

# Minutes

## of the La Jolla Village Merchants Association Board Meeting – September 10, 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 8:33 a.m. by president, CA Marengo.

### **Roll Call of Directors**

All directors present except Chow, Krasner and Collier.

### **Non Agenda Public Comments**

Julio De Guzman gave a review of his department and described office and structure for those present. Neighborhood prosecution department... 531-2000 is their non-emergency number.

Brian Miller with Gepettos came to discuss whether the candidates supported paid or non-paid parking. Marengo addressed the discussions from last month. He stressed that the parking was not the focus of the proposed review, and it did not reflect that in the media. Marengo noted that on 9/30 meet the candidates will be held at We Olive, and it is a good time to ask then. Miller feels it's a very hot issue for merchants on Girard. Warwick feels that Millers comments were valid, and this is a valid issue. Marengo stressed that parking wasn't even a part of the executive discussion.

Chris Cogan asked what he needed in order to vote on next month's election. Fortune explained the criteria required to vote.

Berwin took a moment to thank Brian Miller for all of his generous donations, and everything he does for the community.

Ahern asked about current BID counts. Fortune gave review. We increased merchants in BID from June 1257 to July 1360ish and new numbers show increase in August.

### **Approval of Meeting Minutes**

Motion and second by Niebling/Berwin to approve minutes from monthly BOD August 13, 2014 with corrections from Fortune. 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. Passed with 7 yes vote and 2 abstentions.

### **President's Report**

Marengo spoke about neighborhood co-compliances, they are coming into Village to catch up. They are handing out warnings on infractions. Wants to make sure no merchant is caught by surprise.

Marengo has been communicating with our congressman regarding the stench at the cove that is present again. It appears that as the animals move to other areas, the smell follows. There have been a lot of complaints. Another treatment is needed.

### **Treasurer's Report**

Lauren with Lolo on Girard came to discuss BID Fees/Penalties, and is here about business tax owed to city of San Diego. She owes 350. per year for running her business here. Also owes 200. In late fees per year. Once she

received the notice of violation, the city told her that the late fees were from La Jolla not San Diego. Marengo addressed the issue, we only manage the fund, and fees come out of the city. Marengo will discuss with our BID advocate. We can't negotiate taxes. Borja encouraged her to pay back tax payments so that it shows a good faith effort. Lauren also asked about responsibility on maintaining the condition of the sidewalk. They have been cleaning their area as well as the surrounding areas so it doesn't look bad. Marengo and Fortune explained how the money is used once it goes into a BID fund.

Fortune reported on financial reports. Error in financials will correct and resend. Amount for reimbursement form was calculated wrong.

Fortune speaking with auditors now in preparation for 2013-2014 Audit. She needs a volunteer for audit chair. Niebling asked what the position required. After discussion, Niebling said he will take the position. Berwin asked about Kaylee being paid by error... Fortune stated that it had already been returned to account. Berwin was not aware that all visitors' center employees were paid positions. Fortune stated that we pay 5 and have 8 non-paid volunteers.

### **Organization Division Report**

Patrick Ahern gave a presentation for the Pavilion Community Planning Association. He is soliciting support for the pavilion project at La Cove. Ahern is Co-chair on this project. La Jolla Cove has been a destination since the 1850s. The park has remained unchanged and through redesign and development has the possibility to become a world heritage site. Judy Halter is the other chair and a selection committee was formed. 5 million people come to park annually. The group is reaching out for community endorsements. Will go to local community groups for funding. Looking for 26k by end of the month. Raising money to create the design. Rasmussen asked about considerations to make grass and area more water conscience. Bonner asked what the current square footage is, 1100 now but would like to go to 1800. Smith donated 100.00. 500. Per Sq. ft. estimated cost. All eco focused changes are being reviewed. Smith proposed involvement, and a motion and second by Smith/Baroudi was made to support the project and have members of the board and merchants assist with design. Motion passed with a unanimous vote.

PDO – Chow absent, Fortune presented. New project presented to PDO on Fay called Monarch Cottages for change of use to an Alzheimer's facility, in old Spa MD building. PDO requested more information on the change. Fortune will ask them to make a presentation to the board.

Coastal Access & Parking – Fortune presented. Meredith Gibbon Brown with City of San Diego Economic Development and gentleman from coastal commission presented in regards to trying to change the MOU for a little over 240k available for a shuttle project to the cove. It's going to be impossible in near future. Brady said recommendation was made to go back through the city. Money was developer impact fees from over 30 some years. Trying to get use changed.

