

# Minutes

## of the La Jolla Village Merchants Association

### Board Meeting – June 10, 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 8:33 a.m. by, Executive Director Fortune.

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

Roll call taken by Baroudi. All directors present except Borja, how, Marengo and Niebling.

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

Allison Don with Council President Lightner's office presented. [adon@sandiego.gov](mailto:adon@sandiego.gov). Don talked about current water regulations. Water reduction by 25% in California, in May each city was given a target...San Diego received 16% as a reduction target. Beginning this month city is starting to enforce. Please reduce irrigation, no more than two times a week. Odd number residences Sunday and Thursday, even numbers Wednesday and Saturday. Businesses Monday and Fridays. Fact sheets are available. More information on out water.org. Budget review was on Monday, approved Mayors budget. Lots of great things, increased revenue overall. Increase in La Jolla library hours and additional lifeguards. 3 park rangers throughout the city. Office was instrumental in getting flashing beacons on La Jolla Blvd. Don brought more info on budget.

Heather Vrana with La Jolla Information Center spoke about center. Steady visitors, increase in locals coming in and on phone. Increase in merchant sites online. Vrana is cleaning up closed businesses. Has merchant volunteer program, would like volunteers. Next Tuesday is the La Jolla Village Marketing Collective. Topic is how to create a standout social media program. Held 1130-1 at library. Wanted to remind people that discounted tickets are offered at the center for a discount. Vrana contact email is [hvrana@lajollabythesea.com](mailto:hvrana@lajollabythesea.com)

Jeffrey Gerwin was introduced by Fortune. Gerwin has been paying for and working on garbage removal in the village. He goes out every morning at 6am for 3.5 hours to pick up garbage, all by himself. Fortune and the board thanked him and Fortune asked that any possible assistance be offered. Contact information will be provided to anyone who would like to help.

Arredondo kicked off the village art walk in May. Event has started on Girard and Kline. More merchants now want to participate. Had a live band called Abstract. The event has been spearheaded by Trilogy Sanctuary and Thumbprint Gallery. Arredondo wants to grow it every month. They are asking for small donations towards the event. Asking for 25.00 per merchant per month to cover expenses. Event will be held every second Saturday from 5-8. Second one is this weekend. Girard and Kline once again, all merchants put out blue balloons if participating. Pat Sherman offered La Jolla Light press to support event.

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

Motion and second by Rasmussen/Underwood to approve minutes from the monthly BOD May 13, 2015. Motion passed with 10 yes and 1 abstention. No changes made.

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

No report, Marengo was not present.

### **Treasurer's Report**

Burke gave an update on financials. All numbers reviewed, yearend coming at end of June, keep pounding the streets looking for businesses not paying their fees. Financials are online, call Burke if you have any questions.

### **Organization Division Report**

Underwood gave an update on the PDO. A number of informational items presented, Draper teardown, new residential on Ivanhoe.

Smith spoke about block captain program... quite a few businesses are not paying fees, should have another significant increase in the next fiscal year. Marengo is still reviewing blocks. Fortune doing other research with city.

Fortune spoke about the fall elections. Annual election will be held in October. Needs to decide on mail in or in person voting. Decent turnout in person, but mail in seems to be much more involved, and really gets the word out to everyone. Has put mail in ballots in budget... needs a motion. 4-5k to handle by mail. Smith asked what the cost was on walk in voting. Arredondo heard that it was hard for the merchants to get here to vote in person. Online voting is against the bi-laws. 80-90 votes last time we did mail in, just over 100 by walk in. Smith was asking if ballots could be dropped in advance. Fortune will ask Liz. Arredondo asked if we could make it a later vote time wise. Fortune will check on where we can adjust procedure and what we can't do. Has to go out to all merchants, and is mailed to city's list. Self nomination forms have to go out by mail. 2500. in cost to send out. Motion to approve entire process by mail by Berwin/Warwick. Passed with 11 yes and 1 abstention. Rasmussen suggested we contact city to adjust procedure and bring it to a more current day process.

### **Promotions Division Report**

Padres Day reviewed by Fortune... please push tickets, event is coming up. Game date is Sunday, June 14<sup>th</sup>, playing the Dodgers. Hope everyone has gotten tickets; we have not made our goal. Sold 200 tickets so far. Contest will not happen because we did not meet the minimum.

Fortune talked about torch run ending here in La Jolla for the Special Olympics, will start at 11am at La Jolla Shores 7/18 and making run down the coast and end at the cove. Fortune has been asked to put together ceremonial event for end, may need some support. Lots of media coverage for this event. We will be housing India on the 23<sup>rd</sup>. They are bringing athletes into the village for a tour. Wants to ask merchants to buy rubber bracelets to give to the athletes. 350 bracelets will cost about 300. Will send out more information. 40 runners with torch and police officer. Fletcher will be leading the group into La Jolla. Anyone can run with them behind the pack on the 18<sup>th</sup>. Warwick asked about street closures, Fortune will get more details. Will send out information as she gets it. Needs a lot of support to check in athletes upon arrival.

Weeble Smart Spot presented by Barbara Capizzi. No report, not present.

### **Economic Development Division Report**

Arredondo gave update on the La Jolla Survey. Goal is to hit about 100 completed surveys, we are at 89. Thanks to everyone who helped. Please resend so we meet our goal of 100 so we can use results.

Fortune presented the grand opening report. New juice place on Wall St., Farm to Fork opened, Near Shannon's and Coffee Cup. New owner of Au Natural Beauty on Ivanhoe. Mary's English Kitchen may be going out. It's up for sale. New clinic on Girard opening.

### **Design Division Report**

Walker had nothing to report on trees, benches, plants and lights.

Warwick spoke about the banner program, Sparkle and Shine. No real update, Mary is doing a wonderful job. We are looking for fourth quarter sponsor on cart. Sheri Ahern is doing third quarter for farmers market and art and wine festival. New program will be fundraised for 2016, always accepting donations.

Rasmussen noted that fireworks are going ahead, La Jolla Town Foundation accepted responsibility that was voted through last month. Donations are being accepted to pay vendors. All monies will go to support the fireworks. Funds have been raised for this year with future commitments.

Dorvillier asked about July 19<sup>th</sup> start of summer concert series, every sun from 2-4. Also about haute La Jolla nights, talked about success and downfalls of the event. Arredondo talked about the current event replacing haute, but this time merchants own the event where haute was entirely carried financially by LJVMA.

**Next Meeting**

Marengo announced the next board meeting, July 8, 2015

Fortune adjourned meeting at 9:26am

**Dated: July 8, 2015**

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

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**Krista Baroudi, Secretary**

Motion/first to approve minutes with no corrections by Underwood/Burke. Passed with a vote of 7 yes and 3 abstentions.