

Minutes

of the La Jolla Village Merchants Association

Board Meeting – November 12, 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 8:32 a.m. by president, CA Marengo.

Swearing In New Directors

New members of the board were sworn in by Councilmember Lightner.

Roll Call of Directors

Roll call taken by Baroudi. All directors present.

Election of new Executive Officers

New executive officers were voted in. Motion and second by Niebling/Walker nominating Marengo for President. Passed with a unanimous vote. Motion and second by Berwin/Smith nominating Niebling for Vice- President, and motion and second by Burke/Underwood nominating Burke for Vice-President. Niebling won nomination for VP with a vote of 14 yes and 1 no. Motion and second by Marengo/Chow nominating Burke for Treasurer. Passed with a unanimous vote. Motion and second by Chow/Berwin nominating Baroudi for Secretary. Passed with a unanimous vote.

Non Agenda Public Comments

Julio DeGuzman from the city attorney's office gave a review of his office and duties, and the services available to the community. DeGuzman works in the criminal prosecution division.

Berwin introduced Venessa Long with Tejon Perfume. Long will be helping as block captain on Herschel.

Susie and Damien Grafte from Ooh La La are in the midst of expanding amenities for kids as well as their class offerings, will be holding a re-grand opening Dec 27th. They are currently raising money for expansion with a benefit auction. Auctioning off various packages. They also teach adults, and will be adding 15 new classes by January.

Hilary Nemchik, new liaison with Senator Marty Blocks came to offer the assistance of their office and spoke about some of the recent bills passed. 11 out of 12 proposed bills passed. SB850 is a program that will allow bachelor's degrees to be obtained through community colleges. SB911 is a residential care bill increasing a mandatory training increase for caregivers. The bill also addresses no retribution for employees calling 911 in an emergency situation. SB1395 is a rapid beach water quality bill offering immediate testing to a 4 hour window vs a 24-48 hours. Ahearn asked if they had any grant money ☺.

Allison Dodd for Councilmember Lightner's office gave update. Libraries are extending hours. Lightner addressed stay away order and addressed comment on Children's Pool. Lightner explained how the order functions. Rasmussen asked if they were interpersonal, it's on a specific person. It's a very strong order.

Chuck Norris, pastor at Chapel by the Sea, spoke about upcoming holiday events at the church. Earlier this year they hosted a homeless support forum, and will continue to offer this.

Approval of Meeting Minutes

Motion and second by Smith/Baroudi to approve minutes from the monthly BOD October 8, 2014 with one addition by Fortune. Annual meeting was called to order and adjourned for lack of quorum, and then the monthly meeting was called to order. Motion passed with 9 yes votes and 6 abstentions.

President's Report

No executive meeting this month. Marengo and Fortune met with Bob Vacchi, director of Development Services and Mayor Faulconer's office.

Reviewed with Mayor Faulconer how we have increased our revenue stream. Trying to set up meeting with Lightner and Faulconer on a regular basis to keep them updated on La Jolla. Faulconer had just attended a meeting at La Jolla Cove and experienced firsthand how bad the stench was. He is agreeable to motivate and participate in the direction of a monthly spraying. We will keep him reminded of this plan. Spoke regarding some issues related to the PROW, and Marengo asked for a more uniform way of addressing the issues. Marengo suggested that we would manage the PROW and collect fees, or they could get a city permit. Marengo would like to make it a more positive issue. La Jolla should be the same as everyone else. This will be an action item next month. Rasmussen asked about guidelines from other BIDs. Berwin asked for a summary to be provided before the meeting. We will not be "policing" the issue. Guidelines are already established in the PROW for everyone except La Jolla.

Met with Bob Vacchi with Development Services regarding a tighter relationship for La Jolla with the department. Marengo is using Estaban Interiors as an example with all the related issues they have faced with the remodel. Vacchi was very open and receptive to a close working relationship. Talked about sign permits as well, and the fact that many new signs are not within regulation.

Treasurer's Report

Fortune reported on financial reports. Recap year to date, total 88076.73 gross income, includes all BID, grant and assorted income. 82,864.95 in expenses with a net income of 5211.78. This is a huge change between last year and this year. All efforts are paying off.

Organization Division Report

Fortune discussed strategic planning meeting held every year during Dec or Jan meeting. Would like directors to think about subjects and goals for the village... new or improvement on old. Marengo mentioned that sooner is better for the session. Some items were done and some were not from last year. We have always been a bit overzealous on our plan; we need to be a bit more conservative so things will be achieved. Marengo wants us all to think about what we want to do. Session will be held at the December meeting.

All new directors must go through Brown Act training. Liz Studebaker will schedule this. Fortune stresses the importance of this meeting and its guidelines. Fortune gave some examples of important guidelines.

PDO – Chow discussed previous month discussion regarding Monarch Cottages going in where Spa MD was. Large project, working through the requirements, but lots of confusion. When they passed through PDO they asked for certain permissions but seemed to already have permits, they had actually had checked with State regarding the zone usage. Yesterday Deborah Marengo explained requirement for the area and required retail space, they are trying to wipe out our PDO regulations, and it was pulled. Marengo stated disabled housing is good, but really wants the area to become a cultural area with the theater coming in, and wants the area to be revitalized. Recognizes that senior housing is very important. Argument is that this will be a complete residential use. Building will be sealed if the project goes forward.

This month we saw the group working on 76 station, lots of community attended with concerns of a large project on Pearl. Project had commercial on front and residential in back. Residents had traffic concerns as well.

Last item Gambucci moving a couple of doors down.

Coastal Access & Parking – Fortune attended meeting last night. Talking about La Jolla community center shuttle service that they are implementing, looking to maybe partner and bring it into the village. Rasmussen was speaking with Fortune via phone regarding a potential partnership. Not sure it is viable for the way monies are structured. They are still trying to access the funds for transportation in the village.

