

Minutes

of the La Jolla Village Merchants Association

Board Meeting – January 11, 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 Baroudi. All directors present except Parra, Cevasco, Fazzio, and Phillips. Cerda arrived at 3.20 after minutes' vote.

Non-Agenda Public Comments

Jason Weisz, liaison with Senator Tony Watkins office spoke. Governor introduced budget yesterday. Proposed a safe budget which will keep a status quo. Talked about healthcare and insurance and possible changes. All are concerned about future changes. Marengo asked about status with new position with Deanna regarding seals and sea lions. It's a local issue. Mayor's office needs help from a higher level of government. Will connect Marengo to proper people. Weisz's contact information is 619.645.3133, or jason.weisz@sen.ca.gov

Daniel Orloff, community representative for councilmember Barbara Bree spoke. They have brought stench issue to top priority. Will be meeting with Niebling, and Fortune just met with Bree. They look forward to meeting on a regular basis. Contact information is dorloff@sandiego.gov They have a small business task force, if anyone is interested in being involved. Wants to meet quarterly with business leaders. Fortune will help coordinate. Task force is for district one.

Dickerson talked about a proposed LJVMA icon for email purposes that will link people to our website. Any merchant can also use it, helping to create more visibility for the association. Marengo talked about keeping it uniform along with the current logo, Niebling mentioned size issues, would suggest a uniform logo at all times. Dorvillier suggested that if we don't like it we should change it now. Bolton asked how old the logo is... it was designed six years ago.

Approval of Meeting Minutes

Motion and second by Murphy/Frank to approve the minutes from the monthly BOD December 7, 2016. Motion passed with a vote of 9 yes and no abstentions. No changes made.

President's Report

Executive team culled together the ideas that were discussed at the last meeting. Main issues at beginning of report are the main focus for the year, ranked in order of what is seen as importance. Website is at the top of the list. Niebling will chair, Fazio will assist. Discussed required support and retention of management for new site. Develop a signature event for the association to "own". Partner with restaurants and chefs come up with an event idea like a chef competition. Discussion took place about the necessary support and components for such an event. Murphy and Fortune will head up.

Next three are all encompassing together... continue to build brand. Develop a whole branding collateral. Involves a lot of social media, usable hashtags etc. Need to build regularity for the village visibility. PR campaign to develop an overall brand strategy. Immediate recognition for our brand. Last few things related to economic development, related to new businesses. Right now there is a tab on the

website for new businesses. It supplies them initial information on doing business in the village. Frank and Cerda will work on social media.

Niebling wants to take block captain program and retool it. Regarding data capture component, he proposed outsourcing this to an internship. Our time should be spent building a relationship with merchants in the village. Dickerson heading up program with Fortune. All directors will be involved in getting out into the village. Maybe quarterly we go out as group.

Existing ongoing programs as well. Most importantly is continuing the work of the economic development group. Develop a press kit for potential merchants. Durisoe asked about a program to allow the merchants to interact with one another. Will continue quarterly mixers.

Motion and second by Murphy/Dickerson to approve strategic plan. Passed with unanimous vote. Niebling would like emails by end of next week regarding what board members want to work on. Bolton 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 effective 12/31, total equities and liabilities are 65823.28. Profit and loss, July through December we are net positive 3665.94. Going into budget 17-18, takes place July of this year. Motion and second by Marengo/Dickerson to approve budget. Passed with a unanimous vote.

Organization Division Reports

Niebling spoke about the bi-Laws Update and change of director replacement language. Reviewed proposed changes article 4 sec 1, and article 7 sec 4. Fortune stated example of Marengo can't serve, can create delegate from his office and would hold remainder of time. Could re-run at end. Board would have to approve all changes. Discussion took place regarding changes. Motion and second by Marengo/Dorvillier to approve changes. Passed with unanimous vote.

Fortune reviewed regarding PDO needing two trustees. Needs people devoted to working on projects. Very important to watch upcoming projects. Marengo would like to see continued efforts to adjust the PDO. Major changes on how the city will regulate. Marengo would take position with PDO but focus would be to revamp. Murphy agreed with Marengo's view. Murphy would also take seat. Fortune asked about the fact that Marengo's wife is on the board. Will do whatever to support. Fortune suggested a separate meeting to decide best strategy. Fortune stressed that this is extremely complex. The current status is extremely confusing for existing and new merchants.

Traffic & Transportation needs one trustee, Walker stepped down, needs to fill two seats. Please let Fortune know if you are interested. Approves all things regarding parking, speed changes, etc.

Promotions Division Report

Trisha Souza spoke about So Fine On Kline and their revenue share program. Thanks for the support. Decent attendance, chili cookoff did well, donated 1000. To LJVMA. Eddie V's won people's choice, Hyatt La Jolla judges choice this year Eddy V's and Hyatt both want to build the event. Lots of community support. Fortune received a check for 1000.from profit share of chili cookoff.

Economic development report

Dickerson reported Everett Stunz moved locations. Chilltonic was discussed last month. New nail salon next to Harry's. Sammy's is reopened. Utopia across from post office. Frank mentioned Yoga Smoga went bankrupt and

closed all locations except La Jolla, it has been their best location. Mention her company and get 20% off til Friday. Shannon and Co reopened in La Jolla Plaza.

Design Division Report

Nothing new to report.

Brad Dwight with Padres was in attendance, spoke about benefits of working together. Wants to show community that they are there to support. Bringing a premium event to entertain his upper tier clients to La Jolla. Giving back to us. Niebling reviewed our relationship in the past for new board members regarding La Jolla day. Great bonding community event. This will be our 4th year. Had 77 last year in a special field area. We have had 220 the second year. They will give us a suite for promotional purposes.

Next Meeting

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

Niebling adjourned meeting at 4.02pm

Dated:

Krista Baroudi, Secretary