

Minutes

of the La Jolla Village Merchants Association

Board Meeting – May 14, 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 8:39 a.m. by president, CA Marengo.

Roll Call of Directors

All directors present except Berwin, Bailey, Niebling, Bonner and Coller.

Non Agenda Public Comments

Julio DeGuzman from the city attorney's office gave a review of office and duties. DeGuzman works in the criminal prosecution division.

Tom Boss with Amaya La Jolla came to talk about upcoming change to a French bistro design. Restaurant will re-open in late June. The new name is Bijou.

Patricia Williams representing Opus Bank introduced herself since Justin Stewart is now gone.

Approval of Meeting Minutes

Motion and second by Krasner/Smith to approve minutes from monthly BOD April 9, 2014 with no change. Passed with unanimous vote and no abstentions.

President's Report.

Discussed upcoming summer. Has been asked about sidewalk cafes. Taking position and ask that council district works to move La Plaza forward to completion. Will write a letter and speak to Joe LaCava.

Spoke about upcoming elections and the need for additional members. Elections will start soliciting next month and forms will go out in July. Elections will be Sept-Oct.

New treasurer needs to be elected. No nominees at this time. Will add to next agenda.

Devlyn Investments – La Plaza John Williams, CEO Devlyn. Here for two things, update on project and request support on continued impediment on sidewalk and parking. Krasner asked about tenants and opening. Opening has been delayed. With a remodel it takes longer. Didn't receive necessary approvals from city until December. Anchors will open by Feb. No firm timing for opening. Williams would not say who committed tenants are. Will stage announcements. Fortune mentioned the three benches need to move, and requested that Devlyn donate the move financing should they not keep them in their current position. Smith asked about tenant count... 16-18 tenants. Restaurant will be top corner space. Board voted unanimously to write letter of support once again on ongoing construction for the project during the moratorium period.

EDTS Grant information provided by Fortune. Fortune was informed that we have been awarded \$46,790.00. That will go into effect in July for the next fiscal year.

Organization Division Report

PDO – Chow updated, met this past Monday. Lots of talk about lifeguard station being built. They don't really have anything concrete only conceptual. More and more projects are being done without passing through committee. This is something that should be addressed. All projects in village should pass through committee for plans.

Fortune and Marengo met with the Mayor's office. Marengo spoke about position of La Jolla within the San Diego community. Discussed a re-education program regarding La Jolla, Mayor is coming out in June. Marengo wants to keep the lines of communication open. Wants to expand on for lease signs to give more detailed info and contact info for LJVMA. Sidewalk improvement should also go through PDO.

Coastal Access & Parking –meeting but no quorum, talked about deco bike program, bike sharing program. All sharing programs are coming in at same time. La Jolla will be a focal point for these sharing programs. Parks and beaches voted it down. Marengo proposed yellow and red zones instead of sidewalks and parking spaces for program. Borja asked about count, 4-8 per station depending on size. Borja asked about marketing potential on bikes. Fortune pointed out the need to also support local bike shops.

Traffic & Transportation- Warwick has taken the available seat on this board, and will start in June. Warwick asked about moving the meeting date, no one has any issue. Marengo discussed the potential impact of changing meeting date, and what would be in the best interest of all boards for purposes of planning and approvals.

Smith reported on Block Captain Program, deadline is up for information so he turned it over to Fortune. Fortune has received half the reports from board so far. Marengo stated the importance of education regarding the status of La Jolla. Because of our efforts other BIDs are now looking at their areas. Everybody should be paying their fees if they are doing business in the village. Fortune has started conversation with city regarding the BID issues, and wants to make a huge impact at first meeting.

Promotions Division Report

Fortune reported on LaJollaOpoly. Bidding starts tomorrow at 10:00. 60 combined spots will be available on a first come first served basis. Hoping to publish and distribute in June. Ocean Beach had great success, and Pacific Beach is also working on one.

Fortune presented information regarding a social media contest. All social media is now up and running. Would like to start a contest/promotion #La Jolla Love. Pin a picture on pinterest. At the end of summer will select the top ten to 20, will mount them and do a juried show, will then auction off photos. Must be original pins from entrant, can post as many as they want. Runs from Memorial Day to Labor Day. At the end, the top so will be printed for a show and pieces will be auctioned off.

Economic Development Division Report

Grand Opening Program report provided by Chow. Not dwelling on lost businesses, village seems to be picking up; ten new businesses are opening or have opened. With La Playa, it will make a huge impact. Chow creates a package with merchants receiving a disk of photos to use at a future date, a photo of ribbon cutting that forwards to the media and a certificate of opening. Hi Sweetheart, Mary's English Kitchen, Richard Walkers, Benefit Cosmetics all recent openings.

Design Division Report

Fortune updated on trees, plants and benches. Working with group that is a non-profit, challenged adults looking for easy jobs to keep busy and earn income. Group will possibly do sidewalk cleanup. Wants to start as volunteers and see how it goes. Starting with a few hours a week. Marengo wants to pick up and do cleaning/assessing sections throughout the village with advertising opportunities. Hoping to have a presentation shortly. Also discussion about trees and watering/maintenance. Maintenance should be handled by city of San Diego, as this is covered in our BID dollars.

Next Meeting

Marengo announced the next board meeting, June 11, 2014

Marengo adjourned meeting at 9:40am

Dated: July 9, 2014

A handwritten signature in black ink, reading "Krista Baroudi". The signature is written in a cursive style with a large initial 'K' and a distinct 'B'.

Krista Baroudi, Secretary

Motion and second to approve minutes without change by Smith/Krasner. Motion passed with 7 yes and 3 abstentions.