

Minutes

of the La Jolla Village Merchants Association

Board Meeting – July 08, 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 8:32 a.m. by, president, CA Marengo.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Arredondo, Berwin, Dorvillier, Rasmussen and Smith.

Non Agenda Public Comments

Julio DeGuzman with the City Attorney's office gave a review and update on his department. Spoke about how the different departments within the office operates. Advises all city offices from a legal standpoint. City Attorney Goldsmith is speaking at the town council meeting tomorrow, please attend.

Benthe Fahr, owner of So Cal Queen on Torrey Pines, they have social media campaign currently running for shop local La Jolla. Trying to encourage everyone in San Diego to come shop in the village. #shoplocalajolla

Sarah Fields, with Senator Marty Block's office. Proud of education legislation SB15, allowing transfers from community college to public universities. and SB369 tracks children of active military duty. Legislative ideas being reviewed right now, please contact with ideas. Office is a resource; please contact her for assistance or with ideas, Fields left cards.

Jeff Gerwin thanked those involved with assisting him in the upkeep and cleaning of the village. He also introduced Dr. Jane Reldon, and spoke of her ongoing involvement in the village. Dr. Reldon started the seal conservancy. Dr. Reldon spoke about the seal conservancy, Non-profit established in 1999 to protect the seal colony. She is happy with protections that city has implemented. 1.5 million Visitors come to see the seals annually. Marengo took a moment to thank Jeff for all of his hard work in the village.

Kim from Adelaide's came to introduce herself. Adelaide's is celebrating 80 years next year. New ownership as of 6 months ago.

Chow spoke about the upcoming Kiwanis pancake breakfast on July 25th. The breakfast will be tied in with the 100th anniversary of the recreation center. All day event, asked merchants to put signage in their windows.

Approval of Meeting Minutes

Motion and second by Underwood/Burke to approve minutes from the monthly BOD June 10, 2015. Motion passed with 7 yes and 3 abstentions. No changes made.

President's Report

Marengo spoke about this year's fireworks, and thanked Deborah Marengo for the continued hard work on this event. Fireworks received a great positive reaction.

Met with the Mayor yesterday and a collection of people from TMD, lodgers association, restaurant association, Steve Haskins from Town Council, to discuss the sea lions. Trying to find method for resolution. By next month, they've hired an expert to gather data. Next month there will be the least amount of sea lions, ones left behind are not able to travel out to Channel Islands. Committed to meeting again next month. Will report again next month.

First initial meeting with La Jolla Community Planning Association meeting regarding breaking up the PDO. PDO dates back to the 80's, and is very outdated. A lot of developments trying to deviate from the plan. So many regulations that are outdated. If we denounce the PDO it will force the city to do something about the document. Going tomorrow to pitch this at Town Council. Lightner's office is looking for feedback. Warwick asked about change vs getting rid of it. Marengo explained the budgetary requirements from the City; no funds have been earmarked for changes. Four developers have asked for changes from the PDO. We can either go with the changes. Warwick asked that it be explained in more detail to the board. Marengo will put on next month's agenda.

Received a letter from a La Jolla visitor. He created a story about the sea lions. Wrote it based upon his love for the area. John Revere, donating the proceeds from the book. Book geared for all ages.

Treasurer's Report

Burke gave an update on financials. Year to date done. Ended with a positive. Little money in the bank. Marengo added information regarding the information center. Looking to see what the effect from the new owners is. Financials are online, call Burke if you have any questions.

Organization Division Report

Warwick gave an update on traffic and transportation. Talked about Singer's parade that is scheduled. Singer put up to 25k people for attendance on forms. Reached out to local merchants, some were not aware that this is a second parade. They thought it was the longstanding parade with a name change. T&T has put off vote until this month, asking Singer to do the proper community outreach. Singer has been passing around a petition, but it does not outline that this is a second holiday parade. The parade negatively impacts business in the village, no business is transacted. Detrimental to business if we have two parades right before Christmas. Singer is not providing porta-potties. Referenced four merchants that didn't even know about it. Would like LJVMA to send out an eblast regarding the street closure. Petition has to be filled out correctly. Marengo asked Liz Studebaker if we were able to eblast regarding this issue. Petition in circulation asking the merchants to give information on the parade, not being represented as a second parade. Singer has not presented it to LJVMA yet. Studebaker said we are able to survey our members. Fortune stated that we do not want to represent that we are taking any side. We just want to supply information, Studebaker will look at outline. Tom Brady spoke about the June T&T meeting. Singer's petition was discussed and he was given one month to gather feedback regarding the parade. Singer must supply evidence of community support. Singer's parade is named La Jolla Community Parade. Needs a petition of 80% or more of the effected merchants and effected people. Singer's representation that LJVMA is in support is incorrect and needs to be clarified. Warwick asked Brady if he is suggesting a second pole. Marengo feels it would confuse, not help. Urges the board that last time we made a motion, those words were played with. Choose motion carefully and do the right thing. Fortune has alerted our BID advocate and Lightner's office regarding Singer's stance and that he has not come to us for support. He has listed us as an approved source. Warwick wants it clarified that this is a second parade; people are confused because of all of the name change discussions on the La Jolla Christmas parade. Fortune will send out an information piece. Underwood does not want us to take action until we have all information. Marengo asked the papers to put out the information. Muttropolis mentioned that two papers have been handed out. Borja is not happy that Singer is misrepresenting our position. Marengo will contact Abrams to reiterate that all boards need to be involved in decision. Marengo asks papers to restate the two parades and to ask people to attend T&T meeting, and will contact Abrams at T&T to include us in vote.

