

Minutes

Of the La Jolla Village Merchants Association

Annual Meeting - October 10, 2012

Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037

Call to Order Annual Meeting:

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:30 a.m. by president, Phil Coller. Coller indicated that there were not enough members present to conduct the meeting and closed the Annual Meeting.

Call to Order Regular Meeting:

Coller called to order Regular Meeting at 8:31 a.m.

Roll Call of Directors:

Present were: Claudette Berwin, Tom Brady, Leon Chow, Phil Coller, Egon Kafka, Michelle Lerach, Scott Levin, Kevin Smith, Nancy Warwick

Absent was: Robert Lane

Arriving After Roll Call: James Niebling, 8:50 a.m.

Also in Attendance (Based on the sign-in sheets and visual observation, but not inclusive of all attendees) Sheila Fortune, LJVMA Executive Director, Jason Melville, Krista Baroudi, Trenton Bonner, Esteban Lopez, Julie Matibag, Patrick Ahern, Reverend Chuck Norris, Erin Demorest, Kathy Sciarrino, Doug Lee, Kristen Hollingsworth, Mike Dorvillier, Mark Krasner, Ann Kerr Bache, Shayne Gardner, Timothy Schenck, Kathy Hatch, Thomas Nobles, Clair Thelin, Eric Lund – SD Con/Vis, Warren Simon – BID Council, Mariam Sulaiman

Public Comments

1. Eric Lund – SD Convention & Visitor Bureau
2. Tom Brady – Change.org to sign petition to help support bird stench clean-up
3. Tom Nobles – LJ Professional building – Counseling Clinics of LJ opening

Approval of Special Meeting Minutes

Approval of Special Meeting Minutes of October 2, 2012 – It was move and seconded (Warwick/Brady) to accept the Minutes as presented. The question was called and the vote taken: Yea's – 9 Nay's – 0; Absent – 1; Abstentions – 1 (Kafka not at meeting). (Absent – Lane). The Minutes were adopted.

Approval of Meeting Minutes

Approval of Meeting Minutes of September 12, 2012 - It was moved but no motion made to accept the Minutes as presented as Kafka noted correction necessary to Minutes. Under Design - \$6,000 addition to Landscaping/Hanging Flower budget is for rest of Fiscal Year. No vote taken until correction made.

President's Report

Coller reported:

1. Letter to Mayor – Adopted Resolution – Lerach read letter. It was move and seconded (Brady/Lerach) to send letter to Mayoral Candidates in regards to bird stench clean-up at the LJ Cove. The question was called and the vote taken: Yea's – 10 Nay's – 0; Absent – 1; Abstentions – 0 (Absent – Lane). The letter adopted.

Treasurer's Report

1. Brady submitted Financial Reports.

2. Brady provided report on Sonnenberg CPA Audit status
3. Brady provided report on LJ Coastal Access & Parking Board: It was move and seconded (Brady/Warwick) to accept fiduciary responsibility already voted on by LJVMA and assist LJCAP with opening a checking account with signers as Dan Allen, President LJCAP and Sheila Fortune, ED of LJVMA. The question was called and the vote taken: Yea's – 10; Nay's – 0; Absent – 1; Abstentions – 0. (Absent – Lane). The authorization to open a checking account with LJCAP adopted.

Organization Report

1. Coller reported Special Meeting and unanimous decision on office space: location is at 1162 Prospect Street, \$9,500/month rent and 2,345 square feet, the lease is signed. Anyone interested in providing services should contact Sheila Fortune.
2. Associate Membership application has been received for Tour Guide Tim. Application provided to BOD for review. It was move and seconded (Coller/Levin) to accept the Associate Membership Application. The question was called and the vote taken: Yea's – 10 Nay's – 0; Absent – 1; Abstentions – 0 (Absent – Lane). The Associate Membership application was adopted.

Promotions Report

1. Concours D'Elegance – Mike Dorvillier presented car show for 2013 asking for LJVMA letter of support. It was move and seconded (Berwin/Chow) to provide letter of support for the 2013 event. The question was called and the vote taken: Yea's – 10 Nay's – 0; Absent – 1; Abstentions – 0 (Absent – Lane). The letter adopted.
2. Christmas in the Village – Ann Kerr Bache presented the December 2012 Holiday Parade asking for LJVMA letter of support. It was move and seconded (Coller/Niebling) to provide letter of support for the 2012 parade. The question was called and the vote taken: Yea's – 10 Nay's – 0; Absent – 1; Abstentions – 0 (Absent – Lane). The letter adopted.
3. Pillage the Village – Leon Chow providing information, Kiwanis Club sponsoring ad for LJ Light, Trick or Treat on 10/31 from 3 p.m. – 6 p.m.
4. Haute La Jolla Nights – Julie Matibag discussed possibility of December event
5. LJ Information Center Map – Julie Matibag discussed advertising opportunities

Economic Report

1. Grand Opening Chair report – update by Leon Chow

Design Report

1. Niebling provided update on Holiday Décor and reducing budget, Trees meeting with Urban Corp and Red Flowering Euclid trees to be replanted, Tree trimming program with Mayor budget openings
2. Niebling provided update on Hanging Flower Basket program and an adjustment in annual budget

Results of New Board Announced

1. Coller thanked all of the current BOD that were termed out for their service and asked for their continued support
2. Fortune announced the results of counted ballots from Elections Inspector – Warren Simon, BID Council
 - a. Phil Coller, Everett Stunz – 61 votes
 - b. Krista Baroudi, La Jolla Cove Suites – 55 votes
 - c. Michael Soleri, Hennessey's Tavern – 51 votes
 - d. Scott Levin, La Jolla Blue Book – 48 votes
 - e. Lorna York, Madison Gallery – 47 votes
 - f. Trenton Bonner, Trenton Bonner Coastal Real Estate – 46 votes
 - g. Leon Chow, C&H Photo – 43 votes

h. Mark Krasner, Blanchard, Krasner & French – 39 votes

Not elected this term:

i. Dr. Jane Reldan – 35 votes

j. Matt Clifford, Wholesome Valley Foods – 33 votes

k. Jeff Michaelson, CPA – 31 votes

l. Kathy Sciarrino, Tuo Sosno – 25 votes

New BOD

1. Swearing In of New Board Members - Warwick conducted the Swearing In Ceremony of the new Board of Directors
2. Collier reviewed BOD commitment expectations
3. Collier reviewed the required Brown Act Training course

Next Meeting

Collier announced the next board meeting, November 14, 2012

Adjourned

Collier adjourned meeting at 10:35 am

Dated: Approved 11/14/12



Sheila Fortune, Executive Director