

Minutes

of the La Jolla Village Merchants Association
Board Meeting – October 09, 2013
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, Phil Coller.

Coller calls to open the annual board meeting. Closes based upon lack of quorum. Back to regular meeting. Quorum met

Roll Call of Directors

Baroudi handles roll call. Nine directors present at roll call. Warwick arrived at 8:36, Smith arrived at 8:38. Kafka, Niebling, Levin and York absent.

Non Agenda Public Comments

Gail Forbes spoke regarding problems with valet attendants on Prospect.

Mike Carey with Bank of America merchant services at La Jolla branch. Wanted to introduce himself to those present, and offer their services.

Billy Borga with Orange Fitness. Opening in three weeks, wanted to introduce himself and the business.

Carol Mills registered complaint against fitness business Fitwall on Fay regarding their use of a microphone and keeping their doors open for all to hear. Fortune suggested a call to the police department. No attempt has been made to contact business or police. Coller also suggested that she contact the police, as well as attend the next La Jolla Town Council meeting.

Approval of Meeting Minutes

Motion and second to approve minutes from monthly BOD August 14, 2013 by Smith/Warwick. Berwin noted that minutes were redundant regarding information provided for the La Jolla Art & Wine festival, paragraph one and two. Paragraph two addresses Concours. Duplicated and should be corrected. Motion passed with the noted correction. Vote of 8 yes, and three abstentions by Baroudi, Berwin and Niebling.

President's Report

Coller mentioned Annual Fall Elections and reminded all to vote. Ballot contains six candidates and one write in. Seven board positions to be filled. Votes will be counted and verified. Candidates will be sworn in at the next meeting, and Coller explained process for next month.

Angela Chin presented information on UCSD Program – Clear & Green La Jolla. Currently launching program, and will be focusing on La Jolla merchants. Will present on earth day 4/22/2014. Working with Copy Cove for printing services. There are already 45 vendors in the village that are green. Fortune will eblast to the merchants. 200.00 fee for consultation, poster, online presence, PR and ribbon cutting ceremony.

Coller reviewed the guana stench situation. Before Filner left office, he authorized treatment for the cove area. The first treatment took place. The second treatment was applied in the last couple of weeks. A report went out recently via the City Council and Lightner's office that the treatment was successful where it was not. We are trying to re-establish communication with the mayor's office. Krasner added that the problem has persisted for quite some time. Filner responded immediately when problem was addressed with him with a temporary solution in May, but this interim step is no longer working. Simplest most direct solution is to remove the fence at some points to give people access. Linay Lewis from Mayor's office was present and will update interim mayor. C. A. Marengo commented regarding meeting with the new lifeguards. Any potential program will need support of the lifeguards to be successful. Coller stressed that problem must be solved.

Julie Bronstein Executive Director of La Jolla Community Foundation. Group is being created as "Partners in Grime." Group will be working on cleaning up the community. Scope of work will include emptying trash cans as often as needed. Also focused on sidewalks and gutters, maintaining tops of trash cans, power washing and wet vacuuming the sidewalks and graffiti and sticker removal. Bronstein is coming to board to seek a motion to support this project. Coller commented that association has been working with foundation for the last two years to get this organized. Funds are coming from residents and not businesses. Group still wants city to maintain their responsibilities to La Jolla in order to keep the streets clean. C.A. Marengo commented that there is already an allowance to access sidewalk without a permit. Deborah Marengo confirmed that there is an existing streetscape agreement with the City of San Diego. Two non-profit groups are ARC San Diego and Partnerships with Industry being bid. Rasmussen voiced support and commented that there are numerous areas without trash cans. A motion was made to support and partner with Partners In Grime with a motion/second by Niebling/Warwick. Motion passed with unanimous support.

LJVMA Office Space

Coller presented information regarding the financial distress of LJMA. Coller proposed a sublet for a portion of the office space. Looking for a motion on this issue. This will not change the front of the Visitor's Center. Presence will remain the same. Sub-Lease tenant would use office space in back, and left window space. Poor response to the advertising screens and we lost 50% of funding from city. A motion and second was made by Lane/Warwick to pursue a sublease as well as pursue other potential fixes. Bonner discussed window rental, Fortune responded that window has not been renting. Berwin commented that cost on monitor rentals should be lowered. Fortune noted that this has already been done. Motion passed with 10 yes and one abstention by Baroudi.

Treasurer's Report

Brady presented review of financials through. 9/30. Files sent by email and will be online with all other financial statements.

Organization Division Report

Marengo updated information for PDO. La Plaza came in for finishes on building, and Estaban Interiors for their renovation work. PDO needs a new member. Lane will take seat.

Coastal Access & Parking. New president can't get quorum. Needs one or two new members. Discussion took place regarding the role of this division.

Traffic & Transportation. Needs a member.

Nothing new for Block Captain Program.

Promotions Division Report

Berwin reported on most recent meeting for LJ Concours D' Elegance. Just moving forward with plans for 10th Concours.

Ann Kerr gave presentation on upcoming La Jolla Christmas Parade on Dec 8th. Currently focusing on fundraising. Needs letter for permits from LJMA. Motion and second by Smith/Chow to provide a letter of support passed with unanimous vote.

Haute La Jolla Nights Nov 16th Julie cannot continue the workload for haute next year. We will need a new volunteer to lead for next year.

Pillage the Village will be happening again this year. Chow provided information for event. Advertising opportunities are available. Kiwanis will sponsor a full page ad the week prior. REBA will be supplying goodie bags in exchange for a canned food donation. REBA is also hosting a costume contest. Geppetto's will donate prizes along with REBA.

Economic Development Division Report

Grand Opening Program report by Chow. Most openings are in design district. Good Will, HQ, California Closets, Orange Theory in November and Estaban Interiors.

Design Division Report

Nothing new to report.

Fortune announced election results in order of total votes. C.A. Marengo, Nancy Warwick, Corey Bailey, Kevin Smith, Justin Stewart, Carol Mills and Billy Bora. Collier announced that new members will be inducted at the next meeting.

Next Meeting

Collier announced the next board meeting, November 13, 2013

Adjourned

Collier adjourned meeting at 10:03am

Dated: 11/13/2013

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/first to approve minutes with noted corrections by Collier by Brady/Berwin. Passed with 9 yes and 5 abstentions.