

Minutes

of the La Jolla Village Merchants Association Board Meeting – July 9, 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 8:32 a.m. by president, CA Marengo.

Roll Call of Directors

All directors present except Borja and Coller.

Non Agenda Public Comments

Clair Theiland with La Jolla Cove Gifts at 1020 Prospect spoke about parking on the 4th and the road closures. It had a negative impact, parking lot and had 32 spaces available at 5pm. Marengo will look into closures and best practice to help the limited access.

Fortune introduced Heather Rhana, she is replacing Kailey at LJ Visitors Center.

Alison from Senator Marty Block's office gave an update about coverage for their office. Just delivered their 4th on time budget, and passed bills have been processed, 13 out of Block's office. Spoke about bill SB1295 regarding trespassing authorization forms. Small businesses need this form so that police can come on property. This used to be required yearly, now only one form is required for an indefinite period. Also brought newsletters for those interested.

Warwick spoke about upcoming event at La Jolla Community Center. Event is Precious Pooch Contest on August 1st.

Krasner wanted to thank Richard Walker for delivering a sliced monster pancake for us to enjoy this morning.

Bonner spoke about upcoming Kiwanis annual pancake breakfast on 7/19 at rec center. Start time for event is 7am.

Approval of Meeting Minutes

Motion and second by Smith / Krasner to approve minutes from monthly BOD May 14, 2014 with no change. Passed with unanimous vote and 3 abstentions.

President's Report

Marengo spoke about the San Diego County Diversity & Inclusiveness Group. We had discussed that we would research, and take the issue to executive committee. Krasner reviewed and it was determined ok to review. Reached out to Anne Kerr, she declined to comment. The goal today is to listen to Howard Singer's review for potential support from LJVMA. Singer spoke about a potential name change for the La Jolla Christmas Parade, calling this a "faith neutral" name. They would like to name the parade so that all faiths can embrace. Would like a change to La Jolla Holiday Parade. This would allow all representations to feel welcome. Singer would like the executive board to make one more attempt to meet with parade committee to discuss this change. If they are unwilling to meet, they would like to ask LJVMA to vote to join other areas with a faith neutral name. Singer would like our community to evolve like so many others have. Bonner wanted to know about the organization and membership. Is the group looking for other changes they would like in or outside La Jolla, what are your suggestions for potential names. Singer stated that there are 18 people on board, with representation by every religion, three races, two genders, four nationalities. They meet every 3-4 months. They are not trying to change anything else. Some names suggested are Community Parade, Jolly Jewel Parade, La Joya in La Jolla. Warwick

asked about background regarding this issue. Town Council addressed issue in 2005 vote of 11-10 no for a name change. Marengo noted that we did make an attempt to contact parade board. Singer is looking for a vote to endorse a name change. Fortune sent an email and she declined to attend the meeting and support change. Chow approves of what the group is trying to do and asked how our vote would help Singer and his group. Singer pointed out that news coverage would help to move the issue along. Chow stated that he embraces the parade as his parade regardless of what it is named, and will continue to support the parade regardless of the name. Fortune pointed out that the parade is its own entity, and LJVMA does not support in any way. Krasner feels it's an important issue and feels the LJVMA should send a message regarding diversity. Motion and second by Krasner/Mills to have LJVMA ask that the name of the La Jolla Christmas Parade be changed to a faith neutral name. Bonner stated that he did not want the name changed, and does not feel that the board should take a position on this matter. A guest in attendance asked if a La Jolla poll had been taken. Marengo and Singer addressed. Dave Schwab noted that Singer has been addressing various groups piece meal, and feels entire community should decide. Berwin feels it's a good idea as well. Feels our vote will be significant. Krasner stated that despite numerous attempts to discuss with the 501C3 the issue continues to fall on deaf ears. Motion passed with a vote of 8 yes and 2 no.

Treasurers report by Fortune. Financials were done late last night, closing out the fiscal year. Will send them out once they have been checked.

Organization Division Report

PDO – did not meet

Coastal Access & Parking – did not meet

Traffic & Transportation- did not meet

Smith and Fortune reported on Block Captain Program, Fortune sent information downtown on business licenses. All were sent to tax office and BID advocate, now waiting for a meeting. Over 600 businesses on list. Businesses will be hit with fines for past dues if they do not hold a license... city will go back three years. Marengo noted that this was not a confirmed number on businesses. Bonner asked about residential brokers and their status. Marengo wanted to make sure the purpose is to inform and get the proper taxes going, not singling out any specific group of merchants.

Fortune spoke regarding the upcoming self nominations / BOD Elections Committee. Nominee forms will go out shortly. Will have an elections committee. Needs help to solicit nominees. Election will be in person not by mail during out October annual meeting. We will need ten nominees. Marengo and Mills will assist on committee.

