

Minutes

of the La Jolla Village Merchants Association

Board Meeting – August 13, 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 8:32a.m. by president, CA Marengo.

Roll Call of Directors

All directors present except Mills and Smith.

Non Agenda Public Comments

District one councilmember Sherri Lightner reviewed the Torrey Pines corridor project. Work on phase one will start early 2015. This phase will include sidewalks and tree trimming will take place in order to improve the pedestrian view from Torrey Pines. Road will also be refinished. 1.1m in costs for the project. Marengo asked if money was for first phase or the whole project. First phase is 1.2m and second phase is 1.1m.

Christine and Shelli with CAF gave update on upcoming October event. In process on working on permit, this will be the 21st year. Wanted to reach out regarding partnerships and promotions. Event this year will honor Robin Williams. Brought material regarding the event. 17-19 for promotions in village.

Sharon Beckas a resident of La Jolla spoke about the magazine dispensers on Pearl and La Jolla Blvd. These are eye sores and are being used as trash receptacles and they need to be removed. Beckas has called city offices asking a trash can. They put on La Jolla Blvd. Bus stop is used as a dumpster area. Beckas is also concerned about the bicyclists riding on the sidewalks down Pearl. Trying to take action in order to resolve these issues.

Julio De Guzman works with city attorney's office, Jan Goldsmith. Reviewed operations of office. DeGuzman works in the neighborhood prosecution division. Asking for a community partnership. Police non-emergency phone number is 619 531-2000. Stated that they will assist merchants and residents with loiterers around businesses. By reporting loiterers, his will assist with prosecution. Mary Nuesta is the head of advisory group. Borja asked regarding staff harassment. They will enforce any type. Lightner commented that if you call northern division, they will cite individuals and once citations accumulate, they will issue stay away orders.

Tom Brady spoke regarding the parade in December, speaking in favor of inclusiveness and diversity for the parade, but does not agree with Singers approach of harassment. Brady referenced harassing emails sent by Singer and represented that his organization was larger than it actually was. Brady advised caution on this issue.

Singer has 18 members on his board. Says threatening emails are non-existent. He is here today to thank the board for being open minded. Singer referenced Pat Sherman's article of "requesting" a name change. Parade organizers continue to decline a meeting with Sherman or take any action on a name change. Admits he is a poor representative and would like to solicit help on this matter. Sherman clarified that the representative Anne Kerr did not decline meeting but stated she would not change the parade name. Margeno confirmed her response to us was the same. Marengo said motion was misstated... motion was to "ask" for a name change.

Fortune stated that Cuvier Club asked us to go to the A List to vote for them as best wedding venue.

Kathleen, owner of a consulting firm that takes business to Abu Dhabi, spoke briefly about her services.

Robert Aarons, public relations manager with San Diego Sports Authority spoke about media work regarding La Jolla. Luxury media tour of La Jolla in November.

Approval of Meeting Minutes

Motion and second by Krasner/Warwick to approve minutes from monthly BOD July 9, 2014 with one correction. Under non-agenda items, Heather Vrana not Rhana. Passed with unanimous vote and one abstention.

President's Report

Good run on Cove smell but stench is coming back once again. Marengo asked Lightner to assist in the cleanup once again. Wants another round of cleaning quickly so that odor doesn't continue to get worse.

Marengo motioned for a vote of the board to allow the executive committee to interview and research to find a media partner. Second by Collier. Warwick asked about any related financial costs. Marengo was not sure, just wants to research and return with information. Feels it's important to the way LJVMA is viewed. Motion was passed with a unanimous vote.

Krasner spoke about researching revenue producing programs. The executive committee is asking for a motion to research money producing projects including but not limited to maintenance improvement districts, Pbids, and any other revenue streams we can think of. A motion and second to investigate additional revenue sources for the benefit of the LJVMA was made by Krasner / Niebling. Warwick asked that the motion exclude paid on street parking as a revenue generator. Bonner and Niebling asked why, Warwick provided a handout regarding the issue and reviewed each reason. Warwick feels it's a very serious issue and wants it clear that this is not what is being pursued. Krasner does not feel that anything should be precluded from the motion. Krasner feels everything should be reviewed since the last review on paid parking was 6 years ago, and did not wish to revise his motion. Bonner commented that the parking issue has been present since the 1950s. He feels we need to continue to look at all potential revenue streams and keep an open mind. Collier has one major issue with meters and its revenue. He feels it would create animosity between the residents and businesses. Last thing the merchants need is a fight with residents. Borja commented on current timing issues with parking and ticketing. Marengo commented that the parking ticket doesn't merit shopping in village and feels the timing should be always adjusted in the different areas. Niebling pointed out that the motion is only to review all possibilities. A fluctuation of cost was proposed before; Warwick continued to discuss parking issue. Marengo stated that his intention was not to focus the executive committee on only one issue. Lightner stated that the paid on street parking revenue is very limited as to what the area gets, and how the funds can be used. Baroudi asked and Marengo responded about our responsibility to review all aspects of potential revenue streams. Marengo pointed out that all revenue producing options should be reviewed. Warwick again asked for an amendment and Krasner declined. Darcy Ashley commented that www.nopaidparking.org will be re-activated. Marengo stated once again that parking is not the focus of this vote. Vote passed with a vote of 6 to 4.

