



# ANNUAL MEETING MONTHLY BOARD MEETING MINUTES

9 October 2019 / 3:00 PM

La Jolla Riford Library  
7555 Draper Avenue, La Jolla, CA 92037

## ANNUAL MEETING MINUTES

<b>Call to Order – Annual Board Meeting</b> Brett Murphy called the annual meeting to order at 3 p.m.		Brett Murphy, President
<b>Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof</b>  Julie Wright called roll to establish a quorum. No quorum. So moved into the Monthly Meeting.	Action	Julie Wright, Secretary
<b>Approval of 2018 Annual Meeting Minutes – No minutes as quorum was not established.</b>	Information	Wright
<b>Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official.</b> See above. Was deferred to the Monthly Meeting Agenda	Action	Impartial Election Officials
<b>Adjourn to Monthly Meeting</b> Murphy adjourned at 3:05 p.m.	Action	Brett Murphy

## MONTHLY MEETING MINUTES

1.	<b>Call to Order - Monthly Board Meeting</b>	Action	Brett Murphy, President
2.	<b>Roll Call</b>  Present: Melissa Snook, Lauren Johnston, Brett Murphy, Tammy Tillack, Jessica Wiley, Gaby Guevara, Michael Dorvillier, Don Parks, Max Shenk Absent: Gerhard Bendl, Kelli Metcalf, Benoit Roux, Kipp Williams, Robert Mackey	Action	Julie Wright, Secretary
3.	<b>Approval of September Minutes</b>  Wright moved, Max Shenk seconded, board approved unanimously	Action	Wright
4.	<b>Non-Agenda Public Comments</b> (limited to three minutes)  Candace Hiddlestone presented a special event to celebrate that the SD Luxe Group of realtors is coming to Keller Williams; it's a free event and open to all community members on Oct. 17.  Robin Gedarjais of Monarch Vacation Rentals, a short term rental company that places people in luxury villas and is located on 909 Girard, introduced her business.  Cody Decker, Decker's Dog and Cat, new pet shop on Ivanhoe. Will have a pet event for Halloween Oct. 31 at 3 p.m. that's free and fun. Open to partnerships with other merchants.  Natalie Aguirre from J McLaughlin is doing an event with the Historical Society in December featuring photos of Girard from the archives. J McLaughlin was formerly	Information	Murphy

	<p>horse stables. On October 30, H McLaughlin is partnering with the Face Foundation and a La Jolla vet to support pets.</p> <p>Jason Weisz with Sen. Toni Atkins office. Shared her latest newsletter and updated on “Real ID” which is needed for all to board a plane.</p> <p>Mauricio of Council President Pro Tem Barbara Bry’s office updated on new slurry seal job in the Village. He reminded merchants to make a Get It Done report</p>		
5.	<p><b>Financial Report</b></p> <ul style="list-style-type: none"> <li>September Financials</li> </ul> <p>Brett Murphy presented the financials.</p> <p>Max Shenk moved and Mike Dorvillier seconded their approval. The board unanimously approved the financials.</p> <ul style="list-style-type: none"> <li>Acceptance of Audit</li> </ul> <p>Jodi Rudick reported the audits of the LJVMA and Coastal Access Program have been completed.</p> <p>Wright moved, Don Parks seconded acceptance of the audit. The board unanimously approved the motion.</p>	<p>Action</p> <p>Action</p>	<p>Murphy</p> <p>Jodi Rudick, Executive Director</p>
6.	<p><b>Design/Construction</b></p> <ul style="list-style-type: none"> <li><b>Construction Updates and Requests (if submitted) –</b> <ul style="list-style-type: none"> <li><b>Lifetime Fitness – Final Construction Phase</b></li> </ul> </li> </ul> <p>Rudick said Lifetime Fitness has to move in its millwork and equipment and semi-trailers may be needed daily. Lifetime would like to extend their parking from their 12 spots, and Rudick asked them to reduce it to six, but understands that Lifetime will do their best because they can’t block the street with semis. Natalie of J McLaughlin asked how they’re handling parking during the Art and Wine Festival.</p> <p>The goal is to get them open so that they’re complete before the Thanksgiving construction moratorium. Rudick approved their request based on the board’s previous approval.</p> <ul style="list-style-type: none"> <li><b>Update</b> from new Enhance La Jolla Executive Director, John Unbewust</li> </ul> <p>Rudick recapped that Enhance La Jolla is out in the Village and starting to make improvements in sanitation and landscaping. She said to watch for the Enhance La Jolla team members out in the community. Feedback from merchants has been good and it’s been a great launch of the MAD. Check out <a href="http://enhancelajolla.org">enhancelajolla.org</a> to learn more.</p> <p>Unbewust said the streetscape plan should be ready by end of Nov and available for vetting. Once the plan is in place, Enhance La Jolla expects to start fundraising to make those streetscape improvements. Unbewust asked if merchants have seen any difference on Girard and attendees said yes. They’ve been focusing for two weeks on Girard because of the Art and Wine Festival. They’ve powerwashed the trash receptacles (during the night). No overflowing trash cans!</p>	<p>Action</p> <p>Information</p>	<p>Rudick</p> <p>John Unbewust</p>
7.	<p><b>Economic Vitality and Merchant Development Report</b></p> <p>A. <b>La Jollalty Card</b> – Website has been updated, cards and window decals were distributed to attendees at the Board meeting and will be distributed to all merchants. La Jolla High School Foundation will be test partner for non-profit fundraising distribution. <b>New non-profit partners are also invited to partner with us.</b> Grand Launch at the Art and Wine Festival Oct 12 and 13. Anyone who makes a minimum \$10 donation to get a card from the LJHSF will get a complimentary movie pass to The Lot.</p> <p>The website is live at <a href="http://www.lajollaltycard.com">www.lajollaltycard.com</a> with 52 merchants. <b>New merchants are still being accepted post-launch.</b></p>	<p>Information</p>	<p>Rudick</p>

