

Minutes

of the La Jolla Village Merchants Association
Board Meeting – April 11, 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 3.03 pm by Niebling

Roll Call of Directors

Roll call taken by Baroudi. All directors present except Parra, Dorvillier, Dixon, Petrato and Cerda.

Non-Agenda Public Comments

Fortune reminded audience that there will not be fireworks at the cove on 4th of July. Please conduct business accordingly.

Approval of Meeting Minutes

Motion and second by Dickerson/George to approve the minutes from the monthly BOD March 14, 2018. Motion passed with a unanimous vote. No changes.

President's Report

Niebling spoke about his decision to step down from his LJVMA presidency. All based on personal business that requires his full attention. Plenty of energy left on board to conduct business and get things done. Spoke about how wonderful the Concours weekend was.

Fortune spoke about the open board seat being created by Niebling's withdrawal from the board. May meeting will fill seat, interested parties need to submit name before meeting. Must be an active member of LJVMA. We will also need to replace our board president. Anyone can volunteer to be president. Will take nominations and fill position at May meeting.

Mauricio Medina with Council President Bry's office brought a special commendation from Barbara Bry and presented it to Niebling for his service. Also brought The Bry Bulletin to hand out.

Treasurer's Report

Murphy gave a review of the financials for March. Total liabilities and equities of 64069.24 and a net income from July through March of 8371.71. Three months left in the fiscal year. All financials are available on website.

Economic Development Division Report

Niebling spoke a bit about the presentation to follow from the bike and scooter companies. Main concerns include the impact on public right of way. Businesses also pay into business tax for like businesses.

Stefan Winkler with OFO, head of external affairs presented first. OFO was started in 2014 by a group of students. Now in over 250 cities in the world. 32 million rides happen every day. Anna Juan Cristie runs

the local area. Winkler is here every couple of weeks. Winkler described how the service works. 1.00 per hour. Ride to location and leave bike. GPS enabled. Has a patrol team that maintains bikes. Station free bikes allows them to service communities without docks. Most of their bikes are stationed inland. Not focused on tourism or beach communities. Trying to get more people to share mobility in transportation. support@ofobike.com. Will respond in a 24-48 hour window. Ofo only has standard bikes at this point. Has heard about safety concerns. Has signage on bikes and in app about how to safely ride the bike. Helmets are not provided but suggested. Spoke about parking for the bikes. Educating public on how to park bikes. Murphy asked if they are paying business taxes. They have a San Diego license but do not pay community BID fees. Is personally with this company because of their focus on community.

Qua Wynn spoke on behalf of LimeBike. Founded by two UC Berkeley graduates. Focused on first and last mile of transit. Not focused on tourism. Tries to get as close to the corridors as possible. Moving east. Launching in City Heights. Three modes of bikes include regular, assisted battery bike and a scooter. Each are GPS tracked. So far over 21k riders. Will provide data to city to help develop bike program and paths. Was some mischief in the beginning but seems to have subsided.

Kevin Duran with MoBike arrived later in meeting, no representative from BIRD.

Dickerson asked about impact studies and information regarding the impact of making and disposing of the bikes. Winkler said OFO is manufacturing in China, where bikes have been generally been made. Discussion took place comparing the mile per mile usage vs a car. Durisoe asked about how the bikes are placed and maintained. When they are dropped off do they remain there or are they picked up? Bikes are left sitting around all over. LimeBikes go out every 24 hours and recharge scooters. Murphy asked how they got into San Diego without going through the community groups first? For LimeBike they filed a preliminary review with the city. Conclusion was that all they needed was a city tax license. Went through DSD and City Attorney's office. DSD did not talk to any other department or any of the BIDs. Overall city never pulled anyone together. Greg with OFO bike commented that city can't help or prevent different businesses. Currently meeting with town council and other BIDs. Fortune said we have control and responsibility over the public right of way. Ike (audience attendee) asked about the displeasure of the residents in the communities. Feels there are some strong liability issues since who uses the bikes are not regulated. The electric bike space needs to be promoted in a safe and responsible way. Discussion took place about the lack of knowledge regarding safety laws. George spoke about potential liability and litigation issues for not only the company but the city. Santa Monica has outlawed scooters because of the liability. Another issue is Deco Bike. We worked for three years to keep Deco out because they were more focused on signage sales, not biking.

