

Minutes

of the La Jolla Village Merchants Association
Board Meeting – April 12, 2017
7555 Draper Avenue, La Jolla, CA 92037

Call to Order

The general meeting of the La Jolla Village Merchants Association (LJVMA) was called to order at 3.02 pm by President James Niebling.

Roll Call of Directors

Roll call taken by Fortune. All directors present except Baroudi, Torgan-Philips (arrived at 3:10), Dorvillier, Chatham and Fazio.

Non-Agenda Public Comments

No public comments

Approval of Meeting Minutes

Motion and second by Murphy/Niebling to approve the minutes from the monthly BOD March 8, 2017. Motion passed with a vote of 9 yes and no abstentions. No changes made.

President's Report

James reported - Letter from the President: new communication tool for the merchants about initiatives, ex: Concours de Elegance. Trying to get out Quarterly. James explained the music on Saturday brought to the village by LJVMA to promote the Concours as well as the Concours was a great success.

Monthly meeting with Councilmember Bry, Deco Bike not approved yet and upcoming meeting on Seal smell. Bry's office is sufficient and very communicative.

One seat open on LJVMA board of directors if anyone would like to come forward.

Asked whether there is an actual calendar that lists all events. Dorvillier asked whether we had looked at reoccurring events down at the convention center, where we could work with them.

Treasurer's Report

Fortune gave a review of the financials. Balance Sheet \$91,884.43 through the end of March 2017.

Organization Division Reports

SDSU Aztec Consulting Program presentation by Talena Handley talhand@gmail.com (530) 566-6807, free business consulting services available for small businesses.

Sarah Matee and Robert Arrends (PR Manager) and Isabel speak on San Diego Tourism Authority, San Diego National Accolades, how they are telling the Story of San Diego to the world through Media, Social Media, James mentioning that we need to be tagged with La Jolla by the Sea in their postings of our BID, ADR Rate highest in county, La Jolla is struggling compared to previous years. Sheila asks about hotels closing counted in heads-in-beds. Lurnie asks about TOT dollars. Lurnie says #1 Trip Advisor Hotels is

Pantai Inn. Attendee asks about how often is La Jolla brought up. [Sandiego.org/explore/coastal/la-jolla](http://sandiego.org/explore/coastal/la-jolla) as well as Member Net: Logos, Videos, for our social media. Open office hours happen once a month. To become a member contact member@sandiego.org.

Jamie Dickerson explains the grand Opening Program, Déjà vu Audio, Timeless Treasures ribbon cuttings recently happened.

Fortune hired new contractor to get information from all merchants. Started yesterday. Anticipate a couple months to collect information.

Promotions Division Report

Fortune explains dates for La Jolla Day at Padres game and date is selected for July 30th game vs Pirates.

Murphy explains Signature Chef event with Breeders Cup, week long events, private event with one restaurant, plan to formalize in November.

Branding and framework for website. Niebling requests Alisha and Xochitl meet for social media plan. Brett requests San Diego Tourism work with us on common hashtag.

Design Division Report

Nothing new to report.

Next Meeting

Niebling announced the next board meeting, May 10, 2017.

Niebling adjourned meeting at 4.01pm

Dated:

Krista Baroudi, Secretary (Jamie Dickerson for)