Fortune gave report on current financials. There were changes in the county community grant and the EDTS grant. All financials are available online.

Organization Division Report

Andy Hoskinson with NRG presented information on the Ready for EV Program. In the past year they have been developing electric power for cars. Wanted to acquaint us with the current energy options. Berwin asked what consumers pay... 9.95 for a charge with a recharge time of 10-15 minutes. Gives back 40-80 miles per vehicle. Mary asked regarding location and the effect on street parking. Andy noted that these would be going on private property.

PDO – Chow did not attend, Fortune did. Short agenda at meeting. Sign approved for Coldwell Banker, they are looking to write a letter to the city for support on the permitting process for process one permits in La Jolla. They should come to PDO for info only. Issues with a lot of signage and unapproved colors in village. Marengo asked representatives to voice that the PDO is only for information.

Coastal Access & Parking – Krasner reported, attended meeting last week. Received a presentation from the Metropolitan Transit District. They are looking to expand bus service throughout La Jolla as demand indicates and money permits.

Traffic & Transportation- Warwick referenced the Torrey Pines project, and Lightner commented once again. Shrubbery is part of phase one. Construction will be from 9:30-2:30. Berwin wanted to know why it's not done at night. All concerned about the work time and its effect on the community. 85 business days projected for work. All are concerned on impact. Collier also feels that it will be a great impact on traffic. Marengo asked about recalibrating the light.

Smith not present, no Block Captain Report.

Fortune reported that self nominations for next month's election are now closed. She received an impressive list of self nominees. 16 self nominees submitted so far for 10 seats. Fortune will accept ballots until 10 tonight at information center. For the record, Mr. Burk attempted to get his business license and was instructed by the city that he did not need one. The city needs to adjust their knowledge; Fortune has a letter from Ricardo Ramos from the business tax office saying that tax certificates for realtors are required. Tax collection has been an ongoing problem, but with recent efforts we are now collecting the highest amount of BID assessment fees in our history.

Promotions Division Report

Carey Bennet with Happy Hour Pal gave a presentation on her business. They are two different businesses; they provide consumers with happy hour information in the areas, and businesses with traffic data. All restaurants of quality. 75k downloads right now. Wants to give us 50 beacons for use in the village. Individual has to have app to talk to beacon. They will provide the association with the data. 90 day reporting period. Technology is by Apple. 90 day info is free for businesses; there is a cost for daily reporting. Can turn off reporting in app. She would like the support of the association to place beacons. Would ask the businesses to promote the app. Marengo invited Bennet to executive committee for further exploration.

Brad Dwight with the Padres spoke about creating a La Jolla Day. Would like to use the 9/24th game. Will provide a bunch of tickets for the merchants to sell and the price will be adjusted to 28.00 for best seats, with 5.00 of each ticket will go back to Clean La Jolla program. Contest for merchant who sells the most. Sell 20 to be entered in raffle for 4 McCartney concert tickets. New CEO and owner is very pro partner.

Chow reported on Pillage the Village. Berwin noted that REBA wants to be the partner again. They still have enough bags. They will be sitting down shortly to discuss event.

Economic Development Division Report

Grand Opening Program report provided by Chow. Quiet month, Shakaway opened, but did their own opening event with Tony Hawk. New Reebok store going into the old Armani location.

Joe LaCava discussed support for City of San Diego Police. They are having severe problems with recruitment in the department. They have lost 250 officers since 2005. Prop B incentivized officers to retire early. They also lose many to the Sheriff's Department because of higher wages. He is concerned about adequate police coverage. LaCava handed out a draft letter of support, and would like association to send letter of support. Marengo urged that we support as individuals and will review on a board level.

Design Division Report

Niebling reported that there was nothing new with the trees, plants, benches, and banners.

Fortune reported she was working on a clean-up day in La Jolla. Marengo referenced having a bike and trailer and looking to see how it can be used with this project.

Next Meeting

Marengo announced the next board meeting, September 10, 2014

Marengo adjourned meeting at 10:21am

Dated: September 10, 2014

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'.

Krista Baroudi, Secretary

Motion to approve with a motion/first by Niebling/Berwin with corrections. Motion passed with a vote of 7 yes, and 2 abstentions by Mills and Smith.

Corrections are second page top paragraph Robert Aarons with San Diego Tourism Authority, third page top paragraph Mark Thomsen with Metropolitan Transit District, fourth paragraph October's election and 10am deadline for ballots.