

Minutes

Of the La Jolla Village Merchants Association
May 9, 2012
Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037
Board Meeting

Call to Order:

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:31 a.m. by President, Phil Coller

Roll Call of Directors:

Present were board members: 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, those that arrived late:
Kevin Smith at 8:35 a.m.; Leon Chow at 8:39 a.m.

Absent were:
Claudette Berwin, Scott Levin

Also in attendance based on sign in sheet and by visual observation but not inclusive of all attendees: Mary Soriano, Andrea Dahlberg, Marla Darenzo, Esteban Lopez, Jonathan Gueucera, Sharon Jones, Renee Kenegy, Carol Cross, Lauren Brunelle, Karine Kaczynske, Kathy Vaca, Ashley Goodin

11 Board members were present to have the required quorum

Approval of the Minutes

Approval of the meeting minutes for May 1, 2012 Special Board Meeting. It was moved and seconded (Brady/Brainard). Yea's-11; Nay-0; Absent-0; Abstentions-0. The minutes were adopted.

Approval of the meeting minutes for April 11, 2012 Board Meeting. It was moved and seconded (Lane/Brainard). Yea's-11; Nay-0; Absent-0; Abstentions-0. The minutes were adopted.

President's Report:

Rosemary Murrieta: Coller commented that on May 3rd she left the Executive Director position. Sheila Fortune will serve as the Interim Executive Director. The process to find a new Executive Director may take 3-4 months.

La Jolla Town Council New President: Coller mentioned that Cindy Greatrex was named as new President.

Treasurer's Report

Financial Reports: Brady submitted financial reports, 4-page document ending the period of April 30, 2012. Copies were given to all board members.

Non-Agenda Public Comments

Marla with Reach Local introduced herself and Reach Local program.

Committee Reports

Promotion Division

1. Website Update: Lane updated. 30 merchants were added in the last 2-3 weeks. Events added to the calendar-request for more to be submitted to LJVMA.
2. Haute La Jolla Nights: Niebling updated. 65 Merchants to date participating. June 9, July 21, Sept. 15.
3. La Jolla Art & Wine Festival: Andrea Dahlberg and Sharon updated. Oct 13 & 14. 20,000+ people, free this year. Ad insert for merchants for UT, LJVMA EBlast through Lane.
4. San Diego Film Festival: Collier updated. Gus Van Sant main figure. MCASD-La Jolla main location. Planning screening at Scripps Park.

Organizational Division

1. Block Captain: Smith updated that there are currently 16-18 volunteers with Wells Fargo. Two weeks ago volunteers collected phone numbers, emails and provided information on website to merchants in the BID. The spreadsheet with information will be provided to Fortune. Collier commented that we have difficulty reaching the approx. 1250 merchants to communicate.
2. 501(c)3: Collier updated on progress to obtain 501(c)3 status for LJVMA. The La Jolla Foundation offered LJVMA over \$100k. To avoid issues we are looking to set up our organization as 501(c)3.
3. Associated Membership: Collier provided information. Board would approve each membership, each month. This is important as there are already a number of people requesting memberships. Any comments to be sent to Fortune.

MOTION at June Board meeting for approval of Associated Membership program presented.

Economic Division

1. Division Chair: Collier discussed the need for chair or co-chairs.
2. Green Team: Lerach shared information on the first community forum for genetically modified foods/GMO on 5/4/12 that was held at Warwick's. Next focus "Green Energy".
3. La Jolla Festival of the Arts: Lauren-PROW Permit.

Motion for PROW permit for La Jolla Festival of the Arts dates leading up to their event. It was moved and seconded (Kafka/Smith). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

4. Grand Openings: Chow updated on grand opening program. Shared packet with photo he gives to new owners at grand openings.

Design Division

1. Flower Program: Niebling spoke regarding "A" priorities for Design Division. Flower Program is one of them. A request for LJVMA to plant ourselves flowers for \$2000 to supplement existing flowers as professional bids have been found to be too expensive for LJVMA budget as they are very expensive. Currently paying Brickman \$775/month, month to month

basis for maintenance only. Kafka stated approx. 120 existing hanging baskets.

Motion to spend \$2000 for LJMVA to supplement flowers on our own.

It was moved and seconded (Kafka/Newell). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

2. Benches: Niebling updated that they currently evaluating the types of wood, if there is a wood that would longer lasting/lower maintenance to switch to.
3. Trees: Niebling spoke that Kafka and Warwick are spearheading the selection of trees to come up with 3 recommendations.
4. Banners: Departure and Smashing Designs have been involved. Requested to have spreadsheet on website of available dates.

Motion to spend up to \$1,200 for LJMVA banner design.

It was moved and seconded (Niebling/Kafka). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

5. The Belvedere: LJVMA will be responsible for directing the functions of The Belvedere regarding construction and installation.

Motion for LJVMA to be the lead organization for The Belvedere.

It was moved and seconded (Niebling/Kafka). Yea's-11; Nay-0; Absent-0; Abstentions-0. The motion was passed.

Upcoming Board Meeting

- Board Meeting: June 13, 2012, 8:30 a.m.
- Location: Cuvier Club, 7776 Eads Ave, La Jolla

The meeting adjourned at 9:58 a.m.

Dated: Minutes approved June 13, 2012



Debbie Newell, Secretary