

## **Minutes**

Of the La Jolla Village Merchants Association

March 14, 2012

La Jolla Woman's Club, 715 Silverado Street, La Jolla, CA 92037

### Board Meeting

#### **Call to Order:**

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:30 a.m. by President, Phil Coller

#### **Roll Call of Directors:**

Present were board members: Claudette Berwin, Tom Brady, Kate Brainard, Leon Chow, Phil Coller, Egon Kafka, Robert Lane, Michelle Lerach, Debbie Newell, James Niebling, Kevin Smith, Nancy Warwick

Of those in attendance:

Leon Chow, arrived late at 8:41a.m.

Absent were:

Scott Levin

Also in attendance based on sign in sheet and by visual observation but not inclusive of all attendees: Vicky Mallot, Carol Cross, Charlie Martin, Julia Mafiba, Alex De Rosa, Adolfo Fasticht, Eric Lund, Janay Kruger, John Weinstein, Sean Thamihan,

12 members were present to have the required quorum

#### **Approval of the Minutes**

Approval of meeting minutes for February 8 2012 Board Meeting. It was moved and seconded (Brainard/Brady). Yea's-12; Nay-0; Absent-0, Abstentions-0. The minutes were adopted

#### **Non-Agenda Public Comments**

Howard Singer: He is moving the event to the block between Kline & Silverado on Girard Avenue. He requested to be on the agenda for the April Board Meeting for his Nuts 4 Cars Event. Coller requested Singer to obtain special event paperwork at least 1 week prior to April Board Meeting. Singer stated he is asking approval of LJVMA for his event.

#### **President's Notes:**

1. Anthony Scoma DDS: Coller announced that he has resigned. The board now has 13 Board members
2. La Jolla Leader's Reception: Coller stated there is a private event tonight with approximately 50 property owners and other influential leaders in La Jolla to discuss and focus the economic development of La Jolla
3. Disaster Preparedness: Coller said that we need volunteers

LJVMA Board Meeting-Minutes 3.14.2012 APPROVED (2).doc

## **Treasurer's Report**

Brady submitted financial reports ending the period of February 29, 2012. Copies were handed out to all board members

## **Committee Reports**

### **Organizational Division**

1. **Bylaw Revisions:** Collier explained the process on voting and ratifying bylaws. Bylaws will be finalized at April Board Meeting. Voting then took place as follows as shown in bylaw revision as distributed to BID members:
  - a. **Article III, Section 2, Associates:**  
Motion: It was moved and seconded(Berwin/Brainard). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed
  - b. **Article V, Section 1, Annual Members' Meetings:**  
Motion: It was moved and seconded(Brainard/Brady). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed
  - c. **Article VI, Section 8, Inspector of Elections:**  
Motion: It was moved and seconded(Kafka/Niebling). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed
  - d. **Article VII, Section 3, Term:**  
Lane made a comment that the wording is not clear with "staggered" with one-year intervals. Collier commented he will look at this  
Motion: It was moved and seconded(Lerach/Brainard). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed
  - e. **Article VII, Section 10, Voting:**  
"on hold" until April Board Meeting-wording needs to be reviewed
  - f. **Article VII, Section 13, Removal of Directors:**  
Motion: It was moved and seconded(Kafka/Newell). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed
  - g. **Article VII, Section 15, Mandatory Brown Act Training:**  
Berwin requested verification turned in to the Board on attendance  
Motion: It was moved and seconded(Lerach/Brady). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed
  - h. **Article VIII, Section 1, Officers:**  
Motion: It was moved and seconded(Lane/Chow). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed
  - i. **Article IX, Section 1, Regular Committees:**  
Motion: It was moved and seconded(Berwin/Warwick). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed
  - j. **Article X, Section 3, Amendment:**  
Motion: It was moved and seconded(Claudette/Newell). Yea's-11; Nay-0; Absent-0, Absentions-1 (Lane). The motion was passed
  - k. **Article X, Section 9, Decorum:**  
Motion: It was moved and seconded(Brady/Niebling). Yea's-11; Nay-1(Kafka); Absent-0, Absentions-0. The motion was passed

2. Purchasing Protocol: Brady discussed and shared handout on protocol dated 5.2.11
3. Email Etiquette: Collier mentioned handout on best practices dated 3.13.12
4. Who Drafts It: Collier mentioned handout on best practices dated 2.15.12
5. Printing & Mailing House Educational Tips: Derrick Williams provided information on ideal time line for mailing large mailings. Ideal is 10 days for 1250 pieces.

### Design Division

Niebling spoke and stated that there are now 3 co-chairs: Niebling, Alcorn and Kafka

There are 9 people currently in this division including Rik from MOS and Ana Palmer

Their top priorities are:

1. Flower Program
2. The Dip

Jim Alcorn presented his solution with drawings, model and handout. He asked for a vote for the support of his plan presented.

Collier requested a motion for The Dip solution at the April Board Meeting

### Promotions Division

1. Website: Lane updated on the website. Banners are available
2. Wells Fargo Contract: Collier asked for a Motion to accept the Wells Fargo contract for \$25,000 for Concours D'Elegance with La Jolla Historical Society.

Motion: It was moved and seconded(Lerach/Smith). Yea's-12; Nay-0; Absent-0, Absentions-0. The motion was passed

3. 80% approval rating by Directly Affected Members: Collier stated this is required for all events
4. Haute La Jolla Nights: Julie Matibag spoke about her ideas
  - a. Goal is to bring traffic to La Jolla
  - b. Start in June
  - c. Ways to Bring Foot Traffic
    - i. Promotions
    - ii. Live Music
    - iii. Have Galleries, Merchants, other retailers open until 9pm

### Economic Division

1. Save Our Post Office: Brady gave an update on status
2. Valet Parking Survey:

Brady provided update on the meeting that occurred with the three main valet companies in the Village: Sunset, Ace, Grand

A survey will be conducted by LJVMA on Prospect from Cave to Herschel

- Coller commented the meeting was very positive as the valet companies want to cooperate
3. New Businesses in La Jolla Village: Adolfo Fastlicht spoke about 1020 Prospect St that he is negotiating to buy and convert to a modern hotel with 60 rooms. Part of Auberge Solage Group. Need to modify PDO to have additional hotel rooms approved.

**Upcoming Board Meeting**

- Board Meeting: April 11, 2012, 8:30 a.m.
- Location: Cuvier Club

The meeting adjourned at 10:12 a.m.

**Dated: Approved April 11, 2012**



---

**Debbie Newell, Secretary**