

Minutes

of the La Jolla Village Merchants Association

Board Meeting – March 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 3.00 pm by President James Niebling. Niebling thanked Murphy for running last month's meeting.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Marengo, Durisoe, Phillips and Cerda. Marengo arrived at 3.31, Durisoe at 3.15, Phillips at 3.10 and Cerda at 3.20.

President's Report

Niebling began by stating that Bolton has stepped down as board member. For her seat, she submitted Stephen Orenberg for her seat. Orenberg was introduced to those present, and a motion and second by Murphy/Frank was made to accept Orenberg onto the board of directors. Motion passed with unanimous vote (3.05) Fortune swore in Orenberg.

Niebling introduced John Leek, who returned from last month's meeting to further discuss his request for the LJVMA to support a Letter to NOAA—proposed letter has been sent to board members for review. Discussion took place regarding the impact that the sea lions presence has had on the merchants. Niebling has reviewed the issue and what he fills our role in the village is, and feels it's a bit out of our scope. Murphy said there was a bit of confusion as to what he was asking. Leek reaffirmed his request asking if we would sign at the bottom of the letter stating that we agree we need someone from NOAA on how to deal with the program they've given us. Leek also stated Mr. Milstein called and came into town from NOAA. He is the PR director for NOAA, he said he has no responsibility, he just publishes what he's given and admitted that some info can be misinterpreted. Nothing revealed, or admitted, just looked at situation and left. Niebling says clarified request sounds reasonable and asked for a motion. Motion and second by Murphy/Fazio to add the support of LJVMA. Murphy's only thought is that we are here to protect merchants. Not sure if it truly in our realm. Orenberg asked about letter, Frank does not feel that it is our place to support this. Fortune said we already signed a letter supporting the task force who is working on this. We are just looking for solution to the odor problem, not to affect the population in any way. We do not want to take a stance on treatment towards the wildlife. Everyone agreed that if letter was focused in on the actual issue we would support. Fortune agreed to draft our own letter that he can attach ours to his letter. Motion passed with a unanimous vote (3.11)

Niebling talked about last week's block captain walk success. Thinks it was nice for businesses to see faces from the association. Wants to make sure topics are focused. Great to get more photos from outing. Let's look at coverage areas to make sure everyone is covered.

Niebling spoke about the addition of the strategic plan initiatives report section, and what would be reviewed each month. Niebling feels we have very strong objectives this year, and everyone's involvement is critical. Wants to make sure newer board members are properly placed so efforts are maximized. He sees most help needed in marketing and PR. Wants to make sure areas are assigned

properly. Niebling is currently working with LJ Light on collaboration, working on a few different things to grow a strong brand for La Jolla.

Non-Agenda Public Comments

Joe Dominguez, producer with Ride Play TV talked about his company and how they can help La Jolla. They currently work with Uber and Lyft to promote businesses with the assistance of a tablet in the rides. Drivers supply the tablet and download the app and buy the mount. RPTV pays the drivers 7.5 cents per mile to use the program. Niebling invited him to come back for marketing meeting.

Fortune talked about numerous street lights out in the village, for instance in front of Carl Strauss on Wall Street. The response to this issue has been unacceptable. Lights have been out since the holidays. Fortune addressed this issue directly with Mauricio Medina with Councilmember Bry's office and pleaded for assistance. This is creating a major liability issue for the merchants and the city. City essentially only has one repair truck to address this issue and response has not been sufficient. Fortune suggested that we all start making regular calls to city offices until issue is resolved, and before an actual problem occurs.

Mauricio Medina with Councilmember Bry's office spoke. Brought monthly newsletter to hand out. Medina briefly responded to the light outage issue and said he would relay message to his office.

Approval of Meeting Minutes

Motion and second by Baroudi/Dickerson to approve the minutes from the monthly BOD February 8, 2017. Fortune requested one change. Last section... Murphy announced next meeting date and adjourned, not Niebling. Motion passed with a vote of 9 yes and 3 abstentions (3.25) with one change.

Treasurer's Report

Fortune gave a review of the financials. Total liabilities and equities 85093.17 February, July thru February 16594. net income, and we are under budget by 12k.

Organization Division Reports

Dan Allen with La Jolla Parks and Beaches asked for the board to support a waiver of the summer moratorium on construction. Construction for the walkway beautification at Children's Pool needs the time for completion. Needs waiver to allow project to continue. Popping season already effects timing of project. Project needs to complete and can't do it without summer period. Durisoe asked about disruption in area from the construction. It's a disruption regardless, no merchants in area to be effected. Construction creates impact on roads regardless of time. Motion and second to support waiver of summer construction moratorium by Dorvillier/Fazzio. Motion passed with a vote of 13 yes and 1 abstention.