	<p>B. <b>Sponsorship Opportunities-</b> Update has been completed on website. Goal is to sell banner ads on website and/or ad self-promotion banner ads.</p> <p>Businesses are encouraged to claim one of the spaces. Rudick expects to be sold out by yearend.</p>		
8.	<p><b>Promotions</b></p> <p>A. Request from <b>Fitness on Fay Club Crawl</b> to allow PROW access during upcoming event</p> <p>Luke from F45 and Brett Murphy looked at ways to make the most of the many fitness businesses on Fay. They identified that it would make sense to hold an event from 7 a.m. to 1 p.m. with six businesses participating and an afterparty at Duke's. Participants would go from business to business to experience each club. PROW access would be required from Fay and Silverado to Fay and Kline and would include cool fitness activities.</p> <p>Rudick said these kinds of collaborations between merchants are something the LJVMA wants to encourage.</p> <p>Wright moved, Mike Dorvilier seconded and Murphy abstained with all other board members voting in favor.</p> <p><b>B. Upcoming events</b></p> <ol style="list-style-type: none"> <li>Art and Wine Festival – This weekend, October 12 -13</li> <li>Taste of La Jolla – October 21</li> <li>Pillage the Village with Dog-O-Ween (New this year) at Decker's Dog + Cat – October 31</li> </ol> <p><b>C. Enjoya La Jolla November – Salute to Service.</b> Working on partnership with USO/military service organizations. Looking into music provided by military veterans, groups. <b>Laurie Durisoe</b>, former board member is assisting with entertainment and collaborations.</p> <p><b>D. Enjoya La Jolla December – Merchants will be challenged to decorate and celebrate the holidays.</b></p> <p><b>E. Holiday Happenings – Event and Marketing Committee to develop marketing campaign/calendar will be developed to promote FREE holiday events in La Jolla Village. Girard Holiday Open House (on November 24 will kick off the calendar, other merchant clusters encouraged to collaborate: Ideas include: Ho, Ho, Ho on Ivanhoe   Fa, la, la on Fay   Get Jolly on Girard   Gingerbread on Girard  </b></p>	Action	Murphy
		Information	Rudick/Wright
9.	<p><b>Organizational Excellence</b></p> <p><b>A. Associate Membership Approval (if any)</b></p> <p>None presented and no action taken.</p> <p><b>B. Annual Report –Suggested Action: Accept Annual Report as submitted.</b> Accessible on Website and La Jolla By the Sea SlideShare Channel</p> <p>Wright moved, Sherk seconded with unanimous board acceptance.</p> <p><b>C. Board of Directors Update</b></p> <p><b>a. Election Process and Update</b></p> <ol style="list-style-type: none"> <li>Election Day was October 2, 2019; 51 total votes cast compared to 2018 in which 15 total votes cast. Candidates really got out the vote by making direct contact with many merchants increasing awareness and engagement. Thanks to all candidates for their participation.</li> <li>Accommodations (golf cart rides or on-site secret ballot) made for approximately 30 merchants.)</li> </ol>	Action	Rudick
		Action	Rudick
		Information	Rudick/Wright

	<p>iii. Ballots have been verified for eligibility and remained sealed until today as required by our Bylaws.</p> <p>iv. Board members continuing:</p> <ol style="list-style-type: none"> <li>1. Kelli Metcalf</li> <li>2. Julie Wright</li> <li>3. Gaby Guevara</li> <li>4. Robert Mackey</li> <li>5. Benoit Roux</li> <li>6. Max Shenk</li> <li>7. Tammy Tillack</li> <li>8. Jessica Wiley</li> <li>9. Kipp Williams</li> </ol> <p>v. Wright announced the Election Results as follows based on the ballot count:</p> <ol style="list-style-type: none"> <li>1. Lauren Johnston</li> <li>2. Bret Murphy</li> <li>3. Melissa Snook</li> <li>4. Amber Anderson</li> <li>5. Morgan Cook</li> <li>6. Cody Decker</li> </ol> <p>vi. Election Process Approval by BOD. Motion: Certify the Election Results as long as no challenges have been filed to the Inspector of Elections by 5:00 pm on Wednesday, October 16 (per our bylaws Article VI, Section 12)).</p> <p>Murphy moved, Jessica Wiley seconded, board approved unanimously.</p> <ol style="list-style-type: none"> <li>b. Swearing in ceremony next month (November 13)</li> <li>c. Brown Act Training Next Month Following Meeting</li> </ol>	<p>Action</p> <p>Action</p> <p>Information</p>	<p>Election Officials</p> <p>Wright</p> <p>Wright</p>
10.	<p>Next Meeting November 13, 2019 at Riford Library Strategic Planning Workshop – December 11, 2019 – ALL MEMBERS ENCOURAGED TO ATTEND</p> <p>Meeting was adjourned at 4 p.m.</p>	Action	Murphy