

# Minutes

of the La Jolla Village Merchants Association  
Board Meeting – June 10, 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 8:47 a.m. by president, Phil Collier after waiting for a quorum of board to be present.

## **Roll Call of Directors:**

Kafka, Baroudi, York, Warwick, Lane and Bonner were absent, all other directors present.

## **Non Agenda Public Comments**

## **Approval of Meeting Minutes**

Motion and second to approve minutes from monthly BOD May 8, 2013 by Krasner/Brady. No changes requested. Motion passed with a vote of 7 yes, and 1 abstentions by Berwin.

## **President's Report**

Collier expressed his disappointment in the continued lack of directors showing up for monthly board meeting and having to wait to have a quorum. Collier discussed fall elections and the need to have the directors engaged and committed. Expressed the need for 6 – 8 more candidates to step up and run.

Collier reported the La Jolla Coastal Access & Parking contract with the City of San Diego, as the fiduciary agent, needing his signature. Dan Allen, president of LJCAP answered questions of the board. A motion and second to approve signature of contract by Berwin/Krasner. The motion passed with a vote of 8 yes.

Collier reported on the updated aRes contract he received and reviewed, per the requested changes made by BOD. Motion was made and second to approve new contract by Niebling/Smith. The motion passed with a vote of 8 yes.

Collier reported on the Fall Elections for Board of Directors and the decision to have an in-person Secret Ballot vote vs. a mail in Ballot. A motion and second to have Secret Vote In-Person at Annual Meeting by Krasner/Smith. The motion passed with a Vote of 8 yes. Elected to Committee to conduct Fall Elections: Levin, Smith and Berwin.

## **Treasurer's Report**

Brady presented Accounting Reports provided to BOD.

## **Organization Division Report**

No update on PDO.

LJ Coastal Access & Parking discussion already heard on contract.

Traffic & Transportation has one vacant position available for LJVMA seat.

Block Captain Program update provided by Smith. New survey results reported by Fortune indicates that Block Captain Program may need some redirection. Meeting to discuss to take place.

**Associate Members**

1. Map and Atlas Museum of La Jolla – submitted application. Motion and second for accepting as Associate Member, Krasner/Brady. Motion passed 8 yes.
2. Southern California Vacation Rentals – submitted application. Motion and second for accepting as Associate Member, Brady/Krasner. Motion passed 8 yes.

**Promotions Division Report**

Kathy Loper presented End of Summer Fire Run, requesting letter of support. Motion made and second by Levin/Brady to provide letter of support to City of San Diego. Motion passed 8 yes.

Charles Stephens with REBA presented concept for partnering on Pillage the Village event. Motion and second for partnering on promotion by Berwin/Chow. Motion passed 8 yes.

Haute La Jolla Nights, Fortune reported on plans for 6/22 is first date in process.

**Economic Development Division Report**

Grand Opening Program report by Chow.

**Design Division Report**

Trees, Plants, Benches Information updated by Niebling. Niebling presented Adopt a Bench Program. \$5000 for new bench/plaque for 5 years, \$2500 for 15 in current inventory.

**Next Meeting**

Coller announced the next board meeting, July 10, 2013

**Adjourned**

Coller adjourned meeting at 10:11 am

**Dated: July 10, 2013**



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**Krista Baroudi, Secretary**

Motion to approve with a motion/first by Brady/Krasner. No corrections requested, Motion passed with a vote of 7 yes, and 5 abstentions by York, Bonner, Warwick, Kafka and Baroudi.