Traffic & Transportation – Warwick missed last meeting Tom Brady attended, 90 min parking petition discussed and collected signatures for support for the 7700-7900 blocks of Girard. All businesses signed, this was discussed and it was approved and submitted to the city. Fortune said she was at CPA meeting and it had been pulled from the agenda for next month's meeting. Concours and a housing project were also pulled.

Block Captain Report –Smith updated, Pillage was very successful and thanked everyone, Chow made 500 posters, looked amazing. Asking for ideas for January newsletter. Fortune asked that everyone takes the time to speak with merchants as they are walking in the village. Smith noted that a lot don't know about ribbon cutting services, Berwin asked about adding PROW information. Smith suggested that we give Chow some reimbursement money for supplies. Fortune would address. Marengo noted that Smith should redo the map now that we have new members.

PA system – Fortune spoke about issues with prior meetings and not hearing in the back. If there is anyone who understands and can aide in figuring this out. Marengo suggested that maybe we can utilize the one at the Rec Center.

Promotions Division Report

KFMB CBS8 presentation was given by Jeannie Johnson. Johnson is a La Jolla resident of 28 years, and is very passionate about the community. Spoke about what her companies have to offer. Talked about programs that had been used throughout the city, like Old Town co-op and their TV campaign. CBS8 is the number one news station in market. Johnson put together a one sheet information page. Warwick asked about Old Town marketing plan. Coronado has also just started a marketing plan. They do an open and a close with merchants showcasing by choice. Spots would be placed throughout the day. They have two radio stations that can also be utilized as well as their digital platform. With electronic marketing they have the Ability to target by zip code etc.

Concours d' Elegance 2015 information presented by Laurel McFarlane. McFarlane brought printed information for review. 11th year to take place on 4/10 – 4/12/2015. Working with La Valencia to do party once again, also looking to do an after party. Regarding street closures, Friday set up starts at park 8 to 8, Saturday at park is VIP party 5-10pm, set up 8-8pm, Sunday 3am set up, breakdown is between 4-10pm. Park is closed on Sunday and is accessible by ticket only. No parking on Friday on Coast, on Saturday they want to do drive and ride like at Pebble Beach. Walker asked how shops get involved, needs to know sooner vs later because of permitting. Rasmussen asked about response from parks and recreation regarding closures in the park. Spoke with traffic and transportation as well. Regarding street closure on Sunday, gave maps for all three days. Last year was our best year. Octane rated the show as one of the best in the world. Tix are 40.00, 50. Day of... VIP 125., Fri and Sat 150., tour is 195. with lunch. All three for 325. Web is lajollaconcours.com Marengo discussed his business on Coast, every event closes that road. Hurting his business. Talked with Lightner about issue. Would like to see events allow local businesses take part in the event. Would like to see more of La Jolla involved. Would like to try dinner and lunch packages where they can dine at local restaurant and have tickets for event. Smith asked about other domain names. Dorvillier talked about Laurels wealth of information. Needs more support to be able to get into all of these interesting ideas. People can actually ride in cars this year. Motion and second by Smith/Borja to support event. Passed with unanimous vote.

Ahern gave La Jolla Art & Wine Festival recap. Ahern said they want merchants to do well. These events bring a lot of people into the village and it's up to the merchants to take advantage of the event. Tried to stress that merchants need to get involved, and provided examples of some of the things that have been done to date to attract people into the different stores. Ahern noticed that a lot more merchants are taking advantage during the

event. Marengo talked about opportunity to get involved during these events. Merchants Association gave out over 100 visitors guide at our booth during event. 350k net to schools hoping about 40k per school this year. Rasmussen commented that a lot of people were coming into the beer garden with food from local restaurants. 20k made on the new evening event.

Chow and Berwin gave a review of Pillage the Village. Berwin stated the event very successful, and streets were packed this year. Every merchant was on board. Too many merchants to list on poster now. Everyone is now included. Chow up until now the event has been an ongoing community event, as we go into the future he would like to see a handful of sponsors. We might have a potential opportunity. Burger Lounge fed kids for free. Problem for next year, event will be on Saturday. Maybe hold on Friday after costume parade. Feedback from parents was that the environment is safe. Even parents are dressed up. Borja spoke about how his business has benefitted.

Fortune spoke about the holiday lights contest and merchant's involvement in the competition. Will start Thanksgiving through New Year's Eve.

Economic Development Division Report

Grand Opening Report given by Chow. Buddy Yoga on second floor above Girard Gourmet, Frap House from last month. Openings are outpacing the closings. Big change with merchants and the hope is that economy is improving. It seems easier to get merchants involved.

Design Division Report

Niebling reported. Lights should be up by Thanksgiving. They were able to find additional funding to introduce tree light wrapping on Prospect. Niebling wants to wrap around corner onto Torrey Pines. Anyone who wants lighting can help implement on a self-funding basis

Warwick reviewed progress on Banner Program launched last month. 44k has been raised and cleaning program has begun. Girard and Prospect is currently being cleaned. Not enough revenue to clean monthly, just quarterly right now. Going to Town Council tomorrow and has gone to Rotary to promote project. Banners are going up December 1st. Needs additional help with promoting program. Anyone can purchase a banner, not just businesses.

Next Meeting

Marengo announced the next board meeting, December 10, 2014

Marengo adjourned meeting at 10:07am

Dated: December 10, 2014

A handwritten signature in black ink that reads "Krista Baroudi". The signature is written in a cursive, flowing style.

Krista Baroudi, Secretary

Motion and second to approve minutes without change by Berwin/Dorvillier. Motion passed with unanimous vote and no abstentions.

