

Minutes

of the La Jolla Village Merchants Association

Board Meeting – September 13, 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 Fortune. All directors present except Durie, Dorvillier, White, and Cerda.

Non-Agenda Public Comments

Brett Dickinson, and Michelle Serafini are realtors in La Jolla, and conduct a lot of international business. They formed a group called Global Producers of La Jolla. Important to be able to present the village to potential merchants in the right way. There is great interest in La Jolla, and they have received a lot of feedback about how the village presents itself. Very interested in working with Merchants Association. Commercial and residential and cultural all go hand in hand. Niebling said he would love to open up the lines of communication. Murphy asked about feedback on village. Has heard retail is difficult, restaurant representation good. La Jolla has La Valencia, but no high-end luxury hotel. Pluses are museum and that we are and maintain the village. Coastline as well. Talked about villages in other parts of the world. Our village needs more sophistication. Fortune asked if they will be meeting with MAD. Mentioned that meetings are held on the second Friday mornings at The Lot.

Chef Dominic, purchased Roping space. Very excited about being in La Jolla. Likes getting involved with community. Dominic's Table is the name, will be serving favorite comfort food from around the world. Wants to create a place for great food, but also wants a homey feel to the restaurant. Has a conference room for groups and business events? Menu will be Italian and seafood, with rotating items weekly. Breakfast, lunch, and dinner. Opening is proposed for November. Chef Dominic is going into production on three different TV shows, and will be promoting La Jolla.

Mark Davis spoke about "Stop the Hit". Talked about the health insurance tax and brought fliers. Works with BIDs and merchant's associations. Trying to help and asks for support. 2.6% additional tax if added. Delayed through 2017, coming back in December and will hopefully be delayed into 2018. Asked if we would like a more formal presentation. Website for further information www.stopthehit.com

Mauricio Medina from Councilmember Bry's office brought newsletter. Did reach out about tree trimming. October – November is the current timeline. We need to hold them to this timeframe. Question was asked about weeds on La Jolla Parkway. Still trying to get someone out there.

Jason Weiss with Senator Atkins office, brought newsletter. Weiss spoke about the SB2 Housing bill. Would raise 250m in housing dollars. First few years would help communities to update their plans. Then developers would know what communities want. Weiss discussed the human trafficking bill. 12k girls trafficked in San Diego alone each year. 4am alcohol bill, not enough information yet. Will study it.

3rd time it has been presented. Being fueled by interest from San Francisco. Authorities of different locals would be able to adjust times.

Jason Petrovitch with Scott Peters office. Trying to connect with small business communities. A lot of conversation in Washington about broad taxpayer reform. Wants to bring benefits to small merchants. Please mention what you do or don't like. Wants to know. As far as what will help San Diego. Wants to be a good voice for San Diego. Feel free to email Bercovitch. Peters introduced legislation in the last congress to take debt ceiling argument out of it, and tying to GDP or some metric regarding shutdown of government. Trying to do away with arguments every three months. Hasn't passed budget in seven years.

Lynn Pitman with the North San Diego Small Business Development Center. Gets federal funding through government. Established 40 years ago to help small bus create economic impact. One on one counseling to business owners and lots of workshops. Also has many locations in San Diego. No cost to merchant. Has a consultant here at the library every Thursday morning. Make appointment. Disaster preparedness summit coming up on 9/29 at Tubman Chavez Community Center. Also doing women's event on 10/13. Senator Atkins will be there.

Brett Murphy discussed the transient issue in the village. It's hurting businesses in La Jolla. Transients have been screaming at locals and creating issues for businesses. When they call SDPD, it takes 45 minutes for them to respond. Only two officers from Torrey Pines to Pacific Beach. One snuck into bakery and locked himself in. Attacked business owner. Major issue. Fortune said the police were supposed to be at meeting today and had to reschedule. Has written letters, Murphy wants to remain involved. Been in contact with Bry's office. Issue has become worse. Huge impact to the community. Suggestion was made from audience member that MAD should handle private security. Happy to assist. Has been working on this in Birdrock with MAD. Bercovitch mentioned that funding is based on age of buildings not based on homeless issue. At fed level, working on this.

Approval of Meeting Minutes

Motion and second by to approve the minutes from the monthly BOD August 9, 2017 by Murphy/Torgen. Motion passed with a unanimous vote and one abstention. No changes.

President's Report

Niebling began with a marketing update. Thanked Alisha Hawrylyszyn Frank for the excellent job on the Instagram posts. Amazing job! Very strong work. Still working on co-op initiatives for next meeting. Election coming up. Deadline is this Friday for nominations. Enhance La Jolla will be meeting next Tuesday at 4pm at library. Niebling will go to meeting. We need to be aligned and headed towards the same goals.

Treasurer's Report

Fortune gave a review of the financials for July and August. July is first month of the new fiscal year. Total liabilities and equities of 47310. and a net income of 1778., August liabilities and equities were 52923. and net income 6245. Everything is on track. Fiscal year is ending, getting ready to do our audit. All financials on website.

Organization Division Reports

Fortune gave update on 2017-18 Board Elections and voting details. Friday is the deadline for nominations, will then put together ballots. Mixer is next Tuesday at The Hake, 1250 Prospect. Q&A for

nominees during mixer. Balloting is in person this year on 10/8. Will do week prior to board meeting at LJVMA office. Will announce elected officers during meeting. New board members will be sworn in at the beginning of the November meeting.

Merchant Mixer/Meet the Candidates—The Hake, September 19th 5pm—7pm

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. Started pumpkin carving contest last year. REBA will be doing costume contest again this year.

Niebling announced the launch of the new website. This was a key initiative for this year. Niebling introduced Jake Craigmil with Craigmil Design and Development and Kristen Barrett from Ever type Design. Craigmil handled the platform and the technical aspect. Barrett handled the development of the branding. Barrett is local to La Jolla and is passionate about the area. Barrett walked through the concept, and spoke about the rebranding. Talked about objectives, strategies, and tactics for the site. Also wanted to work on logo, moving it into the new.

Craigmil spoke about being tasked to create the website. Over 100 merchants in village. Needs a quick way to access information. Most browsing is done via mobile usage now, old website wasn't equipped. Fluid layout will respond well to user's screen size. Lots of new interactive aspects in site. Individual listing pages have been made to be more dynamic, with ease of use. Reviewed different highlights of new sites. New page "the locals know". The site will have more blog postings and upcoming events. New more modern menu style. Interactive map for merchants and locations. Upcoming events calendar. Booking engine built in for booking directly with businesses. Also has parking information.

Social media has all been updated and site is live as of today.

Next Meeting

Meeting was adjourned at 4.04. Niebling announced the next board meeting, Wednesday, October 11, 2017

Dated:

Krista Baroudi, Secretary