



***La Jolla Village Merchants Association  
Executive Committee 2015—2016:***

Claude Anthony Marengo	President
James Niebling	Vice President
Paul Burke	Treasurer
Claudette Berwin	Secretary
Sheila Fortune	Ex-Officio & Executive Director

***Entity Incorporated:***

*A non-profit business association formed in January 2011 with experienced professional stakeholders at the helm, and a team of skilled partners on deck.  
LJVMA signed a contract with the City of San Diego in May 2011 to manage the La Jolla Village BID.*

***Vision Statement:***

The vision for La Jolla Village Merchants Association (LJVMA) is to build consensus in the Village and re-establish La Jolla as a vibrant, prosperous community.

***LJVMA/LJBID District:***

Neighborhood: La Jolla Village

Boundaries: Eads to Ivanhoe, Ocean to Pearl Street to La Jolla Boulevard with various extensions beyond these streets

Number of Blocks: 30

Number of Businesses: 1335 +/-

***Board of Directors—November 11, 2015 – October 31, 2016***

BOD (Officer Term)	(Board Term)	Company Name	Address
Elsie Arredondo	(2016 x 1)	Monarch Fine Art of La Jolla	7629 Girard Avenue
Krista Baroudi (Sec x 3)	(2016 x 2)	The World Around You	7660 Fay Avenue, #822
Claudette Berwin (Sec x 1)	(2016 x 3)	Gallery Properties	7861 Herschel Avenue
Paul Burke (Treasurer x 2)	(2016 x 1)	PSB, Inc.	1295 Prospect Street
Leon Chow	(2016 x 3)	C&H Photo	7720 Fay Avenue
James Niebling (VP x2)	(2016 x 2)	Esteban Interiors	7605 Girard Avenue
Terrence Underwood	(2016 x 1)	Grande Colonial	910 Prospect Street
Richard Walker	(2016 x 1)	Richard Walker’s Pancake	909 Prospect Street
Nancy Warwick (VP x3)	(2017 x 3)	Warwick’s	7812 Girard Avenue
CA Marengo (Pres x3)	(2017 x 2)	Marengo Morton Arch	7724 Girard Avenue, 2 <sup>nd</sup> Floor
Michael Dorvillier	(2017 x 2)	Symbio Financial	7825 Fay Avenue, Suite 110
Adam Barno	(2017 x 1)	Dick’s Liquor & Wine	737 Pearl Street
Brett Murphy	(2017 x 1)	La Jolla Sports Club	7825 Fay Ave, Suite 160
Ike Fazzio	(2017 x 1)	San Diego Fly Rides	1237 Prospect St, Suite X
Christophe Cevasco	(2017 x 1)	Eddie V’s	1270 Prospect Street



## Economic Development

Through economic restructuring, we can show you how to strengthen your community's existing economic assets while diversifying its economic base. Successful communities accomplish this by evaluating how to retain and expand successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Many programs also achieve success through creative reuse of historic properties. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers while maintaining the community's historic character. *From PreservationNation.org*

### ***Day-to-Day Economic Restructuring Activities***

- . Hold meetings to analyze data, develop strategies, measure progress, and brainstorm activities.
- . Visit business people to get their ideas, find out how they and their businesses are doing, and update them on strategic plans.
- . Meet with the media to answer questions, provide fresh news, or gather data.
- . Coordinate groups to conduct surveys or meet with potential business prospects.
- . Meet with financiers to develop incentive programs and identify sources of capital for building rehabs and business expansions.
- . Work with realtors, developers, and property owners to plan real estate improvement projects.

### ***Economic Development Sub-Committees***

**Ribbon Cutting, Leon Chow - Chair**

**New Merchant Development, Elsie Arredondo - Chair**

- Ike Fazzio

- Christophe Cevasco

**Public Right of Way (PROW) Management, Claude Anthony Marengo/Sheila Fortune - Co-chair**  
(Income Producing)

**Associate Memberships, Sheila Fortune - Chair**  
(Income Producing)

**Block Captain Program, Brett Murphy - Chair**

#### **Zone 1**

Christophe Cevasco

Ike Fazzio

Sheila Fortune

#### **Zone 2**

Krista Baroudi

Claudette Berwin

#### **Zone 3**

Brett Murphy

Michael Dorvillier

Nancy Warwick

Richard Walker

Terry Underwood

#### **Zone 4**

James Niebling

Elsie Arredondo

Claude Anthony Marengo

#### **Zone 5**

Adam Barno

Paul Burke

Leon Chow





## Organization

*Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. The most effective programs get everyone working toward the same goal. With this level of collaboration, your program can provide effective, ongoing management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders. From PreservationNation.org*

