

Minutes

of the La Jolla Village Merchants Association
Board Meeting February 14, 2018
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 3:14 pm by President Niebling.

Roll Call

Roll call was taken by Fortune. All directors present except for Baroudi, Hawrylyszyn Frank, Bendl, Dickerson, Dixon, Petrato, and Cerda.

Non-Agenda Public Comments

Partner from Absoluton came by to introduce their new restaurant and brewery. Wants to create a neighborhood hang out vibe. Will also have craft sodas starting next week. Four partners in operation. Murphy wants him to reach out to Douvillier for the Concours. Niebling mentioned that he would like to collaborate for the winter party, would love to have a local brewery involved.

Sam, director of business development with Monarch Cottage came to introduce himself and talk about the Cottage. Memory Care community, just opened doors this week. The Monarch Cottage is a boutique residence for Alzheimer's patients and other kinds of dementia. Has received a great response from the community. Wants to be a supportive part of the community. Invited all for tours and to come and learn more.

Jason Weiss with Senator Atkins office, brought copies of The Tony Times. Big Sacramento news is the release of the new budget, spoke about some of the inclusions. Rainy day fund will be at 15 billion dollars. Spoke about SB970, which focuses on human trafficking. Tony has been identified to be the the next pro tem in state senate. Great visibility for San Diego. Always here to assist, 619-645-3133.

Nina with City National Bank, new to the area, moved from UTC. Looking forward to supporting the community. Also involved with the Rotary.

Yvonne Scarlett, owner of Red Lotus Wellness Center. Specializes in pain relief, new to community and would like to participate.

Approval of Minutes

Motion and second by to approve the minutes from the monthly BOD January 10,2018 by Murphy/Parra. Motion passed with unanimous vote and no abstentions or changes.

Strategic Plan FY18-FY19

Niebling spoke about the structure of the strategic plan. Work charts were handed out outlining the four divisions including marketing, organization, design, and economic development. Niebling felt that based upon some of the tasks mentioned a fifth division for community also be developed. Will have a division chair for each. Will require regular updates for each division chair. George will head up community,

which includes block captain program and merchant mixers. Marketing will be headed by Parks, which includes social media, advertising opportunities, website, and merchandise. Executive committee handles organization. Design division is affected because MAD did not go through, so we will continue to maintain the village. Economic development will be headed up by Murphy.

A motion and second to adopt the 2018-19 strategic plan was made by Parks/Dorvillier. Motion passed with a unanimous vote.

Treasurer's Report

Fortune gave a review of the financials. For January balance sheet total assets are 71842.47, and total liabilities and equities the same. For July through January profit and loss versus actual we are net income of 8874.29.

FY2018-FY2019 budget documents were provided for review. They marry the strategic plan and will be sent to the city and our purchase order will be created from this document. Fortune asked for a motion and second to approve budget. Niebling added that with the MAD not coming into play was a bit of a surprise for us, so the budget was adjusted to accommodate the additional area maintenance, but it is very basic. As we progress through the year we will be looking to supplement that requirement with donations and other means of fundraising. A motion and second was made by George/Parra. Motion passed with a unanimous vote.

Fortune also mentioned that everyone has received the annual report for 2017 which goes over all strategic plans and initiatives for last year. The report is ready to be uploaded to the website and submitted to the city, Fortune needs a motion and second to adopt our annual report for 2017 and make it available for the public. A motion and second was made by Philips/Durisoe. Motion passed with a unanimous vote.

Promotions Division Report

Fortune spoke about the next upcoming mixer which will be held on March 20th at Pantai Inn. Durisoe has been working on this since last year. Will bring in new businesses for a mini trade show, but prior to the mixer we will be kicking off and holding an educational program. Subject matter will be determined shortly. Durisoe spoke about rebuilding the "sense" of the village. Looking forward to working to building this with the educational seminars and bringing the merchants together. Fortune thanked Durisoe for hosting.

Dorvillier recused himself from the board and spoke about the upcoming Concours d'Elegance, which includes the evening events, the tour on Saturday and the show event on Sunday. Dorvillier spoke about projected street closures Friday through Sunday, mainly on Coast Blvd. Dorvillier requested a letter of support from the board. A motion and second by Murphy/Durisoe was made to support event. Motion passed with a unanimous vote.

Niebling stated we would be supporting this very prestigious event once again with music and entertainment in the village.

Fortune presented Dorvillier with an award for outstanding board of directors for LJVMA 2017. These awards were given at the holiday event but Dorvillier was not present.

Economic Development Division Report

Dickerson not present but Fortune mentioned that Absolution is new to the village, and also Red Lotus Wellness Center.

Block Captain Outing

Niebling spoke about the block captain information to be distributed before the next meeting. Big focus is the merchant mixer and the educational series. We should continue to mention the website to get merchants to log their businesses. Each board member has been sent a list of 20-25 merchants to visit. Fortune will provide information to distribute. Please update Fortune with any closures. Watch for any changes within your designated area.

Design Division Report

Paul Benton presented about the pavement replacement project. Project is sponsored by Union Bank, for the corner of Silverado at Girard. Very concerned about the current condition. A detailed discussion took place regarding what could be done. Will be addressing and conforming to number of trees required for the area. Brought examples and designs of the proposed arcade using a double row of trees. Project would be implemented after Labor Day. Benton requested a letter of support on the project. A motion and second was made by Murphy/Philips to support project. Motion passed with a unanimous vote.

Paulina Lis, executive director of San Diego Green Business Network presented. Partnered with the city of San Diego. Connects businesses in the community and works on energy efficiency. Partnering with five business districts for support. Lis spoke about their services, programs and support offered. Works closely with SDG&E. Niebling suggested that Lis set up a table during one of the upcoming mixers so that merchants can discuss specific needs.

Fortune spoke about Enhance LJ MAD/Sparkle & Shine fundraising. City of San Diego has decided to revisit the possibility of a new suit. We do not know how long process will take. Our area is in desperate need of maintenance. We do not have the money in the budget to continue for the next six months. We would need to go back to a sparkle and shine program to support maintenance. The gap is around 3500.-4000. per month. The banners are not sold out right now, we could possibly get 25-30 poles. If we can't get financial support, we may have to pull the flower baskets down. Discussion took place about a potential adopt a block program. City is only responsible for general services. All owners of real estate are responsible for their own sections of sidewalk, and the upkeep does not happen. Will finetune the actual requirement to see what can be done. Niebling spoke about tying in the website as well.

Adjourn Meeting

Meeting was adjourned at 4:26pm. Niebling announced the next board meeting, Wednesday, March 14, 2018

Dated:

Krista Baroudi, Secretary

Alisha Hawrylyszyn Frank <info@fiercelyoptimistic.com>; Brett Murphy <brett.murphy@lajollasportsclub.com>; Carla Parra <carla@healthylajolla.com>; Don Parks <donp@rsfreview.com>; Gerhard Bendl <gerhardbendl@att.net>; James Niebling <james@estebaninteriors.com>; Jamie Dickerson <jamie@jdixxphotography.com>; Jerit George <Jerit9@gmail.com>; Krista Baroudi <kkaylj@san.rr.com>; Lurnie Durisoe <Lurnie@Durisoe.com>; Michael Dorvillier <Michael.dorvillier@gmail.com>; Nate Dixon <ndixon@lik.com>; Silvina Petrate <silvina.petrate@nativa-online.com>; William Philips <wlpcfa@gmail.com>; Xochitl Cerda <xochitl@thelotent.com>