

# Minutes

of the La Jolla Village Merchants Association  
Board Meeting – November 14, 2012  
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 8:10 a.m. by president, Phil Coller.

## **Roll Call of Directors:**

All Directors present.

## **Swearing in new BOD**

Lorna York and Michael Soleri were sworn in as new board members by Coller.

## **Election of New Officers**

Claudette Berwin made motion for Phil Coller as President, Egon Kafka seconded nomination. Coller remained President with a unanimous vote. Berwin made motion with a second from Lorna York that Nancy Warwick retain her Vice-Presidency. Warwick remained VP with a unanimous vote. Tom Brady retained his post as Treasurer with a motion by Berwin, a second by Trenton Bonner and a unanimous vote. Krista Baroudi received a unanimous vote after a motion/second by James Niebling/Tom Brady for the post of Secretary.

## **Non Agenda Public Comments**

1. Rebecca Handlesman, Museum of Contemporary Art regarding new exhibition and community event.
2. Claudette Berwin, USO and holiday food collection for military.
3. Egon Kafka regarding Challenged Athletes event results.

## **Approval of Meeting Minutes**

Approval of meeting minutes of Sept 12<sup>th</sup> after correction – It was moved and seconded (Kafka/Krasner) to accept the corrected minutes. Vote taken: Yea's – 6? Nay's – 0; Abstentions – ? (new members). The Minutes were adopted.

Approval of meeting minutes of Oct 10<sup>th</sup> – It was moved and seconded (Niebling/Krasner) to accept the corrected minutes. Vote taken: Yea's – 6? Nay's – 0; Abstentions – ? (new members and Robert Lane). The Minutes were adopted.

## **President's Report**

Coller reported:

1. Permission from PDO to install La Jolla Merchants sign in new location at 1162 Prospect.
2. Email from San Diego Sewer and Water Group regarding construction in the Village.
3. Permissions to complete plans for new location, and plans for sidewalk standards.
4. Associated advisory boards. Tom Brady/Joe Mattibag for Traffic and Transportation, Brady/Kafka/Fortune for Coastal Access and Parking, Ana Palmer/Deborah Morengo/Matt Clifford for PDO.

### **Treasurer's Report**

1. Brady submitted Financial Reports.

Bonner inquired about SBEP and its meaning, which was then explained by Collier. Carryover funds were discussed and explained by Collier. Berwin requested that SBEP not be abbreviated but spelled out on

reports. Kafka questioned the savings amount and how the funds were being utilized. Collier, Brady and

Fortune explained the actual funding figures and structures. Discussions continued. Collier also made mention that this is an open book organization, and all records are available for review.

### **Organization Division Report**

1. Collier reviewed division board committees and their functions and current status. Parking program for employees was discussed. Valet parking was discussed and Collier pointed out that all valet parking in La Jolla is public.
2. Fortune reviewed status of Visitors Center. Meetings are being held with ConVis staff, and contracts for advertising are being converted. Build out should start in the coming week. Numerous services have been donated. There is still a need for cash donations. Collier referenced the difference in cost for the new space, and how the cost would be covered, including a grant from the city, and the advertising revenue from the ConVis space as of Jan 1. New space will hold eight times the promotional space. Organization will be transitioning from one full time employee and one part time employee to 20 volunteers and four more part time employees. By Jan 1, 2013. Contributors will be mentioned on a plaque in the new center.
3. Collier discussed issue of smell at the Cove. Collier has communicated with several officials regarding this issue. Problem has now become a public health issue. Collier referenced finding a "champion" for this issue, and being involved with the current legislation. Issue must be solved.
4. Smith presented block captain review. Currently working with Lydia at Wells Fargo, passing out fliers during walkarounds. Fliers went out regarding lighting program on upper Girard. Lights for holiday will go up after Thanksgiving. Warwick and Bonner both offered to help on this project. Warwick will organize contact lists via email.

### **Promotions Division Report**

1. Fortune reviewed LJ Map information. Sales for map have been completed. Meeting with designer for layout. All monies need to be collected.
2. Fortune reviewed Farmers Insurance Open. Will be attending press event on December 3<sup>rd</sup>. Parking and shuttle in place for weekend only. Banners will be hung welcoming attendees.

### **Economic Development Division Report**

1. Grand Opening Chair report – update by Leon Chow. Businesses welcomed this month were O'Hana Café, Culture Cove and Breakaway Cycle.
2. Collier announced that Claudette Berwin will head the associate membership drive.

### **Design Division Report**

1. Belvedere project has two volunteers to help transition from concept to actual plan, Bill Berwin and Mark Krasner. Coller and Fortune will be meeting with the ten landowners affected. Fundraising will begin on Jan 1 in conjunction with the Visitors Center soft opening. Proposed start date is 09/13 with a finish of Spring Break 2014.
2. Niebling provided update on trees going in where eucalyptus trees were removed. Benches are being repaired. Holiday décor roofline lighting reviewed.

### **Next Meeting**

Coller announced the next board meeting, December 12, 2012

### **Adjourned**

Coller adjourned meeting at 9:35 am

**Dated: 12/12/12**

A handwritten signature in black ink, appearing to read "Krista Baroudi". The signature is written in a cursive, flowing style.

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**Krista Baroudi, Secretary**

Minutes approved with one correction.