

Minutes

of the La Jolla Village Merchants Association

Annual & Monthly Board Meeting – October 11, 2017

7555 Draper Avenue, La Jolla, CA 92037

Call to Order

The annual board meeting was called to order by Niebling at 3.00 and then adjourned because the requirement of 50% membership present was not met. 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 Marengo, Baroudi, Cerda, and White.

Non-Agenda Public Comments

Mauricio Medina with Councilmember Bry's office gave an update and brought monthly fliers.

Javier Gomez, La Jolla community representative for assembly member Todd Gloria. Gloria is currently here in district working on bills, asked for any suggestions. Hosting a community coffee get together on October 21st at the La Jolla Recreation Center, please RSVP. Will talk about recent bills passed and upcoming information.

Al Garson, with Padres. New representative, will be working with Sheila. Would like to continue supporting the community.

Josh Koppelman with Dining Out Magazine. Would like to present on working together with magazine, Dining Out and passbook. Great way to bring new people into restaurant. Passbook does not charge restaurants, it's a one-time discount offering by restaurants. Passbook is once a year. Magazine is three times a year. Passbooks are sold online. Display ads are for sale ads.

Approval of Meeting Minutes

Motion and second by to approve the minutes from the monthly BOD September 13, 2017 by Frank/Parra. Motion passed with a unanimous vote and one abstention. No changes.

President's Report

Just sent out fall edition President's report. Asked media to devote space to this. Website was launched last month, very well received. If you are a merchant please update your page, it's a great opportunity. Fortune reminded block captains to remind merchants. Old ads are not being transferred. Page is complimentary. Durisoe asked about a progress report for merchants. Dorvillier asked if there is a cheat sheet for non-internet savvy merchants. We are missing hundreds of merchant's representations.

Great progress on our social media, Alicia doing a great job on Instagram. Working on co-op advertising. Would like to thank La Jolla Lifestyle Magazine for the full-page advertising and internet banner to announce the launch of La Jolla by the Sea.

Attendance for the election and Merchants Mixer is not what we would like yet, but we are excited to welcome new people on board and develop a strong team for the coming year. We want to continue to find ways to engage the merchants, asked for suggestions.

Niebling introduced Ann Marie Council with the deputy city attorney's office to speak for the San Diego Police—quality of life team for the homeless. Council works in the unit called the neighborhood justice unit and collaborate courts unit. The try to understand community issues and bring a face to them. They work directly with police department. Council is personally assigned to the northeastern division. Hawn Hirschman is assigned to La Jolla, but could not attend today. Will provide her contact information. Discussed homeless issues impacting the community. Spoke about letters of agency. It is a permission slip to the police department to enter your property and ask someone to leave. The police will check for letter of agency before acting. Spoke about how the laws work regarding arresting someone based upon their actions. Niebling talked about the difficulty with the call line. Murphy spoke about the issues he has dealt with and the amount of time for response. It's hours before we see a response in the area. Council stressed the importance of reporting issues. Durisoe asked about the homeless in the park and the disturbing of the peace. 531-2000 is the non-emergency number. Board reported wait times of 20 minutes on hold. Cynthia Chosen on the neighborhood watch spoke regarding these issues and read a response from Captain Williams regarding the emergency and non-emergency calls and how they are handled. Discussion took place regarding the vacancies on the police force and the difficulties of recruiting new officers. Council suggested that signs be posted in the alleys that state the merchants hold letters of agency. Consistent problems at Brick and Bell, and La Jolla Sports Club. Mary Star of the Sea is the only homeless feeding in La Jolla. Pacific Beach is trying to stop their feedings. Niebling asked that this be added to and followed up on next month's agenda. Chasen spoke regarding the mental health issues with the homeless. Council spoke about The Smart Program and the impact it has already made. Goal is to increase the program from ten beds to 85. Program has been granted 3 million over the next three years. Fortune asked if the program is capable of taking personal donations. Council will research and let us know. A hotel has been purchased by city for program expansion.

Treasurer's Report

Fortune gave a review of the financials for September. Total liabilities and equities of \$6,7512. and a net income of \$7,327.69. \$14k underbudget for the period of July through September. All financials on website.

Organization Division Reports

Fortune reported on election. Ballots have been counted during meeting as an official inspector of elections. In order of votes received, first five will fill two-year positions and the sixth will fill a one-year position. Elected members are **Mike Dorvillier, Brett Murphy, Garrett George, Gerhardt Bendl, Don Parks, and Silvina Petrato**. New directors will be sworn in at the beginning of the November meeting.

Fortune reported that the merchant's office will be relocating. We are currently negotiating on a space. Niebling will be reviewing the upcoming lease, will move first week in November.

Promotions Division Report

Fortune spoke about the upcoming Pillage the Village. 7th year for the event. Will be on 10/31 from 3-6pm. Very fun, great turnout each year. Merchants are encouraged to participate. Posters in the back of the room to hand out to merchants. REBA will be doing costume contest again this year. Balloons can be picked up at Gallery Properties after 11am. No pumpkin carving contest this year.

Fortune reported on the upcoming Village Music & Arts for the Breeders' Cup November 3rd. Will have music stations on Friday night and galleries will have events going. Lots of money coming into village. Breeders Cup site is promoting event.

Murphy reported on Burgers & Brew event. It was brought to us by the Breeders Cup people as a sanctioned event for the Saturday before the event. They decided to pull out of event. Will be planning on something in the future, we at least now have a good relationship with the event planners that were working on this. Will be working on a step for wellness event.

Heather Cunningham and Mia Park presented for Ranch & Coast Magazine. Talked about the magazine, and potential co-op opportunities. Every May they cover La Jolla. Brought media kits. Been published for 50 years now. 27k copies published monthly. 83% go directly to homeowners. On digital side, website is updated daily. Weekly newsletter eblast. Can tailor products to each individual merchant. They are willing to work on added value packages if we co-op with them.

Adjourn Meeting

Meeting was adjourned at 4.03. Niebling announced the next board meeting, Wednesday, November 15, 2017

Dated:

Krista Baroudi via recording, Secretary