

Minutes

of the La Jolla Village Merchants Association

Board Meeting – November 9, 2016

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 3:08 p.m. by Sheila Fortune.

Swearing In New Directors

Fortune swore in the new members except Phillips. Phillips arrived at 3:19 and was sworn in separately by Fortune.

Election of New Executive Officers

Election was held for the new executive officers.

For the position of President, a motion and second was made by Baroudi/Fazzio for James Niebling. No other nominations for the position were made. Motion passed with a unanimous vote.

For the position of Secretary, a motion and second was made by Niebling/Murphy for Krista Baroudi. No other nominations for the position were made. Motion passed with a unanimous vote.

For the position of Vice-President, a motion and second was made by Fazzio/Niebling for Brett Murphy. No other nominations for the position were made. Motion passed with a unanimous vote.

For the position of Treasurer, a motion and second was made by Marengo/Fazzio for Jamie Dickerson. No other nominations for the position were made. Motion passed with a unanimous vote.

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Cevasco, Dorvillier and Phillips. Phillips arrived at 3:19.

Non Agenda Public Comments

A resident of La Jolla spoke about a new merchant on Prospect; they have 3-4 locations. On Sunday they were invited in to the store, and her daughter ended up purchasing 600. worth of makeup after the demonstrations. Stated that the sales people were very pushy, and was unsatisfied with the behavior. The sign in store stated that refunds were available in full for anyone not satisfied with results in two weeks. They went back for refund in a week, and the store wouldn't honor the policy. Need to pay attention to the new merchants. Doesn't want anyone else to experience the same problems. They went back again the next week, they still would not refund them, and they were very argumentative. To date, their money has not been refunded. Fazio mentioned that a couple of others had complained about this same thing on the survey that was recently done. Murphy suggested contacting BBB, Marengo suggested Turko files, Baroudi suggested La Jolla Light so the community would know about these issues.

Approval of Meeting Minutes

Motion and second by Marengo/Fazzio to approve the minutes from the monthly BOD October 12, 2016. Motion passed with a vote of four yes and eight abstentions. No changes made.

President's Report

Niebling spoke about the upcoming strategic planning session, and discussed purpose of the meeting. Fortune will send out a package outlining the different committees. All play a very key position. Asked that everyone speak as to what they would like to see in the village. Wants to handle meeting in December, and would like everyone involved in some form of committee. Durisoe asked if we had to wait a month. She was thinking about working to join the merchants in support. Fazio asked what the best way is to connect the merchants. Durisoe referenced the email capabilities. Fortune referenced the American Express Shop Small program kicking off soon. Marengo suggested moving the December meeting up by a week, and utilizing the lists that Arredondo put together. Murphy suggested some sort of initiative involving the new members going out and meeting 20 new merchants. Fortune suggested the block captain process. Fazio offered to create a Facebook group. The association already has two FB pages. It was suggested that we could use the inactive page for this. Phillips asked about a directory. Fortune stated that we have the data collected. When the block captains go by the owners aren't always in. 1350 businesses in La Jolla. Fazio will work with Fortune on the FB page. Marengo suggested that we push up the December meeting to the 7th. Fortune will send out an email.

Treasurer's Report

Fortune gave an update on financials. For the month of October total liabilities and equities are 61605.06, July through October we have a net positive income 2688.44, under budget 823. Will start on budget in January and it goes to the city by February 1st for 2017-18 year. Is what it is until June, all monies are designated. It cannot be changed.

Organization Division Report

Niebling wants to review bi-laws and tweak them. For instance, if we lose a member, that member cannot be replaced until the next election. The executive committee will be reviewing bi-laws for potential changes. Quorum is eight, 50% plus one. The bi-laws were last revised in 2012. Marengo wants this put this issue on agenda as an action item so we don't lose time. Niebling will handle immediately. Fortune noted that bi-laws state you are only allowed four absences. This is basically running a business, not just a hobby.

Fortune spoke about the Brown Act training. At the beginning of next meeting new members will need to come in early for training. Fortune outlined some of the offenses and need for transparency. Marengo discussed emails and no reply all on the threads. You need to avoid establishing a quorum outside the meeting. Durisoe asked about interaction between meetings. Meetings take place with committees with noted meetings.

Update La Jolla Association. Fortune referenced seats available on the different boards. Need to check with Underwood about his involvement for the TMD. PDO has two available seats. Traffic has one seat. The block captain program was being run by Murphy. Murphy is now VP, so we will be looking for someone to take this over. Niebling wants to get through strategic meeting to see where board members passions are. Fortune gave basic outline of how programs work. Fazio proposed a committee to handle the block captain program. Fortune supplies the list from city of SD. Two years through these efforts allowed us to collect an additional 20k in BID fees that weren't being collected. This is a very valuable program.

Promotions Division Report

Fortune reported on Pillage the Village, the event went very well. Tons of participation, lots of merchants ran out of candy, participation continues to grow. Pumpkin contest went well for the first year. Great photo booth. Fortune reviewed last year's holiday festival of lights competition. Went over what has been done with the past competition. We are looking to do the same thing this year. Niebling thinks that we could add photography submissions about how they feel about the holidays in La Jolla as a new component to expand the program. Maybe the winner gets a sponsored banner for a month. Will be sending out more information next week. The competition starts right after. This will be the third year.

Economic Development Division Report

Dickerson is currently handling the grand opening program and ribbon cutting events. Chill Tonic opened, part of La Jolla Sports Club. Fazio mentioned that it has brought in a lot of athletes to the village. Dr. Susan Winter opened on Ivanhoe. Fortune has new ribbon and new scissors. Dickerson will do photos of ribbon cutting which will be forwarded to the La Jolla Light.

Design Division Report

Holiday décor, we will be doing the same as last year. Season's Greetings sign at entry of the village and shooting stars on poles. Gold bows throughout village. Holiday Banner program, and Sparkle and Shine have continued to grow. We are building with the banner program this year. We do have poles open in November and December. If you sign up for December you get the rest of November.

Next Meeting

Niebling announced the next board meeting, December 14, 2016.

Niebling adjourned meeting at 4:14pm

Dated:

Krista Baroudi, Secretary