

#### **Design Division Report**

Niebling updated on trees, plants and benches. Hanging baskets are getting new plantings. Three benches are available to move, contact Niebling if interested.

#### **Next Meeting**

Marengo announced the next board meeting, May 14, 2014

Marengo adjourned meeting at 9:48am

**Dated: 5/14/14**

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 Krasner/Smith. Motion passed with 8 yes and no abstentions.