

Minutes

of the La Jolla Village Merchants Association
Board Meeting – August 9, 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 3:00 pm by President James Niebling.

Roll Call of Directors

Roll call taken by Fortune. All directors present except White, Dickerson, Baroudi and Chatha.

Non-Agenda Public Comments

Steve Hirschorn introduced himself. He is opening a sushi and poke place on Wall St. Will have beer and wine. Goal is to take care of locals, not crazy with prices. Mentioned interest in being on board. Restaurant is located near post office and Coffee Cup. Will open in approximately three weeks. Durie mentioned our grand opening program.

Mauricio Warren with Councilmember Bry's office. No newsletters this month. Just wanted to say hi and invite everyone to our short-term vacation rental meeting. Would like everyone's input. It comes before the board in September. Murphy asked if they had any further information on the topic. It effects how the local merchants market towards the people in the area.

Question was asked about posted concerns about the palm trees. Tree trimming has been postponed to November because of budget issues. Concern was voiced about potential liability and injury from fronds falling. Palm trees of concern are on Girard. Discussion took place and Marengo mentioned that some of these trees were landowners responsibility and not the city's.

Approval of Meeting Minutes

Motion and second by to approve the minutes from the monthly BOD July 12, 2017 by Murphy/Frank. Motion passed with a unanimous vote and one abstention. No changes.

President's Report

Niebling wanted to take a moment to highlight the initiatives we are working on this year. Website is on track. Beta version has been reviewed. Loves the way it is looking. Will have a target live date at next month's meeting.

Spoke about social media. There has been some improvement but we need to keep elevating. Our likes and reads are up over the last couple of months. Our hashtag #mylajolla is helping. Thanks to all that have been posting and working on consistency. Still looking for someone to step into a consistent role for social media.

Signature events are on track this year, as well as adding new events. Will address those a bit later in the meeting.

Block captains have improved a bit, but we need to continue to elevate efforts because the merchants really appreciate the communication and it helps to keep everyone in the village updated with what's going on.

We have not signed any contracts regarding co-op advertising. We are looking to do this, but we want to weigh all options. Would like to hear from all potential advertising opportunities, and will work to secure the best rates for the village. All media is welcome to present. Looking for best fit for community.

We really need volunteers for the upcoming board of director's elections.

Mark Dibella spoke regarding Enhance La Jolla update. On board of directors. In final weeks of finalizing contract with city. Once finalized a number of things will kick off. Already in motion are ad hoc committees, like capital improvement committee. Main goals right now are to prepare ourselves for vendor vetting. MAD is an assessment on all parcels within boundaries. Assessments will be collected in January with tax bills. We will be able to accept donations for capital projects. Trying to get a list of projects. Our goal and roll is beautification of village. Working on visual capital project for 2017. Committee is meeting next week. Right now trash cans are focus. Will bring proposals back to community. Making sure all regulations are met. Will eventually hire a part time director. Marengo asked when maintenance contract will start. Goal is September/October. Can't start any work until Jan 1. Might be opportunity for prefunding for work before Jan 1. Further discussion took place regarding the role within the community. Talked about get it done app, for notifying city of hazards in need of repair. Great place to report pot holes etc. Mention of pending law suit was mentioned, Dibella says city is defending and this does not affect timeline. Fortune mentioned sparkle and shine funds end in September. There will be a gap unless someone comes in and fills it. Dibella is working on this. Murphy asked about conceptual list and prioritizing of projects. Dibella spoke of short term and long term projects. Fortune also mentioned memorial bench program and the transition.

Charlie Hein presented on his group La Jolla Traffic Solutions. Started group to focus on intersection of Torrey Pines Road, Hidden Valley and La Jolla Parkway traffic. A choke point for the village. Bad intersection. Started a petition to bring attention to the problem. Has 350 signatures so far, and 25-30 people in group. Website is lajollatrafficsolutions.org. Petition is on change.org. Goal is less traffic in village. Easier access to points north, one solution is a ramp to 5N. Many suggestions to help flow. Would like to give La Jolla a better reputation regarding accessibility. Also spoke about building a bridge. Also, a roundabout. They are starting a placard campaign for merchants to bring attention to the cause and support for the campaign. Would like the association's endorsement. Orenburg thinks some sort of visual rendition would help, hard to visualize. Nienbling feels we need to visualize in order to support. Marengo spoke about political wall they will hit, and offered to donate his services to do conceptual drawings for both items. Ask Mauricio to inform Bry's office about the lights and the reset issues. Lightner knew about issue but never did anything about it. Fixing this switch would help emergency traffic flow. Intersection was just fitted with traffic light system with cameras, report coming out in September regarding the benefits. Murphy spoke about discussing with Hein, knows that this presentation will help reach the right people to assist. Niebling offered our assistance while they put things in place, thanked Marengo for his generous support. Will return next month with an expanded plan.

Treasurer's Report

Fortune gave a review of the financials for July. Will have to give report at next month's meeting. The accounting computer hard drive crashed and bookkeeper was out sick.

Organization Division Reports

Fortune gave update on 2017-18 self-nominations. Form will be mailed out next week. 30 days for response and then meet the candidates at mixer. We need 10-12 candidates to run. All business fees must be paid and must be within the BID. Fortune will look up any information for you.

Promotions Division Report

Erika Hill spoke regarding the La Jolla Presbyterian Fall Harvest Festival. Came last month to meeting. Festival on November 5th. Already passed by LJ T&T and LJ Community Planning, will be a street closure between Kline and Silverado on Draper for food vendors. Family friendly fall festival. Still looking for vendors. Would like local restaurant support. Dorvillier mentioned that the Starbucks on Torrey Pines has given coffee to non-profit events. Murphy/Dorvillier made a motion and second to support event. Motion passed with a unanimous vote.

Murphy spoke about The Breeders Cup and Burgers & Brew. Working on an event for Wednesday and Thursday crowd. Talking to Old Town Trolley for transportation.

Fortune gave an update on La Jolla Day at Padres ticket sales. Wonderful day, best location to date. Sold all tickets and got positive feedback. Great variety of people in attendance.

Alexander Galindo talked about Yelp Best Practices. Has been with Yelp for 3.5 years, local to San Diego. Wanted to give information on what business owners can do on yelp. Wants to make sure everyone has claimed their business page. App is a great way to manage page. Make sure profile is complete, upload ten photos, and respond to reviews. Reviewed best way to utilize categories, and how to get the most out of your page. Galindo spoke about reviews and the importance of responding. Also, descriptions on the photos are important as well. Would like to offer his assistance as a resource.

Corinne Wilcox presented for Modern Luxury Magazine. Doing a special section called shop the village. Dedicated to the area of La Jolla. September is fall fashion issue. Ten issues a year distributed. Brought information to hand out regarding advertising. Niebling spoke about the possibility of LJVMA sponsoring some of the advertising to bring price down for merchants.

Cerda reported on the social media calendar she has been working on. Fortune will connect her with Kristin to get required information. Wants to see new website to tie the two together.

Economic Development Report

Dickerson not present. Fortune reported. Fortune and Dickerson attended the J McLaughlin opening, had ribbon cutting and event to benefit Las Patronas.

Design Division Report

Nothing to report.

Next Meeting

Meeting was adjourned at 4.25. Niebling announced the next board meeting, Wednesday, September 13, 2017

Dated:

Krista Baroudi, Secretary

Minutes via recording provided by Niebling