Sally Fuller (audience attendee) took the floor and asked numerous questions, and asked "why did you choose to dump these bikes on our property instead of addressing us first"? Neither company has "launched" here but bikes are already in the area. LimeBike was the first to approach the city. This time things happened differently. Stefan Winkler made note that La Jolla is part of the city of San Diego and lets them migrate.

A question was asked as to who benefits financially. MoBike pays city taxes and gives the city data. Winkler is paying one city tax. Fortune pointed out the companies don't pay BID assessments, and the City of San Diego does not have revenue share on these programs. If only the companies are benefitting why are we giving free access on our streets and sidewalks.

If a BID sets up a payment for the bikes, if they don't what are the consequences. Ike spoke about a fair playing field. Ike pointed out that he doesn't feel this is a sustainable business model.

George talked about the rules he has had to follow regarding his bikes and signage. Durisoe talked about the aesthetic sense of the area. When you start seeing a littering experience of glow in the dark bikes, it affects the overall pride of the area. Mauricio Medina is gathering information to take back to Bry.

Kevin said that MoBike has not launched in La Jolla yet. It was pointed out that their bikes are already in the area.

Murphy asked about technology to deploy to keep bikes from being improperly parked. Could possibly work with ace parking or someone like that.

Greg stated they are working on gamification. Will give positive credits and swag for parking the bike properly, also dings a user for improper placement and usage. Working through technology to try to address this issue.

Durisoe asked for contacts in areas that have had success. Parks asked how far they travel to pick up bikes. Stefan said they don't rush in and remove immediately. Might take away from a user. Also pointed out a major problem. They're getting a lot of bad press. Needs to educate the users and communities. Greg pointed out this outreach is part of their program. Trying to help resolve these issues. Working hard with social media. Fortune asked for any positive comments. Ike's biggest issue is that the companies do not pay anything towards the real estate used. Wants to see a percentage go back to the city for bike infrastructure.

Mauricio asked about the points system. And how they would want a preferred area? MoBike already has a points system. Trying to drive customers to specific parking spaces. Dickerson asked about the sustainability of the business model.

Bill Robbins (audience member) asked about the bikes that show up in the middle of the night? Do they collect sales tax? 1.00 and hour, no sales tax on services in San Diego. Suggested a phone number to talk to a live person. Needs permission to relocate them when they are blocking an area. Pointed out that they went to San Diego State with rules, but not here. There have been rules everywhere they have gone, but no rules in San Diego. Ordinance in San Diego to not ride bikes or scooters on sidewalks. Doesn't want to have to pay for signs. Feels like a fast one was pulled because of no rules. Meet with police because they are breaking lots of rules. Qwan with LimeBike said he would be meeting with Police department.

Sally talked about the number of bikes. Qwan said they have not put bikes here. Asked about impounding bikes that are abandoned.

Niebling reviewed all the comments made today. So much is being relied on with the user, point system is great, but education really needs to be handled. Would like to be led into a better light.

Dave Abrams is here from traffic and transportation. Will formulate a group to meet with representatives from the different boards and community groups.

They have a public license to operate in the public right of way. Fortune once again stated that we are responsible for the public right of way, we issue permits for the public right of way. Too early for an action on this topic. Will bring back next month. Every community has a different idea, some areas love this. But it needs to fit within the community of La Jolla. Niebling suggested that they come back next month in follow up.

Adjourn Meeting

Meeting was adjourned at 4.17. Niebling announced the next board meeting, Wednesday, May 9, 2018

Dated:

Krista Baroudi, Secretary