Underwood stated that no meeting on the PDO took place.

Fortune spoke about block captain program. Nothing to report, a lot still needs to be hit in village. Marengo asked about city update. Report came in a couple of days ago, not reviewed yet.

Fortune spoke about the fall elections. Annual election will be held in October. Seven open seats for a two year term. Would like two members for committee to generate candidates. Burke and Mills will help.

Fortune reported on Briggs vs City of SD lawsuit. Mr. Briggs has decided to sue city of San Diego and named all 18 of the business improvement districts. BID council has voted to retain attorney John Lambeth, he has defended a lot of these suits. In initial stages now. No action as of now, just served last week, turned it in to our ENO insurance.

Promotions Division Report

Padres Day reviewed by Fortune, she thanked everyone in attendance, right at 200 tickets, almost double from last year. Hopefully will build for next year. 5.00 from each ticket has been donated to sparkle and shine.

Fortune gave an update on La Jolla host town status for the Special Olympics. TV advertising has begun. La Jolla is host for India. Athletes will be in the village 21-24th. Working on transportation, needs seven buses. County has said they will help with buses. If we get buses we will be taking them to the zoo on Wednesday. 1600 in San Diego total. Thursday into village, Thursday evening to Padres game with presentation. Athletes go to LA on Friday morning. Many dignitaries will be in attendance at opening ceremony. India is the second largest delegation. Coming together but has been crazy. Mormon Church has really stepped up. Needs 25 volunteers every time group is moved. July 18th is the torch run. It's the actual torch from Greece, into La Jolla Shores at 12:30. Into Scripps Park by 1:30. Pat Sherman asked about buses, everyone has said no except the county. Most of the athletes are adults. County got wind of it and came forward.

Fortune and Deborah Marengo gave a review of 4th of July fireworks. All worked great with funding, good partnership with La Jolla Town Council; show cost came in 6k higher than expected. Had to pull extra licenses, never an issue before. There is a video on UTube.

Economic Development Division Report

Chow presented the grand opening report. Long list from last couple of months. New businesses coming in, Dukes, Isola on Fay, and Mary's is closed for remodeling, will be back in August. Tapenade on upper Girard in August. Piazza open, Drapers and Damon opening today, Green Paka, National Geographic Fine Arts, La Jolla Yoga has redone building, CQ Salon, Wall Street Framing moved to Fay, La Jolla Country Market is remodeling. Lost a couple, but more opening.

Design Division Report

Walker had nothing to report on trees, benches, plants and lights. Next month bench program is being passed on, more information next month.

Niebling and Marengo spoke about the trash cans. Met a few weeks ago with Mathew Cleary and Phyllis Marla with the Environmental Services Department. Spoke on three topics, frequency of collection, appearance and collection during special events. Positive meeting, Allison Don was also in attendance, added all containers to weekend litter route, now all cans being picked up 7 days a week. Regarding the actual cans, we cannot change out currently, but the city is open to repairing and open to beautifying the trash cans. Niebling will come back with ideas. Great news on flexibility, next couple of months will be running a survey regarding whether we have accurate needs met. Last piece regarding special events, it's a work in progress, hasn't had specific feedback. Fortune walked around Monday, all looked really good, Cleary took it very serious. Also asked if we could get one prototype trash can to formulate a design.

Warwick spoke about the banner program, Sparkle and Shine. No new news to report, still looking for 4th quarter cart sponsor. Ahearn is current sponsor for farmers market, Dorvillier is starting in January for business and the Concours.

Walker asked where the LJVMA stands regarding the La Jolla Foundation creation of a MAD or a PBID. Wants to know if we have any involvement in that. Marengo said they came to us last year regarding PBID which would ask for a secondary tax which would be most likely passed to merchant by property owner. We are open to another round of discussion.

Next Meeting

Marengo announced the next board meeting, August 12, 2015

Fortune adjourned meeting at 9:26am

Dated: August 12, 2015

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

Krista Baroudi, Secretary

Motion/first to approve minutes with no corrections by Mills/Baroudi. Passed with a vote of 11 yes and 3 abstentions.