

Minutes

of the La Jolla Village Merchants Association
Board Meeting – July 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 8:37 a.m. by president, Phil Coller.

Roll Call of Directors

Niebling and Lane absent, all other directors present. Krasner left at 9:14.

Non Agenda Public Comments

Elija from the parking garage at 1020 Prospect discussed the street closure for the 4th of July. He had numerous spaces available but felt people could not access them. Coller suggested contact with the city, and possibly using people to direct. Coller also suggested he contact Marengo, chair of LJ fireworks.

Mary Siriano brought by invitations to today's LJ fashion hat show fundraiser at Eddie V's. Proceeds go to numerous charities.

Kafka gave information regarding the upcoming film festival on July 25-27th at the Museum.

Chow and Bonner spoke about the upcoming Kiwanis Pancake Breakfast at the Rec Center at the end of this month.

Approval of Meeting Minutes

Motion and second to approve minutes from monthly BOD June 10, 2013 by Brady/Krasner. No changes requested. Motion passed with a vote of 7 yes, and 5 abstentions by Baroudi, Kafka, Warwick, Bonner and York.

President's Report

David Thornton with Old Town Trolley announced a new tour from old town through the beach areas. The tour buses leave once an hour, and customers can hop on and off the tour at the different stops. Stops will include Mission beach, the cross and La Jolla. Hoping to start at the end of the month, and is hopeful that it becomes a year round tour. Cost is 29. for adults and 19. for children.

Ed Clancy with the City of San Diego presented information on the new Bike Share Program, which is a new transportation system being introduced by the city. The City Council approved this program yesterday. Deco Bike is the company setting up the system. Kiosks will be placed according to street space. Coller referenced meeting with Traffic & Transportation. Program will be throughout the county... about 180 stations, 1800 bikes. They are looking to use red curbed areas for kiosks. Annual memberships for use will be offered. Users can pick up and drop bike off at any kiosk. Bikes are shaft driven three speed bikes. Clancy is anticipating 12-15 kiosks for LJ. Should have kiosk map by November/December, and installation beginning of year. Brady inquired about helmets and liability. Helmets not available at kiosk but instructions will direct user to a retailer. Liability will be signed off. Must be over 18 to rent. Law requires helmets for those under 18. All liability rests with person checking out bike. Contact information is eclancy@sandiego.gov 619-846-4593

Presentation given by John Williams, developer/owner and Dempsey Construction, Paul Prellwitz and Associates. About the old Jacks building. New development will be called La Plaza La Jolla. Williams purchased property end of last year. This will be a luxury retail center. Today was the first time plans have been seen publicly. Plans were submitted 7/5. They want to begin work during the summer moratorium. Timing for projected opening is 12/1. This won't be possible unless they start now. Paul presented info about traffic flow, and proposed change in sidewalk with a 6' tunnel way to maintain flow. Work will not encroach into street. No effect to local parking. Workers will be parking in lots. Brooks brothers parking is allocated to project. There will be some noise during construction. Dumpsters will be parked inside the project. Panera will stay open during construction. Collier and Fortune suggested they meet with PDO and then CPA. Motion/second by Berwin/Smith to send letter to city in support of lifting the balance of the moratorium to allow construction to begin 7/15, and to allow LJMA to act as liaison and field complaints from merchants regarding project. Brady felt we need approval from the other committees first. Warwick loves project but is concerned that input has not been received from surrounding businesses yet. Board was concerned for surrounding neighbors, but felt that they were not asking for anything unreasonable and in direct conflict with moratorium. Collier stressed that our passing this motion would not effect the decision or opinion of the other boards in La Jolla. Moratorium only relates to public right of way, Motion was passed with a vote of 1 no by Brady, 1 abstention by Warwick, and 11 yes. Krasner not present for the vote.

Patrick Ahern with LJ Parks and Beaches and Phyllis Minnick presented information on the LJ Children's Pool Walkway. In dire need of funding, or it's a dead project. Asking community and merchants for contributions. Lifeguard tower construction has begun, and they feel the project must be done in conjunction with this work. Project needs 250k., 8k has been raised so far. Contact is lajollaparksandbeaches@gmail.com

Treasurer's Report

Brady presented review of financials through 6/30. City did their audit for 2012-2013, Fortune has report.

Organization Division Report

No update on PDO. Fortune was informed that one of the members is resigning, creating an open seat.

Coastal Access & Parking.

Kafka reported that Dan Allen will be present next month. We are soliciting ideas from the community as to what to use the 400k budget for.

Traffic & Transportation.

Brady had meeting and received unanimous approval of the bike project.

Block Captain Program update provided by Smith. Upcoming meeting and next handout to promote Haute LJ nights and elections. Berwin wants to pass out maps to merchants.

Promotions Division Report

Fortune reported that June's Haute La Jolla Night was very successful. No complaints. Next Haute is 7/27, and has a great lineup of bands which are listed on website. Fortune would like to encourage all merchants to stay open late. August Haute will be themed design week, and September will be themed fashion week.

Economic Development Division Report

Grand Opening Program report by Chow. New openings were Amaya, Nosh, Blow Darling, Esse Studio. Goodwill. Sur la table is projected opening in August.

Design Division Report

Niebling absent, nothing to report.

Next Meeting

Coller announced the next board meeting, August 14, 2013

Adjourned

Coller adjourned meeting at 10:15 am

Dated:

Approved Minutes, August 14, 2013

A handwritten signature in black ink that reads "Sheila L. Fortune". The signature is written in a cursive style with a large, decorative flourish at the end of the name.

**Sheila Fortune for
Krista Baroudi, Secretary**