

**Agenda**  
**La Jolla Village Merchants Association**  
**Board Meeting**  
**La Jolla Woman's Club**  
 715 Silverado, La Jolla, CA 92037  
 Wednesday, March 14, 2012 8:30 a.m.

8:15 a.m.	<b>Set up venue, Sign in, socialize</b>	
8:30 a.m.	<b>Call to order</b>	Phil Coller
	1 Please silence cell phones	
	2 Thank You—Woman's Club	
	3 Thank You—Brick & Bell (coffee & pastries 100% donation)	
	4 Sign In Sheet--Need for City Reimbursement Packet	
8:31 a.m.	<b>Roll Call</b>	Debbie Newell
8:33 a.m.	<b>Approval of Minutes of February 8, 2012</b>	Phil Coller
8:36 a.m.	<b>Non Agenda Public Comments</b>	
8:39 a.m.	<b>Presidents Report</b>	Phil Coller
	1 Info only--LJVMA Volunteers	
	2 Info only--Executive Director's Priorities & Compensation	
	3 Info only--Vacant Board Seats	
	4 Info only--Distaster Preparedness	
8:44 a.m.	<b>Treasurer's Report</b>	Tom Brady
	<b>Committee Reports</b>	
	<b>Organization</b>	
8:48 a.m.	Motion--By Laws Revisions--item by item	Scott Levin
9:05 a.m.	Info only--Purchasing Protocol (see handout)	Tom Brady
9:07 a.m.	Motion--Associate Membership--Establish a program	Scott Levin
9:09 a.m.	Motion--Board Themes (see handout)	Phil Coller
9:10 a.m.	Info only--Strategic Plan--2012 Financial Worksheet	Phil Coller
9:12 a.m.	Info only--Email Etiquette (see handout)	Debbie Newell
9:14 a.m.	Info only--Who Drafts It? (see handout)	Phil Coller
9:17 a.m.	Info only--Printing & Mailing House Educational Tips	Derrick Williams
	<b>Design</b>	
9:20 a.m.	Info only--Newly formed committee--Introductions & Committee Structure	James Niebling
9:25 a.m.	Info only--Short term and long term goals, Fix the Dip (see model & old rendering)	James Niebling & Jim Alcorn
	<b>Promotions</b>	
9:35 a.m.	1 Info only--Website update	Robert Lane
9:40 a.m.	2 Motion--Wells Fargo contract	Phil Coller
9:42 a.m.	3 Motion--Historical Society contract (Concours D'Elegance)	Phil Coller
	4 Motion--Ratify the Film Festival contract	Michelle Lerach

9:44 a.m. 5 Info only--80% approval rating by 'Directly Affected Members' for all events Phil Coller

9:46 a.m. 6 Info only--Haute La Jolla Nights Julie Matibag

### Economic Development

9:50 a.m.	1	Info only--Save The Post Office--progress report	Tom Brady
9:52 a.m.	2	Info only--LJVMA to produce valet parking survey on Prospect--progress report	Tom Brady
9:56 a.m.	3	Info only--Opening new businesses in LJ Village	Adolpho Fastlicht
9:58 a.m.	4	Info only--La Jolla Leader's Reception	Phil Coller

### Upcoming Board Meetings

10:00 a.m.		Board Meeting, Wed, April 11, 2012 Cuvier Club	Phil Coller
10:00 a.m.	<b>Adjourn</b>	Remember to turn cell phones back on	Phil Coller

The Board may take action on any item on the agenda unless it is noted as being an "Information Only" Item. If a Sign Language Interpreter, aids for the visually impaired, or Assisted Listening Devices (ALDs) are required, please contact the LJVMA at 858.480.7645 at least five work days prior to the meeting date to insure availability.