

# Minutes

## of the La Jolla Village Merchants Association

### Board Meeting – February 8, 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 3:11 pm by Vice-President Brett Murphy.

#### **Roll Call of Directors**

Roll call taken by Baroudi. All directors present except Cevasco, Fazzio, Niebling, Bolton and Cerda. Durisoe arrived at 3:30.

#### **Non-Agenda Public Comments**

Josh Turney introduced himself. New to the village, with his business Déjà Vu Audio West, located on Herschel Avenue. Audio equipment and services primarily for home. Working with Dickerson on grand opening date, also restores vintage audio equipment.

Phillips introduced Mirna Carson with the real estate community, concerned with airplane noise. City has done a whole new plan for airport without any vetting involved, and it will effect communities that have never had sound before. If you want to help there is a no noise committee. This needs to be dealt with before it effects the community. Brett asked about action, petition has already been started.

Jason Wiesz with Senator Tony Atkins office spoke. Office is waiting to see what new administration puts out. Committed to maintaining what is currently in place. Health care is critical for the area. 234k have healthcare through medi-cal, 117k purchasing through system. Policies are at risk with a repeal versus a replacement. Contact Jason with any questions. [Jason.weisz@sen.ca.gov](mailto:Jason.weisz@sen.ca.gov) or 619.645.3133. Marengo asked about flight issues, he will consider it.

Mauricio Medina with Councilmember Barbara Bry's office new rep, staff is reshifting, he will be coming to meetings from here on. Here to share the newsletter from Councilmember Bry. Hosting a cleanup at Torrey Pines State Beach on Saturday and other events listed in newsletter. Contact is mauriciom@sandiego.gov

Cynthia Lamont, longtime resident. Runs Passport to San Diego, a multi-tiered marketing business, they do print county wide and also reach newcomer and visitor market. Creates websites for clients with social media as well. Has worked with many communities, and really wants to support La Jolla. Would like to be on agenda to reintroduce their product.

#### **Approval of Meeting Minutes**

Motion and second by Baroudi/Frank to approve the minutes from the monthly BOD January 11, 2017. Motion passed with a vote of 7 yes and one abstention. No changes made. Durisoe arrived after vote taken.

#### **President's Report**

Fortune presented presidents report. Has a potential replacement for Christophe Cevasco, as he can no longer serve on the board. Needs approval of delegate and director replacement for Eddie V's. Motion and second by Marengo/Dorvillier to accept Rani Chatha for seat. Motion passed with unanimous vote. Fortune swore in Chatha.

John Leek spoke about Support for a letter to NOAA regarding issues with sea lions. Campaigns have been created regarding the alleged endangerment of the sea lions by visitors. One local activist was taking video and sending them to NOAA. Michael Milstein in Washington started campaign. Leek wrote to local government offices, we need someone influential. Last week got an email, will be here the next day, and met with him along with local officials. Took on complete tour. No harm here yet we are being "black fished". Asking that this association should countersign a letter regarding the need for someone influential from NOAA to explain what their intentions are. Talking about 100 yards from sea lions. Every beach will be at risk of being closed if something isn't done. Still hasn't found out who makes these decisions. Fortune stated that Marengo signed letter of support while president, for a task force working with Mayors office. Marengo said it ties in and conflicts at the same time. Got to a proposal, city took in package they have been spraying since then. NOAA initially went and saw them, and mentioned that we have right to "shoo" them off. City feels that their hands are tied. Spoke with Deanna Spain and Senator Atkins office following. Would implore this board to be involved. It directly effects merchants. Leek is asking for support on the letter he has written. Marengo proposed time to review the letter with Niebling. Will put motion on next month's agenda, and write letter this month.

Fortune addressed proposed letter to City of San Diego Reps on Deco Bike Position, needs to be voted on today. Went last Monday to community wide meeting to discuss with the beach communities. Does not fit into the community. Many offenses by Deco Bike, we had already voted against Deco Bike coming to La Jolla. Letter asks that they continue to not include LJ in their plan. 12-15 potential spots identified in community. Not having success in San Diego so they are circling back to beach communities. City's relationship with Deco Bike directly competes with our merchants. Motion and second to support letter by Murphy/Dickerson. Motion passed with 8 yes and 1 no vote.

### **Treasurer's Report**

Fortune gave a review of the financials. Balance sheet effective July 16 through Jan 17 net income of 10,950.51 and 4k under budget. Total equities and liabilities are 79179.33. Statements can be reviewed online.

### **Organization Division Reports**

Fortune gave update on La Jolla associations. Two trustees assigned to PDO. Deborah Marengo is chairman, Fortune and Esteban taking other two seats.

Traffic and Transportation still needs one trustee Corey Bailey took one seat, last meeting voted and approved date and street closure for Christmas parade. Durisoe volunteered to take other seat.

### **Promotions Division Report**

Jeremy Lang presented on behalf of Pacific Magazine offers strong social media program. Just had 10<sup>th</sup> anniversary. Talked about magazine and history in community. Acquired by Union Tribune seven months ago. 86k people following their FB page. Here to speak about social media. They focus on current interest posting. For example, recent "rain" posts reached 130k people. Continues to post relevant information constantly. Wants to help village merchants build their social media presence. Offers a no strings attached opportunity to merchants to try out services.

Fortune presented information on The Breeders Cup. Fortune attended most recent meeting. Sherry Ahern has been in touch with committee bringing the race to Del Mar for the first time ever. Events will be held up and down the coast. In meeting yesterday, association potentially looking to have three events. Oct 27 – Nov 4<sup>th</sup> for events. Dick Emberg Boys and Girls Club Gala for 400 people, Emberg called the first race and lives locally. Second is an art and food and wine walk on Nov 3rd, third is a viewing party which could be held at a couple of different location. Sponsorship opportunities. Going to do breeders cup horse sculptures, which can be underwritten or purchased

through several opportunities. Has only had a couple of meetings to date, breeders cup is 501c3. Events would have to be driven by sponsorship.

Fortune spoke about upcoming scheduled quarterly Merchant Mixer on March 14<sup>th</sup>, no location firm yet. All board members have new shirts to wear at mixer and block captain outings. Mark calendars for third Tuesday of month in March, June, September and December from 5-7pm. Outings for block captains are first Thursday of month in March, June, September and December. First goal is to get everyone out and talk about the mixer.

#### **Economic Development Division Report**

Dickerson gave Grand Opening report. Ligne Roset is revamping furniture, will do ribbon cutting once done, Déjà Vu Audio coming up, new masala restaurant, Streetcar is almost open.

#### **Design Division Report**

Paul Benton gave a presentation on proposed project to enhance the existing pedestrian crossing on Girard Avenue, in front of the Ralph Lauren store with improved landscaping and a crossing signal. Concept has been in plan for a while. Review of plans and discussion took place. Feels that can really effect merchants. and doesn't want any merchants to be blindsided with changes. A motion and second to support concept of proposed change was made by Frank/Dorvillier. Marengo pointed out that this could potentially be a MAD issue, and discussion took place regarding upkeep of said changes. Motion to support passed with a unanimous vote.

#### **Next Meeting**

Niebling announced the next board meeting, March 8, 2017.

Murphy adjourned meeting at 4.19pm

**Dated:**

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**Krista Baroudi, Secretary**