

Minutes

of the La Jolla Village Merchants Association Annual and Monthly Board Meeting – October 8, 2014 Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037

Call to Order

The annual meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:37 a.m. by president, CA Marengo. The meeting was then adjourned because of lack of quorum.

The general monthly meeting of the La Jolla Village Merchants Association (LJVMA) was then called to order by president, CA Marengo.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Borja and Collier.

Non Agenda Public Comments

Tom Brady spoke about a motion made at the July meeting about the renaming of a parade. During the August meeting Howard Singer appeared to thank LJVMA for the motion, and said that there were no existing threatening emails. Brady would like board to clarify the motion and stop the bullying by Singer. The committee works hard to raise the funds and do the parade for the community and it is difficult work. Brady would like us to clarify our stance in a future meeting. Singer's behavior is unacceptable. Marengo stated he would take it back to the executive committee. Our goal was to be all inclusive and to simply "ask." We do not want to be in the middle of the argument. We do not want to fuel the fire any further. Brady says the bullying and misrepresentation needs to be stopped.

Allison Don, used to be with Senator Marty Blocks office. Don is now with Lightners office and will be her representative. adon@sandiego.gov. Don offered some updates, development services has new web site at opendsd.com. Site provides online access for projects and permits etc. La Jolla Cove lifeguard tower is scheduled to be complete by spring of 2015.

Francis Beraza with the Mayors office attended to offer her assistance. Fortune brought up the stench at cove and how bad it is once again. Fortune feels our tourism numbers are being affected and we were impacted this summer. The July treatment did not help. Marengo added that he spoke with Mayor Faulconer at UTC meeting. He referred to limited assistance as federal hand tying. Feds need to be put on notice. Marengo stated now that summer is over he wants to hit the issue hard. Bonner asked about the pending law suit regarding the issue. Krasner added that he thinks it's important for the Mayor and Lightner to take an active leadership role on this issue. Our reps need to step it up now.

Approval of Meeting Minutes

Motion and second by Berwin / Niebling to approve minutes from the monthly BOD September 9, 2014 with no changes. Motion passed with 8 yes votes and 2 abstentions.

President's Report

Marengo wants to see the board assist merchants going through local city process. Marengo took on Niebling and Esteban Interiors as a first case to help with hardship on store front. Esteban Interiors is on month six with an over the counter permit. Now meeting with chief engineer to get it resolved. System is very difficult.

Looking for additional support from the community and wants to review the bi-laws. Wants to try to be more available to the merchants. Has never had 600 show up for annual meeting, not even 100. Wants to discuss with local merchants and get their input. Smith suggested a U Tube channel for merchants to review, Fortune pointed

out that brown act controls how we can communicate. Warwick asked if it should be a Special committee vs the exec committee. Marengo stated that everyone can solicit feedback and suggestions. Allow it to be on agenda for a couple of months and then voted on. Fortune stated bi-laws are on website.

Treasurer's Report

Fortune reported on financial reports. Month of September had total income of 26961.69, included BID income of 19k. In June our BID fees were up to 15k, July 16k, Aug was 26k... they are up significantly. There are still 400-600 businesses on tax role that are not paying business license fees. Bonner asked if we were making progress on the industries with independent contractors. Krasner asked if it would be beneficial if the city would waive certain penalties to bring roles up to date. City is not willing to do so.

Fortune explained how the monies were handled in the budget and how funds are distributed throughout the year, and what will roll over to the following year and budget.

LJVMA bookkeeper has resigned after many years. Fortune has asked Mary Joseph to assist us. She does accounting for many of the BIDS. Maryam also did bookkeeping for La Jolla Coastal Access and Parking, and we will start getting an administrative fee for this. Fortune will be handling the work on this and Mary Joseph will review work. We will see a new line item in the budget and an increase that will offset fee. Fortune already does the majority of the required work.

Organization Division Report

PDO – Chow didn't go. No one attended.

Coastal Access & Parking – Krasner did not go. Fortune is working with development services on shuttle service and use of funds. Marengo worked on this years ago and is reviewing his paperwork to see if it will be helpful.

Traffic & Transportation – Warwick no meeting, but updated. Problem with 60 min parking. Girard is the most ticketed blocks in all of SD. Doesn't promote a shop local environment and wants to raise to a 90 minute limit. All merchants would like it increased. Employer abuse is a big issue. Fortune feels it's an educational opportunity. Marengo suggested that we find out why the change in time happened; it used to be 90 minute. Brady added that it should be on the next T&T agenda for immediate response.

Block Captain Report –Smith thanked all block captains. Looking for volunteers. Not a huge commitment but needs help.

Promotions Division Report

Padres – La Jolla Day, Brad Dwight wanted to thank everybody for coming out. Gave check back to LJVMA from tickets. Drawing for suite from companies that bought. Marengo won suite. Looking forward to repeating next year. 754.00 back to Clean La Jolla.

Pillage the Village Chow/ Berwin stated a little behind. Chow said posters are being finished up, Chow is printing. He has received calls from merchants wanting to take part. We were approached by La Jolla Rec Center to team up. REBA is onboard and so is Gepettos. Would love some help to distribute posters. Time of event is 3-6. Asked media present to support the event and publish poster. No merchant is excluded. Warwick asked about doing a dog contest.

Fortune discussed Holiday Festival of Lights, and presented information on the upcoming competition. Wants to get village all lit up. Winners will receive some sort of trophy. Will announce winners at January board meeting. Krasner referenced the events throughout Europe and feels it will give La Jolla an opportunity to really make a statement. Will hopefully attract more shoppers into the village.

Economic Development Division Report

Grand Opening Report Chow had long list of new merchants from the last two months. Reebok and Toms, Allies Pilates, Derma Utopia, El Pescador has re-opened Tuo Sogno and Francesca, Frap House grand opening tomorrow, Salon Cosmopolitan, Trilogy and Village Greens opening soon. Lost Nosh.

Design Division Report

Niebling reported on holiday décor. Working on roofline lights, holiday décor will be set up by Thanksgiving. Bonner asked if there was any expansion over last year. No expansion. Clips and power sources are always a challenge. Nothing new to report on trees. Working with city to make sure trees are maintained and working with Urban Corp to supplement with additional trees.

Warwick reviewed progress on Banner Program launched last month. Great initial response. Great article in La Jolla Light on program. Program has raised 41,800.00 so far. Goal is to keep raising to be able to clean sidewalks for an entire year. Banners are tax deductible. Warwick provided a review of how program works. Sidewalk cleaning bids are being obtained. If extra money is available trash pickup will be addressed as well. Smith asked if we have street sweeping in La Jolla. Marengo asked Allison Don for assistance on this matter. Berwin asked for a report when it's done.

LJUMA BOD Elections

Count is taking longer than usual, many more ballots than prior years. Fortune gave review of process once votes are tallied.

Next Meeting

Marengo announced the next board meeting, November 12, 2014

Marengo adjourned meeting at 10:07am

Dated: November 12, 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'.

Krista Baroudi, Secretary

Motion and second by Smith/Baroudi to approve minutes with added change. Fortune added modification of call to order for annual meeting and then closed due to lack of quorum, then monthly meeting was called to order. Motion passed with 9 yes and 6 abstentions from the new board members.