

Minutes

of the La Jolla Village Merchants Association
Board Meeting – August 14, 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 8:39 a.m. by president, Phil Coller.

Roll Call of Directors

Berwin, Smith, Lane, Levin, Coller, Warwick, Brady, Bonner present, Chow in at 8:48, Berwin left at 9:00 a.m. Not present: Niebling, Krasner, York, Kafka

Non Agenda Public Comments

Approval of Meeting Minutes

Motion and second to approve minutes from monthly BOD July 10, 2013 by Brady/Warwick. No changes requested. Motion passed with a vote of 8 yes, 0 no and 1 abstentions.

President's Report

Coller discussed Haute La Jolla Nights and how the June and July events made money and did not require money from the BID funds, but to follow City of San Diego contract and budget it is a BID expense.

Coller discussed clean-up of sidewalks and educating real estate owners and tenants that it is their responsibility. The City of San Diego will only repair damaged sidewalks by filling in asphalt when needed.

Electric Vehicle Charging Stations – Presented by Jacques Chirazi, City of San Diego. Discussion of program and potential solutions to bring to the La Jolla Community. Potentially partnering with private lot owner for stations is an alternative to taking parking spaces on street.

Treasurer's Report

Brady presented review of financials through 7/31.

Organization Division Report

PDO – no representation

Coastal Access & Parking: Dan Allen presented status of funds and soliciting ideas from the community as to what to use the 400k budget for.

Traffic & Transportation: no meeting

Block Captain Program update provided by Smith. Nothing to report

Promotions Division Report

1. La Jolla Art & Wine Festival, Sherry Ahern and Laurel McFarlane presented the 2013 plan and overview of location changes/additions. Motion of support for the 2013 LJAWF passed with a unanimous vote of 9 yes, 0 no
2. La Jolla Concours De Elegance 2014, Lauren McFarlane presented the 2014 plan and overview noting the entry location changes. Also offered was the partnership of LJVMA taking on the closed section of Prospect to generate funds for LJVMA. Later meetings will be held to continue this idea. Motion of support for the 2013 LJAWF passed with a unanimous vote of 9 yes, 0 no
3. Mary Star of the Sea Fall Festival, Tresha Souza presented the details of their Fall Festival. Motion of support for the 2013 LJAWF passed with a unanimous vote of 9 yes, 0 no
4. Haute La Jolla Nights, Julie Matibag update on the summer events

Economic Development Division Report

Grand Opening Program report by Chow.

Design Division Report

Niebling absent, nothing to report.

Next Meeting

Coller announced the next board meeting, September 11, 2013

Adjourned

Coller adjourned meeting at 10:04 am

Dated:

A handwritten signature in black ink, reading "Sheila Fortune". The signature is written in a cursive, flowing style.

**Sheila Fortune, Executive Director for
Krista Baroudi, Secretary**