



Meeting Minutes

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

14 October 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 – September 2020

Time: October 14, 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	Information	Jodi Rudick, Executive Director
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ANNUAL MEETING AGENDA

Call to Order – Annual Board Meeting		Brett Murphy, President
Roll Call – Establish Quorum – 50 Members Required. Action: Accept Quorum or lack thereof	Action: lack of quorum for annual meeting Motion: Brett Murphy Second: Jessica Wiley Unanimous	Jessica Wiley Secretary
Approval of 2019 Annual Meeting Minutes – No minutes as quorum was not established.	Information	Murphy
Ballots Opened and Counted (Quorum Required) – Action: Confirm sealed ballots and identification of Election Official. If no quorum established (see above) defer action to Monthly Meeting Agenda.	Action Motion: Brett Murphy Second: Katey Longo Unanimous	Rudick/Bill Podway
Adjourn to Monthly Meeting	Action	Brett Murphy

MONTHLY MEETING AGENDA

<p>1. Call meeting to Order</p>	<p>Brett Murphy, President</p>	
<p>2. Roll Call Present: Morgan Barnes, Jo Cullen, Cody Decker, Gabriella Guevara, Katey Longo, Brett Murphy, Nevin Ramona, Melissa Snook, Jessica Wiley Absent: Amber Anderson, Lauren Johnston, Robert Mackey, Kelli Metcalf, Max Shenk, Julie Wright</p> <p>3. Approval of September Minutes</p>	<p>Jessica Wiley, Secretary</p>	<p>Action Motion: Brett Murphy Second: Morgan Barnes Unanimous Abstain: Melissa Snook Katey Longo</p>
<p>4. Organization Update – BID by the Numbers Pre-Covid businesses in village 1254; current business 1400</p>	<p>Information</p>	<p>Jodi Rudick</p>
<p>5. Election (if deferred) All eligible ballots will be publicly opened and counted by Election Officer during Zoom Meeting. Election Official will reveal results prior to adjournment. (Wednesday, November 11 is Swearing in and Election of Officers)</p> <p>a. Audit Update – Audit Letter – Request to Accept auditor findings.</p> <p>b. Suggestions from Auditor -</p> <p>i. Board Vote to allow Executive Director to use LJVMA credit card for monthly recurring charges and previously budgeted and approved items up to \$2500 without Board Approval. Any charges exceeding \$2500 require written approval from bank signatory. (Executive Officer). Charges to be reported to BOD at subsequent Board meeting. Provides same two person checks and balances as check signing policy.</p> <p>ii. Allow write offs of old accounts receivables (June 2020) from unpaid associate membership fees. COVID-19 eliminated the ability for association to deliver promised benefits. Total write off is under \$1000.</p> <p>c. LJVMA Office Relocation – Update</p> <ul style="list-style-type: none"> • Crosby Center – Herschel Ave. First floor office with access from Girard Ave. 	<p>Murphy</p> <p>Action Motion: Brett Murphy Second: Cody Decker Unanimous</p> <p>Murphy</p> <p>Action Motion: Brett Murphy Second: Morgan Barnes Unanimous</p> <p>Murphy</p> <p>Action Motion: Katey Longo Second: Brett Murphy Unanimous</p> <p>Information</p>	<p>Murphy</p> <p>Murphy</p> <p>Rudick</p>

<p>2. Blog has new feature – La Jolla Behind the Scenes written by community member and writer, Robby Robinson. All merchants are welcome to contact us to arrange an interview time and be featured in this column.</p> <p>iii. Pumpkin Decorating Contest via social media (similar to last year’s La Jolla-Days Holiday Contest). Voting will take place via social media only in strict adherence to COVID-19 guidelines.</p> <p>iv. La Jollalty PLUS Gift Card Campaign – will be launched for Holidays.</p> <p>v. Ongoing –</p> <ol style="list-style-type: none"> 1. Parking Campaign (Park. Stay. Play All Day.) 2. <i>La Jolla Village News</i> Campaign Continues 3. La Jolla <p>b. Internal (Merchants)</p> <ol style="list-style-type: none"> i. Discount Merchant Parking Program continues - \$75 month, get in touch with Jodi to sign up or learn more. ii. Reminder - Facebook Group - La Jolla Village. Merchants and Blog; www.lajollavillagemerchants.com 	Murphy	Information
<p>11. Election Results Revealed</p> <ul style="list-style-type: none"> • Bill Podway – 39 sealed ballots opened. 9 candidates for 9 positions • All 9 candidates received votes and have been elected to the board 	Election Official, Bill Podway, Community Volunteer	<p>Action to accept findings election results</p> <p>Motion: Brett Murphy Second: Katey Longo Unanimous</p>
<p>12. Meetings</p> <ol style="list-style-type: none"> a. Virtual Meeting Plan – Following state/city guidelines. All meetings via Zoom Platform until meeting restrictions lifted. b. Meeting log-in information/agenda is on website (posted 72 hours prior to meetings). 	Murphy	Information
<p>13. Adjourn to Next meeting – November 11, 2020</p>	Murphy	Information