

Minutes
of the La Jolla Village Merchants Association
Monthly Board Meeting – March 13, 2013
Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037

Call to Order

Coller called meeting to order at 8:33am.

Roll Call

Roll call taken by Baroudi. Absent: Chow, Niebling, and Lane. Warwick arrived at 8:45, all others present.

Non Agenda Public Comments

No comments made by public.

Approval of Minutes

Coller requested approval of minutes for the monthly BOD February 13, 2013. A motion/second was made by Krasner/Bonner. Minutes were approved with unanimous vote and one abstention by Kafka with no changes.

President's Report

Coller gave update on Cove stench. He has had conversations with the city and is confident the issue will be resolved, but unsure as to whether it will be done before the summer season.

Community Enhancement Grant Resolution was discussed by Coller. Fortune will submit grant materials for resolution. Coller asked for motion/second to submit, and was made by Kafka/Berwin. Action passed with unanimous vote.

City of San Diego EDTS Grant Information presented by Coller and Fortune. Grant submitted and has passed first round. The next step is a meeting to be held on 4/5/13 for questioning and review by a selection committee. Applicants will be rated by point process. LJMA applied for 48k. This was the grant ConVis was working on. Panel is made up of is tourism specialists. Coller feels we have good chance to receive funding.

Presentation made on behalf of Donor Nation by Kimberly Hansen, VP of business development and Dana Williams, VP of marketing. Local San Diego for profit startup launched 01/13, that focuses on online philanthropic relationships between businesses and schools. Organization is currently working with Muirlands Middle School. Their web based platform allows community to directly support schools through purchases. Requesting to be included in newsletter. No fee to business or schools. Donor Nation makes 6% off donated amount. Donated percentage is set by individual merchant. www.donornation.org Coller will set up vote for support for next month. Coller suggested that they review paid advertising options available through the center.

Treasurer's Report

Financial reports Information presented by Brady. Supplied and reviewed current financials, balance, P&L, cash disbursements, and transaction detail. Question posed regarding accrued payables not being shown. Coller commented that there are no accruals. Bonner asked what fiscal year is, and was told July 1-June 30 fiscal. Bonner suggested it should be mentioned on financials. Coller reminded that all accounts are available online, and accountant is in office for questions.

Organization Division Report

Marengo not present for update on PDO. No update to give, no meeting was noticed so no meeting was held.

Coastal Access & Parking Information given by Kafka. Meeting held but did not have quorum but did discuss organization issues. Discussions were still held with Smith about shuttle. Funds have been raised for one shuttle. Still seeking funding to expand project. Kafka suggests further survey, and is hoping for quorum at next meeting.

Traffic & Transportation Information provided by Brady. La Jolla Planning Association meeting approved motion to move two green spaces from Herschel to Prospect with a vote of 12-1. Hopefully this will be finalized in the next 4-5 weeks. Discussion took place regarding the configuration of the remaining spaces on Herschel.

LJV Info Center Information update given by Fortune. Advertising packet has been completed, and was dispersed last week. Interest in advertising is high. Still needs money to finish build out, and buy balance of supplies. 3/14/13 is tour day for local merchants to visit center. Official opening is slated for 4/15/13. Ordering racks for advertising today. Fortune stated that the revenue from the advertising monitors cover rent and overhead.

Block Captain Program report by Smith. Flier went out last week with three items. Also handed out posters for Concours. Bonner stated that he is getting a great response from the merchants. He also feels it's a great way to be an open ear for association. Warning went out to merchants about signage. Berwin stated she is receiving great feedback as well.

Promotions Division Report

Locale Magazine presentation by Mike Smith, associate publisher. Magazine gave LJMA a complimentary ad in magazine. Locale is a coastal luxury magazine launched here in December. It is a quarterly magazine, focused on restaurants and local business. Company also has large website, and is a leader in social media. San Diego is their number one city right now. Company is currently located in Orange County, and is looking for SD offices. They would be happy to be media sponsor for LJMA events. Publication is free, new issue will drop on Friday.

Concours d' Elegance information provided by Berwin. All aspects very busy right now. Magazine Octane in England named The LJ Concours as one of the top three events to attend for car enthusiasts. Fiat located at center and farmers market for raffle. VIP parties Sat and Sunday. Berwin trying to stay within the Village for event support, as LJMA does not support restaurants outside the bid. Still needs auction items. Info center is selling tickets for event and raffle tickets for the Fiats.

No new information on Haute La Jolla Nights, Matibag not present. Fortune commented that events are slated and being planned throughout the year. Fortune will supply schedule of events at a later date.

Economic Development Division Report

No report by Chow on Grand Opening Program, Chow absent. Fortune and Collier discussed future of Jacks Restaurant location. Fortune has seen plans for mixed use. Amaya La Jolla supposed to open this month. Lots of local businesses are moving locations to lower rents.

York had nothing to report on New Businesses Program.

Fortune reviewed applications from Sign Distinction and La Jolla Kayak for associate membership. Berwin questioned the fact that Sign Distinction is located outside the 92037, and whether they qualify. Discussion regarding requirements for membership took place. Kafka voiced concern about watering down "brand" of LJ. Sign distinction application was tabled by Collier for next month's agenda. Will put membership requirements on next agenda for discussion and review. A motion/second by Berwin/Baroudi was made to accept LJ Kayaks application for membership. Motion was passed with unanimous vote.

Design Division Report

No update on Trees, Plants, Benches Information, Niebling absent. Fortune reported that new magnolia on Herschel is in and yellow taped benches are being refinished.

Coller updated on Prospect Street Corridor project. Committee interviewed four design groups. All were good, one stood out with concept and message. Before next meeting, selection committee will recommend group to the board. Project could have major impact in La Jolla. Project could potentially be a 150k commitment. Area being addressed runs from Haagen Dazs to La Valencia.

Coller briefly spoke about Belvedere project. City may have given update on permitting. Timing on this project should be taken into consideration in relation to Corridor project. La Jolla Village Community Enhancement District could be utilized.

Adjourned

Coller adjourned meeting at 10:01am. Next meeting to take place on Wednesday, April 10, 2013.

Dated: April 10, 2013

A handwritten signature in black ink, appearing to read "Krista Baroudi". The signature is fluid and cursive, with a large initial 'K' and 'B'.

Krista Baroudi, Secretary

Motion to approve with a motion/first by Brady/Warwick. Minutes approved with no corrections, by a vote of 10 yes, 1 abstention.