

Minutes

of the La Jolla Village Merchants Association
Board Meeting – May 8, 2013
Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037

Call to Order:

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:39 a.m. by president, Phil Coller.

Roll Call of Directors:

Brady and Berwin absent, all other directors present. Niebling arrived at 9:01 (after approval of mins), Smith, Land and Levin left at 9:30.

Non Agenda Public Comments

Kevin Smith introduced his two new businesses under KevCo Enterprises, Urban Athletica for personal training, and real estate for commercial and residential in conjunction with Coastal Pacific.

Kafka reported on his attendance in Balboa Park to hear Mayor Filner speak about centennial project, closing bridge and will be walking area only.

York spoke regarding an upcoming event at her Madison Gallery on June 8th for artist Hunt Slonem from NY. Show will be co-hosted by Riviera Magazine.

Kafka spoke about 4th Year of Fashion Film Festival coming up. Event is getting lots of exposure and is a great advertising opportunity for La Jolla. Kafka requested that association include information on the event in their eblast. Event takes place 7/25-27.

Bonner reported on the success of The La Jolla Half Marathon. Not as many runners this year, felt registration was better served by handling it outside the village at Roadrunner, 200k raised.

Approval of Meeting Minutes

Motion and second to approve minutes from monthly BOD April 10, 2013 by Lane/Smith. No changes requested. Motion passed with a vote of 8 yes, and 3 abstentions by Krasner, Levin and Bonner. Niebling arrived after vote.

President's Report

Presentation by Annat Sapir for Devlyn Investments-New Development cancelled.

Coller gave update on meetings about meeting held regarding the Cove stench with Mayor Filner and Senator Block. Filner stated he will use best efforts to find temporary fix by Memorial Day. He will then look to find a permanent resolution. Senator Block is offering the Mayor his full support on the issue.

BID council information presented by Fortune. Fortune reported on BID Council status and Filner's changes in budget. It has been decided by Filner that no BID Council staffing will be funded any longer. He has hired a BID advocate, who will start 7/1. BID Council office will be closed, and is a very unexpected change. Coller added that Bid Council office has been the overall umbrella organization that

oversees the 17 bid district area groups. City's office has had two BID advocates on payroll for over 20 years in the Office of Small Business, yet BID has never heard from them and we don't know who they are.

City of San Diego BID Contract has been signed by Collier in order to meet deadline for funding request. Collier stated that contract still needs approval vote. Motion and second to approve by Warwick/Smith. Passed with unanimous vote.

Treasurer's Report

Brady absent. Accounting reports provided. Bonner asked about monies owed to LJMA, Fortune updated status on funds from city and SD Tourism.

Fortune has been invoicing violations within the village that breach the PROW guidelines.

Organization Division Report

No update on PDO, next meeting will be held on Monday.

Kafka gave update on Coastal Access & Parking. Had meeting yesterday with presentation from Downtown Alliance, who will be handling trolley routes and buses in San Diego. System will loop through downtown and Balboa Park area. Fares anticipated to be 1.00 per route. Looking to learn from their process for use in La Jolla. Collier added that Old Town Trolley Services is proposing a route into La Jolla. They will be presenting within the next 60 days.

No update on Traffic & Transportation. No meeting was held.

Block Captain Program update provided by Smith. Fliers will be going out next week. Fliers will include info on Haute La Jolla Nights and related advertising opportunities.

Promotions Division Report

Club Lemeno Text Message Marketing proposal by Dave Ish reviewed and discussed. Board was enthusiastic about supporting Ish, but concerned about setting precedence regarding the use of LJMA's eblast vehicle. Motion and second to reject his business endorsement by Krasner/ kafka. Passed with unanimous vote. Fortune reviewed concept being developed for Visitors Center meeting room for local merchants called "Lunch and Learn", allowing local merchants the use of the conference room for educational and promotional presentations. Motion and second to offer Ish the use of this by Niebling/Krasner. Motion passed with unanimous vote.

Haute La Jolla Nights review and update discussed. Fortune reported that support committee is large, 6/22 is first date in process. Kafka pointed out that Haute is the same weekend as Comic Con. Niebling and Baroudi are also concerned about the overlap. Collier suggested that we attend the next Haute meeting to address the date. Seven out of nine board members present suggested that the date should be moved.

Economic Development Division Report

Grand Opening Program report by Chow. Bellezza Boutique and Pura Vida opened, and Monarch Gallery re-opened.

New Business update given by York. Currently speaking with several businesses regarding membership.

Coller mentioned that Parisi Hotel closed on May 1st, with Morgan Stanley taking over building. Kreiss also closed.

Design Division Report

Trees, Plants, Benches Information updated by Niebling. Did walkthrough with landscaper to review baskets, has had issue is pests, but it is being addressed. All succulent planting done and tan bark will be added.

Next month voting mechanism must be decided for self-nominations. Fortune will send out email to board for balloting process review.

Next Meeting

Coller announced the next board meeting, June 12, 2013

Adjourned

Coller adjourned meeting at 9:55am

Approval of May Minutes - June 12, 2013

Sheila Fortune for

Dated:



Krista Baroudi, Secretary