



LA JOLLA VILLAGE MERCHANTS ASSOCIATION
 Monthly Board Meeting – Online Format via Zoom

08 July 2020 / 4:00 PM

As allowed by special California and City Shelter-in-Place orders, La Jolla Village Merchants Association is holding its regular monthly meetings via the Zoom Online Meeting platform during the Coronavirus Crisis.

Meeting Name: La Jolla Village Merchants Association Monthly Meeting - July 2020

Time: July 08, 2020 4:00 PM Pacific Time (US and Canada). Please log in 15 minutes before meeting time to allowing for technical issues.

Join Zoom Meeting (Password Protected)

1. Meeting Format and Guidelines a. Video/Audio Enabled by Host	Jodi Rudick, Executive Director	
2. Call meeting to Order	Brett Murphy, President	
3. Roll Call Present: Amber Anderson, Morgan Barnes, Cody Decker, Gabriella Guevara, Lauren Johnston, Katey Longo, Robert Mackey, Brett Murphy, Nevin Ramona, Max Shenk, Melissa Snook, Jessica Wiley, Julie Wright Absent: Kelli Metcalf 4. Approval of June Minutes	Jessica Wiley	Action Motion: Robert Mackey Second: Cody Decker Unanimous
5. Update from Elected Officials <ul style="list-style-type: none"> • Jason Weisz – Atkins office: State budget has passed. Advised that deadline for public comment for local legislation is Aug 31st. • Joe LaCava for City Council District 1 – Contact info: E: www.JoeLaCava.com P:619-972-4705, feel free to call me on local issues. 		Information
6. Public Comment <ul style="list-style-type: none"> • Sara Davis – state assembly candidate for La Jolla: Introduction. Midwife and business owner. Speaking points: supports universal healthcare in California, affordable housing, climate change initiatives • Mary Montgomery – Introduction: MAD new district manager: introduction • Jamie Dickerson – introduction: volunteer photographer for the LJVMA, opened new studio on Draper, REVS studios • Jo Cullen – Introduction: Lifetime Fitness, general manager 		Information

7. Organization Update		
a. Swearing in – Dr. Nevin Ramona	Wright	Action
b. Mid year Vacancy – Review Application(s), Appoint Director. Joellen Cullen, Lifetime La Jolla	Wright	Action Motion:
<ul style="list-style-type: none"> • Lifetime is not only a fitness center but also includes Life Café and Life Spa. Currently lives in village and looks forward to being more involved in the community 		Robert Mackey Second:
<ul style="list-style-type: none"> • Amber Anderson Unanimous 		
c. Audit Proposal – Approval Requested to fund Audit \$4500	Wright	Action
<ul style="list-style-type: none"> • Includes \$700 discount compared to last year 		Motion:
<ul style="list-style-type: none"> • Morgan Barnes Second: Brett Murphy Unanimous 		
d. Election Timeline – Approval Requested	Rudick	Action
i. Wednesday, July 8 – Presentation of Timeline		Motion: Julie Wright
ii. Friday, July 31 – Date of Record to Nominate – must have business in village and paid business tax		Second: Brett Murphy
iii. Wed, September 9 – Self Nomination Form must be received at LJVMA office – photo and candidate statements requested		Unanimous
iv. Wednesday, Sept 30 – Date of Record to Vote – must be member in good standing		
v. Wednesday, October 7, Secret Ballots will be cast in person at the LJVMA Office. Consider making emergency adaptations due to COVID-19. Consider option for mail in or pick up ballot with validation process. Ballots will continue to be anonymous.		
vi. Wednesday, October 14 – Ballots Publicly Opened and Counted. Consider adaptations due to COVID.		
vii. Wednesday, November 11 – Swearing in and Election of Officers		
e. Diversity Task Force – Adoption of Diversity Statement and Initiatives	Rehema Ally-Lifa	Action
<ul style="list-style-type: none"> • Diversity is a Core Value of the LJVMA 		Motion:
Please see presentation for statement and initiatives to promote diversity in the La Jolla Village community		Robert Mackey
https://www.slideshare.net/lajollavillagemerchants/diversity-initiatives-2020-la-jolla-village-merchants-association		Second: Jessica Wiley Unanimous
f. Approval of Strategic Plan – Consider modifying with Diversity Initiatives	Julie Wright, Vice Pres.	Action Motion: Brett Murphy
<ul style="list-style-type: none"> • Lauren Johnston Unanimous 		Second: Lauren Johnston Unanimous

<p>g. Membership – Request to Offer Associate Membership Discount (Short term Summer Promotion due COVID Restrictions) to Coastal La Jolla merchants (Jolla Shores and Bird Rock)</p> <ul style="list-style-type: none"> • 50% discount to increase membership with neighboring businesses • Expires end of September 2020 	Wright	Action Motion: Morgan Barnes Second: Brett Murphy Unanimous
<p>8. Finances</p> <p>a. Financials</p> <ul style="list-style-type: none"> • See attached financials • \$121,698.79 equity • Profit/loss balanced • city is allowing carry over of balance in fiscal year • Expenses \$13,000 a month – budgeting on marketing and limited spending on events secondary to covid • Bid revenue down by 50% compared to last year partly due to deferments were offered for business taxes certificate <p>b. 501(c)3 Formation – Mission Statement Drafted, Working on bylaws</p>	Jodi Rudick	Action Motion: Julie Wright Second: Robert Mackey Unanimous
<p>9. Design/Beautification</p> <p>a. Add short term parking (green curbs) to allow for easier curbside pickup (i.e. Convert 2 hour parking on La Jolla Blvd to Short Term 15 Minute Parking (Green Curb) – Request for Support</p> <ul style="list-style-type: none"> • Mike Eastwood – owner of Small Goods: reports that 2 hour parking has made curb side pick difficult. Presented petition with signatures of neighboring business as well as local customers. • Cody Decker – similar situation on Ivanhoe near post office. Vote is subject to Mr. Decker getting support from neighboring businesses • INFORMATION: Steve Hadley: The Council Office asked for temporary curb pick up zones, but that request was denied. We will continue to push for temporary pick up parking during Covid, concurrent with the Association's action. <p>b. Temporary Outdoor Business Permits</p> <ul style="list-style-type: none"> • Mayor signed executive order to allow outdoor dining on sidewalk and parking lots. • “Streeteries/parklets” – will allow businesses to expand onto the street and parking spaces outside store front to allow for extra space and accommodate customers. • Waiting for city to approve or deny this week or next 	Rudick	Action Motion: Brett Murphy Second: Cody Decker Unanimous
	Rudick	Information

