

Minutes

of the La Jolla Village Merchants Association
Board Meeting – June 14, 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 3.01 pm by President James Niebling.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Cerda and Chatha. Dickerson arrived at 3.05 (not present for approval of minutes)

Non-Agenda Public Comments

Fortune read a review of information sent in from Senator Tony Atkins office. There is an agreement on the budget, deadline to pass budget is 6/15. Key components include a total budget of 127.5 billion. Package adds 1.8 billion to the state's rainy-day fund, bringing the total of the fund to 8.5 billion for 2017-18. Also, budget expands California's earned income tax credits for working families including self-employed parents. Makes more than 1 million more households eligible to claim the credit.

Murphy mentioned the upcoming Kiwanis pancake breakfast, held at the La Jolla Recreation Center on July 22nd from 7.30-11.00am.

Approval of Meeting Minutes

Motion and second by Marengo/Murphy to approve the minutes from the monthly BOD April 12, 2017. No meeting was held in May. Motion passed with a vote of 5 yes and 3 abstentions.

President's Report

Niebling spoke about block captains upcoming walk of the Village. Two main topics to be covered are postcard survey to the merchants and talk about the upcoming mixer at Acquavite next Tuesday at 5.00.

The updated website should launch in the next couple of weeks. Modern and updated, but still embraces the feel of the Association.

Asked Hawrylyszyn Frank about update on social media, she needs assistance with other people chiming in and keeping it vibrant throughout the week. Saw some growth from the postings to date, but it needs to be consistent. Orenberg uses a small firm, feels it is very affordable. 4-500 per month. Fortune stated that we don't have that in our budget. Hawrylyszyn Frank has some ideas if we can get some others to invest 15 or so minutes a day. Fazio feels there needs to be a consistent brand. Fortune stated that whoever is involved, they need to understand La Jolla. Fortune feels Hawrylyszyn Frank's committee needs to come back together and they need to fulfill what they committed to.

Niebling met with a couple of magazines regarding advertising opportunities, he likes the co-op arena. Would love to pull together a package that focuses on groups and brands in the community.

Niebling is sending out letter from president later this month.

Asked about Nominations for 15th Seat and Board Vote. Andy White from the Ascot Shop submitted for nomination. Ascot Shop has been in business for 67 years, White has been there for 22 years. Murphy invited him. Motion and second to accept White as member by Marengo/Durisoe, motion passed with a unanimous vote. Fortune swore White in.

Treasurer's Report

Fortune gave a review of the financials for April and May. Total liabilities and equities for April balance sheet 67441.85, total liabilities equities and fixed assets. P&L for July-April 19333.19 net income. May balance 66946.87, P&L net income 24018.53. Financials can be reviewed online.

Organization Division Reports

Fortune gave update on PDO. Meeting was Monday night, a couple of projects in Birdrock were approved for new signage.

Fortune reviewed the 2017-2018 board elections procedure. Every June we decide how to conduct fall elections... mail in or in person. Last year we did mail in, 67 returns from 1300 businesses. Suggestion is to offer in person voting this year, in person has been the highest return of votes to date. Would like to see half day or full day for voting versus just a couple of hours. Voting may not be done by electronic means. Will send out self-nomination mailing, after that, and if handled by mail, the next would be another mailing with the ballot. Motion and second to handle voting in person by Baroudi/ Hawrylszyn Frank. Motion passed with unanimous vote.

Promotions Division Report

Tresha Souza with So Fine on Kline requested a letter of support for the event. Will have music and beer garden this year, and a mix off. Eddy V's is doing the chili cookoff. Dog parade this year, 9-5 and will have the same footprint. Motion and second by Murphy/Dickerson to support event. Motion passed with a unanimous vote.

Murphy gave an update on The Breeders Cup/Burgers & Brew. He is working on event with chefs. They came to us; Del Mar can't handle the entire event. Would like to work with a group of chefs, event is not determined yet. Would like us to be involved in their burgers and brew event, we need transportation review and support first, the event needs five parking spaces. T&T Meeting 6/21, 4.00 at rec center. 10/28 is the event. 12-4. Demos average age is 31. Event supports charity Brave Cort for children's brain cancer. Orenberg asked about hesitance for support on event. Parks and Beaches feels the park may be at capacity for annual events. Doesn't want public access to be hindered. Feels that it will go better once approvals are in place. We will have a full-size fiberglass horse in village next month.

Fortune spoke about the Quarterly Merchant Mixer. Next event 6/20/17 at Aquavite on Prospect, next to Crab Catcher downstairs. Will have six businesses displaying. Appetizers and cash bar, from 5-7. Murphy mentioned how much he loves this event because it has that personal vibe and connects merchants directly to one another.

Fortune spoke about La Jolla Day at Padres Ticket Sales. Challenge is on, gave out a registration form, sell a minimum of eight tickets per board member, Murphy is doing 10. Event will be at beach area this year with same amenities. Hawrylszyn Frank asked about a Venmo account for payments. Murphy

suggested buying the tix and then reselling them. We usually get at least 100 people for event. Goal is 100. 7/30 at 1.40pm

Patricia Johnson with La Jolla Cove Suites gave an outline of upcoming marketing program and requested support from LJVMA. Came up with a program that offers discounted rate for merchants in the village, looking for board to support to send their promotion out to our merchants via LJVMA email. Fortune stated that the association can't be used to send out business promotions.

Daniel Kosh with BizX gave a presentation of their services. In from Seattle, BizX is a tech company that just launched here. They represent a community of business owners. All collaboration where they use digital currency. All barter. Created a community of 5k with a currency. Lots of media ink, entrepreneur mag, free to join. When businesses trade or transact, they charge 7.5 cents on the dollar. Would be happy to support the merchant's association in promotions and social media. Talked about how the structure within the transaction possibilities works. They also do events once a month, will be holding one here.

Dan Austin, publisher of La Jolla Magazine gave a presentation of services. New in La Jolla, sent out premier issue in May. In Del mar for two years. Features events in the community in the front of magazine. Around town section, community press release, free section. Rest of issue relates to editorial theme. Also includes a lifestyle calendar. Monthly magazine, free to the reader. 12k homes in La Jolla. Also through certain businesses. Focus is on and about the community. It is not a "pick up" magazine, a little more exclusive. Looking for content, and partners. Offering a co-op advertising opportunity for the community. Niebling asked about circulation, sounds low. 3 readers per household and 20 readers per medical office per business day. Probably won't expand distribution. Sourced mailing routes based upon qualification. Active on social media. Earlier issues are online.

Economic Development Report

Dickerson gave grand opening report. Did two this month Glidia Salon on Fay, also a new salon in Birdrock had an opening. Asked for us to all watch for new and upcoming businesses. Dry Bar opened. Fortune mentioned three new on Silverado. Workout place, Dickerson will check it out.

Murphy spoke about Real Estate Commercial Brokers' Meeting, reported meetings were great. Some of the things they are asking for we are already addressing. Will have more to present later. Niebling also enjoyed the meetings with them.

Design Division Report

Fortune reported regarding the Enhance La Jolla Transition board meeting last night. They are formulating their structure. Our fiscal starts 7/1 and we had planned with them in mind. They have been delayed by lawsuit. Won't be funded until Jan. It's going to take them a while. In the meantime, we need to revisit design and requirements for the village. We probably need to continue for 6-8 months until they are up and running. Fortune has yet to get information regarding transition.

Next Meeting

Niebling announced the next board meeting, Wednesday, July 12, 2017.

Niebling adjourned meeting at 4.22 p.m.

Dated:

Krista Baroudi, Secretary