Fortune requested that a motion be made for City of San Diego contract board action to: Approve entering an amendment to the agreement with the City, Designating President to sign amendment (if needed) Disbursement reconciliation report/requests for reimbursement. A motion and second was made by Frank/Parra. Discussion took place. Motion passed with unanimous vote.

Promotions Division Report

Marshal Spevak from San Diego Visitors Center gave presentation on advertising program. The Embarcadero is currently being re-done, it is a 231million project. Tearing down some military buildings, shops going in. Wants to make us aware of what's there. Advertising opportunities through their information boards. They have neighborhood boards for Old Town and Little Italy. Each board represents a group of merchants. Boards are 3'x5', also employees in center hand out fliers and menus. Working with Seaport Village and Museum council right now. Boards are in the center where Harbor meets Broadway in downtown. Center sells a lot of attraction tickets. Doesn't have a La Jolla board yet. Murphy asked if people are currently being directed to La Jolla. Durisoe asked if they were handing out a map regarding La Jolla. Fazzio wants to see this coupled with the trolley that comes to La Jolla.

Fortune and Brad with Padres spoke about the 4th Annual La Jolla Day at Padres. Tentative date is July 16th, Sunday vs San Francisco. Frank mentioned that It's the Gay Pride weekend. Dodgers are early in May and they talked about going more to middle of the field in the area Sun Diego Beach section. Game just got lowered in price. 71.00 per person. Big festive event, food and drink included. Good bang for buck. Orenberg asked about event and what it is. Fortune and Niebling will review different dates.

Quarterly Merchant Mixer coming up on March 14th at Piazza 1909. Fortune spoke about mixer. We've got 6 merchants presenting. Appetizers are complementary and there will be a cash wine bar. Piazza 1909 is excited to host us.

Dorvillier recused himself from board and spoke about the upcoming La Jolla Concours d' Elegance. Seeking a motion of approval and support as in past years. Concours is a three-day event, brings many attendees into La Jolla. Rolls-Royce hosted party on Friday at The Lot, Bentley hosted Saturday evening event in park, Sunday is Concours. Events are cocktail parties, people move to restaurants in village after parties. Brought map of layout in park. Same footprint. Main cars on grass in park. 90-100 cars going up hill. Main entrance is at dip at top of hill. Fazio asked about whether traffic has been consistent over years. Dorvillier said it has grown and attendance has increased. Some Judges are coming from Europe this year. Talked about how Pebble Beach merchants support their weeklong event. Fortune is sending us a graphic for tickets which creates a revenue share with the LJVMA. 10. Per ticket to LJVMA and discount to buyer. Marengo asked if there's anything that can be done to promote restaurants. Motion and second by Dorvillier/Frank to support event. Motion passed with a unanimous vote.

Economic Development Report

Dickerson gave grand opening report. Working on Déjà Vu opening date, next week or so. Marsala on Pearl wants to do a grand opening. May be interested in hosting merchant's mixer. Massage place on La Jolla Blvd. Dickerson is excited for music center coming, construction has begun. Pink Zone location has been replaced by J McLaughlin Clothing.

Block captains gave brief update from last week's walk around the village. Murphy said they will finish their area, Fortune said we covered about 80% of BID. Next time maybe we should spread out more. Dickerson talked about collecting business cards when we go around. Fazio talked about using some sort of a spreadsheet. We don't want to over collect information. We want to let merchants know we are promoting them.

Strategic Plan Initiatives Reports

1) Website Redesign - Niebling/Fortune/Fazio

Have been meeting with different companies for website, two seem strong. Will come back to board with recommendations.

2) Signature Event, Restaurant/Chef event - Murphy/Fortune

Murphy and Niebling working with Mark at LA Valencia. Would like to do an event around the Breeders Cup event. Should be wonderful if things come together.

3) La Jolla Branding Collateral Sales - Niebling/Fortune

Niebling stated he would like to lump marketing things together for meeting purposes with #mylajolla and PR campaign.

4) #MyLaJolla and #List for Social Media Campaign - Hawrylyszyn Frank/Cerda

5) PR Campaign - Niebling/Parra

6) Dedicated Email address, business@LajollabytheSea.com - Murphy/Fortune

Fortune set up email address at lajollabythesea.com. Murphy wants to promote this. Fortune thinks business email should just be for new businesses.

7) Block Captain Data Collection Program: hire part-timer - Sheila Fortune/Niebling
Working on hiring someone to do this. We have advertised for this position. We will have someone that will go to every business and collect and verify information.

Next Meeting

Niebling announced the next board meeting, April 11, 2017.

Niebling adjourned meeting at 4.02p m

Dated:

Krista Baroudi, Secretary