## ***La Jolla Community Boards—Committee Members***

### **La Jolla Coastal Access & Parking (LJCAP)**

- Deborah Marengo, President
- Sheila Fortune, Treasurer/Program Manager
- Mark Krasner, VP

### **La Jolla Planned District Ordinance (LJPDO)**

- Deborah Marengo
- Paul Burke
- Terry Underwood

### **La Jolla Traffic & Transportation (LJT&T)**

- Nancy Warwick
- Corey Bailey

### **TMD Sub Regional Marketing (TMD)**

- Terry Underwood

## ***Organization Sub-Committees***

### **Public Right of Way (PROW) Management, Claude Anthony Marengo/Sheila Fortune**

(Income Producing)

### **Associate Memberships, Sheila Fortune**

(Income Producing)

### **Executive Committee**

#### ***Claude Anthony Marengo - President***

LJVMA Spokesperson

Planning/Management

Mayor Liaison - The Cove Smell, Improvement of City Services

La Jolla BID Representative

#### ***James Niebling—Vice President***

Planning/Management

Fill-in for President

Prepares for Presidency Position

#### ***Paul Burke - Treasurer***

Annual Audit/Taxes Committee

Monthly Financial Reports

Annual Budget

#### ***Claudette Berwin - Secretary***

Recording of Minutes

#### ***Sheila Fortune - Executive Director***

Political Liaison - City of San Diego

San Diego BID Council Delegate

San Diego BID Council - Projects Committee Member

LJBID Daily Operations and City of San Diego Contract Compliance & Implementation

LJ Coastal Access & Parking - Treasurer/Program Manager

LJVMA Implement Operations for all Daily Business Matters

Spokesperson for LJVMA

Continuity LJVMA Educator and Leadership for all incoming Directors

Record keeping and non-profit compliance oversight





## Promotion

*Promotion takes many forms, but the goal is to create a positive image that will renew community pride and tell your Main Street story to the surrounding region. The techniques we teach, and the variety of tools at your disposal, will help to rekindle the vitality of your community. Promotions communicate your commercial district's unique characteristics, its cultural traditions, architecture, and history and activities to shoppers, investors, potential business and property owners, and visitors. From PreservationNation.org*



## Promotions Sub-Committees

Sheila Fortune - Chair

**Marketing, PR, Social Media, Events, Website Design & Update,  
Quarterly Merchant Mixers**

Rita Moore, La Valencia—Committee Chair Volunteer

**Marketing Collaborative Educational Seminars**

Sheila Fortune - Liaison

### Events - Community Support - no direct revenue to LJVMA

Concours d' Elegance April 2016

-Michael Dorvillier - Event Chairman

-Claudette Berwin - Party Co Chair

Saturday Night Event, Community Relations

### Signature Events - Income Producing

Farmers Insurance Open

January 2017 week

La Jolla Tournament of Chefs

TBD 2016

Padres' La Jolla Day

TBD 2016

Fashion Week San Diego

October 2016

So Fine on Kline

November 2016

Sheila Fortune - Liaison

La Jolla Art & Wine Fest

October 2016

### Joint Venture - Kiwanis, REBA, LJVMA

Leon Chow, Claudette Berwin - Co Chairs

Pillage the Village

October 2016

Krista Baroudi - Chair

Village Haunted House

October 2016





## Design

*Design means getting La Jolla into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors while preserving a place's historic character. Successful BIDs take advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Popular design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning. From PreservationNation.org*



## *Design Sub-Committees*

### Design

Richard Walker - Chair

Sidewalk & Landscaping Program

Holiday Décor

LJ Community Plan

Tree Program

Hanging Baskets

### *Committee Members*

-James Niebling

-Esteban Lopez

-Nancy Warwick

-Sheila Fortune

-Rebecca Soechtig (Merchant Volunteer)

### Sparkle & Shine Banner Program (Administered through La Jolla Town Foundation for 501(3)c)

Nancy Warwick - Chair

### *Committee Members*

-James Niebling

-Esteban Lopez

-Richard Walker

-Sheila Fortune

### LJVMA Banner Program

Nancy Warwick - Chair

### LJVMA Memorial Bench Program, TBD - Chair

### Belvedere Project, TBD - Chair

Promenade at Prospect Street Closure between Herschel & Girard

### Storefront Improvement Program, TBD—Chair