

# **Minutes**

of the La Jolla Village Merchants Association  
Board Meeting – July 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 3.00 pm by President James Niebling.

## **Roll Call of Directors**

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

## **Non-Agenda Public Comments**

Bob Steck, resident of La Jolla and member of Kiwanis, came to speak about the upcoming Kiwanis breakfast at the La Jolla Rec Center.

Erica Hill from the La Jolla Presbyterian Church spoke about their upcoming fall harvest festival on Nov 5<sup>th</sup>. 4<sup>th</sup> year they've held it. Will be held at rec center, requires a road closure. Will get on agenda for next month.

Jason with Senator Tony Atkins office, brought newsletter and spoke about recent changes. Atkins likes to recognize small businesses, and this year Warwick's Books is La Jolla small business of the year. Feel free to call him for any assistance at 6196453133.

## **Approval of Meeting Minutes**

Motion and second by to approve the minutes from the monthly BOD June 14, 2017 by Frank/Orenberg. Niebling pointed out that he was referenced saying two weeks on website completion was not accurate, we are targeting end of summer. Motion passed with a unanimous vote and three abstentions.

## **President's Report**

Sent out summer edition of letter from president.

Website is moving along nicely. Looking at an end summer target.

Still working on social media and structure. Speaking to outside groups for support.

Niebling spoke about the last merchant mixer and wants to build the interest and the attendance. At last executive committee meeting we came up with the concept of awarding quarterly merchant awards, as well as an award for quarterly MVP board member. Still working on planning.

Fazio has resigned from his seat on the board of directors. A motion and second to accept resignation was made by Marengo/Murphy. Passed with unanimous vote. We have a delegate, Jaret George from San Diego Fly Rides to take the available seat. Fortune swore George in.

### **Treasurer's Report**

Fortune gave a review of the financials for June. Just ended fiscal year. Total assets 60905.00, liabilities and equities 60905.00, July through June profit and loss, we are up just under 17k, one of the best ends since we've started. July 1 began the new fiscal year. Financials can be reviewed online.

### **Organization Division Reports**

Fortune gave update on PDO. Voted last month to do in person balloting on the upcoming election. We are going to need 8-10 candidates to run, needs the assistance of the board. Forms will go out mid-August. They will have 30 days to submit

### **Promotions Division Report**

Murphy spoke about The Breeders Cup and Burgers & Brew. Burgers and Brew was approved unanimously. Will be great for village. Trying to get local restaurants and breweries involved. The art and food walk is being worked on, chef event is also still being planned.

Fortune spoke about the last quarterly Merchant Mixer. Thanked the members that stepped up for the mixer and sent Fortune home since she was so sick. Our next mixer will be on 9/19. All board members are expected to attend, put the date on your calendar now. We will also hopefully have the awards in place for this event.

Fortune spoke about the upcoming La Jolla Day at Padres Ticket Sales, and the status of ticket sales.

Laurel McFarlane spoke about the upcoming La Jolla Art & Wine Festival. Same footprint, dates are 10/7 and 8<sup>th</sup>. Funds go to local schools. All merchants have signed off for the event. Most artists and vendors have been vetted at this point. Adding more interactive art this year. Motion and second by Phillips/Dickerson to support the event. Passed with a unanimous vote.

Douvillier spoke about the funds to be donated to LJVMA from the Concours ticket sales. They have 750.00 to go to the LJVMA.

### **Economic Development Report**

Dickerson gave grand opening report. New businesses opening on Silverado.

### **Design Division Report**

Trying to coordinate a meeting with Enhance La Jolla board. Should be funded by January. Hoping they will take over maintenance budget when they get their MAD funds. Will ask for a representative to come speak at an upcoming meeting to fill everyone in.

### **Next Meeting**

Niebling announced the next board meeting, Wednesday, August 9, 2017

**Dated:**

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**Krista Baroudi, Secretary**

Minutes via recording provided by Niebling