Promotions Division Report

Kathy Loper with End of Summer Run spoke about race. Race benefits University City High, Clairemont High and Mission Bay High. Starts on Girard 8/24 and ends on Mission Bay Blvd. 15th year race have been held. There will be street closures. It was questioned as to why La Jolla High School was not benefitting since race impacts the village of La Jolla. Berwin is requesting that contact be made with LJ High to speak about their receiving benefits from the race. Loper is asking for vote of support. Further discussion took place. Baroudi asked if LJ High had benefitted from the race in the past. This is the first year the race will support schools, further years supported the fire rescue foundation. Motion to support end of summer run by Smith / Berwin. Berwin amended her second support run with the request that LJ High be included as one of the beneficiaries. Unanimous vote to pass.

Brad Dwight with Padres here to reach out to the community. Next Sunday they have invited us down to enjoy a suite at the game on 7/20. Fortune wants to reach out for a community day at the Padre game. Krasner suggested San Diego Padres promote La Jolla. Fortune asked for any promotion ideas to be emailed in.

4th of July Fireworks update presented by Deborah Marengo. This was the 29th year. George Hauer paid for 23 years and then Deborah took over. She feels she needs an organization to back the event at this point. Would like LJVMA to take over. Deborah will continue to work on event. Marengo addressed the closure signs mentioned earlier in the meeting. Krasner addressed prior litigation regarding the fireworks display, and the potential legal exposure. Deborah reviewed legal battles associated with display and spoke about the legal firm that has been representing the foundation on a pro bono basis. There were 5 suits, one is still in appeal. City of San Diego was sued. Marco Gonzales received 250k and Marengo was subjected to settlement agreement. Settlement was only for 2014, not an iron clad settlement. At 2am Marengo was at park because a representative of Gonzales was demanding access to launch site. Krasner noted that if board votes in favor of looking into taking over, some responsibility will come with this, and will require continuing legal counsel willing to work on this issue on a pro bono basis. If requirement for event is not met, blame will fall on the association. Baroudi noted that she was grateful that the display went forward, not only from an enjoyment aspect, but as a merchant. She pointed out that with all of the "on and off again chaos" the display went through this year, attendance for the show was way down, and stressed the importance of the fireworks display from an economic standpoint for the merchants and community of La Jolla. Other than the fireworks, La Jolla has nothing to offer on the 4th of July holiday. Without the display people would spend their days elsewhere in order to enjoy fireworks and the hotels and businesses would be severely impacted. Baroudi felt that her hotel would have seen a minimum 30% decrease in occupancy and pointed out that the hotels enjoy a "minimum multiple nights" booking period over the 4th which brings tourists into the village for a block of time. Marengo stated that his business was down by 30% and attributed it to the same issue. Bonner stressed how hard Deborah has worked on this event and pointed out that we need her to stay with the event. Baroudi commented that whether we take on the foundation or not, the LJVMA should be involved in backing this event. It is criminal what Deborah has had to go through in order to raise funds for this display, and that fundraising should start well in advance with firm commitments for the display by the end of the prior year for the following year. Funding needs to come from both merchants and residents. There is a great opportunity to expand what the village does for this holiday. Warwick was concerned about the possibility funding is not raised and the potential commitment by LJVMA. Marengo didn't feel we would have a financial obligation, no more than the foundation is now. Motion and second by Krasner / Smith made a motion that this board on behalf of LJVMA investigate taking over the annual fireworks display. Motion passed with 9 yes and 1 abstention. Warwick suggested Memorial Day as kickoff for a fundraising program. Marengo agreed that small collections would be a smart idea. Each supporting merchant should be able to advertise their involvement.

Update given on LaJollaOpoly game by Fortune. Project took backseat to fireworks. It's on pause, but will push forward now. All checks have been held. Will regroup on project next week.

Economic Development Division Report

Grand Opening Program report provided by Chow. No openings in the last two months that took advantage of our opening. Lola opened, Starbucks on Pearl, Ortho Mattress, Family Automotive in old Mercedes location. Dr. Brian Regan may take advantage of our opening services.

Design Division Report

Having meeting tomorrow at 3, no real update because Niebling has been out of town. Fortune suggested a La Jolla cleanup day. Chow suggested using scouts and school kids for community service credit. Marengo has also been looking into a cleanup plan. Bonner stated that Kiwanis will donate food.

Next Meeting

Marengo announced the next board meeting, August 13, 2014

Marengo adjourned meeting at 10:20am

Dated:

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

Krista Baroudi, Secretary

Motion and second to approve minutes without change by Krasner/Warwick with one change. In non-agenda, change in spelling of Rhana to Vrana. Motion passed with 9 yes and 1 abstention.