Traffic & Transportation- no meeting

Block Captain Report – Smith suggested that next handout should be focused on Pillage the Village.

LJVMA BOD Elections – Fortune updated. Next month's election at Oct 8<sup>th</sup> meeting. Must be present to vote between 8:30 and 10am. Ballots will be opened at 10am. Meet the candidates event on 9/30 at We Olive from 5-7pm. Owner or owner's representative will be allowed to vote. Berwin asked what they need to bring with them. Mills spoke regarding candidates and feels that the incoming list has more to offer. She is still very passionate about the village. Marengo told Mills that diversity on the board is very important. Mills decided to retain her seat. We currently have 10 seats and 15 candidates.

### **Promotions Division Report**

Gabriel Ferguson with Sur La Table – now offering networking classes wanted to say thanks to the community, celebrating their one year anniversary. Reaching out will open up kitchen as a community resource. Mon-Friday

can be used for networking lunches. They have a commercial kitchen for up to 35 people. Liquor OK for private events.

Allison Andrews, founder and director of Fashion Week San Diego gave a presentation. Third year, 20k in attendance last year. Brought information on organization. They represent emerging brands, 33 designers from around the world this year. Andrews would like to propose a new home for 2015, and wants to partner with LJVMA to make La Jolla the new home. Would tent between Wall St. on Girard and Herschel. The event is organized as a whole year of events not just one week. Massive data base, 33% of audience is industry. First week of October is fashion week San Diego. Would like to use La Jolla for fashion week 2015. Smith made motion that we support fashion week for 2015 in La Jolla. Second by Niebling. Berwin needs specific info for road closure. Tent would be up for the duration of the event. Warwick asked if this change is just for one year. Asked about street closure. Could be permanent location change. Andrews confirmed that the tent is up for the whole week. Warwick is concerned that we are agreeing to a street closure. Motion amended to support to have fashion week 9/29 - 10/3 2015 pending review and community support on the street closure. Motion passed with unanimous vote.

Sherry Ahern and Andrea Dahlberg with La Jolla Art & Wine Festival began by thanking the merchants association for their support. New area starting at Torrey Pines allowed adding 80 more artists, just under 200 artists and a total of 500 booths. Very important to them that merchants do well during this event. Volunteer on website, this year they have added a private event open to the public, Beerfest 10/11, 8-11pm. The event will benefit pediatric brain cancer research. All are local breweries except one. 35. for tickets. Contest teams need to raise 250.00 to be in contest. 1000.00 per team for beer stein holding contest. A motion and second was made by Berwin/Borja to support festival and evening event. Motion passed with a unanimous vote.

Brad Dwight with the Padres spoke about La Jolla Day. 9/24 is La Jolla day 6:10pm game. Dwight will walk farmers market with friar on Sunday to promote. 5.00 per ticket will go back to La Jolla.

Berwin reported on Pillage the Village. Same artwork, no food drive this year. REBA will do contest again. C&H will print posters. No Balloons this year unless they're underwritten.

### **Economic Development Division Report**

No update.

### **Design Division Report**

Niebling reported that there was nothing new with the trees, plants, benches, and banners. Another bench adopted last month.

Warwick spoke about clean up La Jolla. This is a way for anyone to have their name on a banner. Three banners have been created; name of participant will be at bottom. December and March... purchase banner for 400. per month. 3 months 20% off purchase. Cost is 95.00 to create a banner. Money will go to La Jolla Town Foundation. Money will be used to clean sidewalks. 4 month program would potentially clean for one year. Quotes have been given "at cost." And additional monies will be used on trash cans and weed maintenance. All money will go to cleaning and maintaining. Line copy only on the banners at the base. Motion and second to support banner program and to allow the monies to go to the 501c3 for distribution by Berwin/Smith. Passed with unanimous vote.

### **Next Meeting**

Marengo announced the next board meeting, October 8, 2014  
Marengo adjourned meeting at 10:19am

**Dated: 10/08/2014**

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

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**Krista Baroudi, Secretary**

Motion to approve with a motion/first by Berwin/Niebling with no corrections. Motion passed with a vote of 8 yes, and 2 abstentions by Chow and Krasner.