

Minutes
Of the La Jolla Village Merchants Association
September 12, 2012
Cuvier Club, 7776 Eads Avenue, La Jolla, CA 92037

Call to Order:

The meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 8:30 a.m. by vice president, Nancy Warwick.

Roll Call of Directors:

Present were: Claudette Berwin, Tom Brady, Leon Chow, Egon Kafka, Robert Lane, James Niebling, Kevin Smith, Nancy Warwick

Absent was: Phil Coller, Michelle Lerach, Scott Levin

Also in Attendance (Based on the sign-in sheets and visual observation, but not inclusive of all attendees) Sheila Fortune, LJVMA Executive Director, Andrea Dahlberg, Ray Ellis, Jacklyn Mann, Cristiana Jebran, Joe LaCava, Jason Melville, Krista Baroudi, Trenton Bonner, Christine Atievo, Mark Evans, Larry Smith, Esteban Lopez, Matthew Clifford, Steven Peritza, Joe Matibag, Patrick Ahern, Marne Foster, Reverend Chuck Norris, Erin Demorest, Councilmember Sherry Lightner

Public Comments – handouts and/or discussions followed:

1. Lawrence Smith – Clean CA Pressure Washing business owner
2. Jacklyn Mann – The Secret business owner
3. Christian Jebran – Cardio Barre business owner
4. Matt Clifford – Wholesome Valley Foods – candidate for LJVMA BOD
5. Krista Baroudi – La Jolla Cove Suites – candidate for LJVMA BOD
6. Trenton Bonner – Coastal Real Estate – candidate for LJVMA BOD
7. Councilmember Sherry Lightner

Approval of Meeting Minutes

Approval of Meeting Minutes of August 8, 2012 - It was moved and seconded (Brady/Smith) to accept the Minutes as presented. The question was called and the vote taken: Yea's – 4 Nay's – 0; Absent – 3; Abstentions – 4 (Berwin, Kafka, Niebling, Warwick not at last meeting). (Absent – Coller, Lerach, Levin). The Minutes were adopted.

President's Report

Warwick reported in Coller's absence:

1. Joe LaCava – Vice Chair Community Planning Association, inviting everyone to 10/04/12 meeting of 1st time formation of City of San Diego's Annual Budget/Capital Improvement planning meeting
2. Ray Ellis – Candidate for City Council District 1, introduction

Treasurer's Report

1. Brady submitted Financial Reports.
2. Brady provided report on Sonnenberg CPA Audit status

Organization Report

1. Fortune provided update on office space/ConVis negotiations
2. Fortune provided update on Fall Elections, Meet the Candidates and progress of Ballot mailing

3. Brady presented resolution handout for Bird Excrement clean up at cove. A motion was made to approve the Resolution as endorsement to support a safe, effective, and expeditious solution as presented with the addition in the Resolution's *Paragraph 3...It is consequently the duty and responsibility of the City and its agencies, also if necessary the California Coastal Commission, not primarily that of La Jolla business community, to solve this problem.* It was moved and seconded (Kafka/Smith). The question was called and the vote taken: Yea's – 8 Nay's – 0; Absent – 3; Abstentions - 0. (Absent – Coller, Lerach, Levin).
4. Smith reported on progress of Block Captain Program.

Promotions Report

1. Haute La Jolla Nights – update by Joe Matibag
2. La Jolla Arts & Wine Festival – update by Andrea Dahlberg
3. San Diego Film Festival – update by Steven Peritza
4. Farmers Insurance Open/PGA Tournament – update by Sheila Fortune

Economic Report

1. Grand Opening Chair report – update by Leon Chow

Design Report

1. Fortune presented to board for review - Letter to Merchants and Real Estate Owners in La Jolla Village summarizing sidewalk and landscaping initiatives and alternatives for maintenance and improvements
2. Fortune presented for Jim Alcorn – Request for \$3,000 for 2-Conceptual Illustrations on Belvedere Project. A motion was made to approve the request for \$3,000 if the Conceptual Illustrations were made from digital software so that they can be changed or updated in the future, if needed. It was moved and seconded (Brady/Niebling). The question was called and the vote taken: Yea's – 6 Nay's – 2; Absent – 3; Abstentions - 0. (Absent – Coller, Lerach, Levin).
3. Niebling provided update on Trees and Bench programs.
4. Niebling provided update on Hanging Flower Basket program, with a thank you to Kafka for emergency watering services, offering to underwrite watering services and water supply for the month of September.
 - a. A motion was made to support the program with an annual increase to the Landscaping budget of \$6,000. It was moved and seconded (Kafka/Niebling). The question was called and the vote taken: Yea's – 8 Nay's – 0; Absent – 3; Abstentions - 0. (Absent – Coller, Lerach, Levin).

The meeting adjourned at 10:00 a.m.

Dated: Approved 11/14/12



Sheila Fortune, Executive Director