

La Jolla Village Business Improvement District

ANNUAL REPORT 2016

La Jolla Village
★
MERCHANTS ASSOCIATION

Executive Committee & Director of LJVMA 2015 - 2016

- Claude Anthony Marengo – President
- James Niebling – Vice President
- Paul Burke – Treasurer
- Claudette Berwin - Secretary
- Sheila Fortune - Executive Director

A non-profit business association formed in January 2011 with experienced professional stakeholders at the helm, and a team of skilled partners on deck. LJVMA signed a contract with the City of San Diego in May 2011 to manage the La Jolla Village BID.

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Board of Directors of LJVMA

BOD (Officer Term)	(Board Term) Company Name	Address	Phone	Email
Elsie Arredondo	(2016 x 1) Monarch Fine Art of La Jolla	7629 Girard Avenue	858-454-1231	elsie@monarchfineart.com
Krista Baroudi (Sec x 3)	(2016 x 2) The World Around You	7660 Fay Avenue, #822	858-459-2621	kkaylj@san.rr.com
Claudette Berwin (Sec x 1)	(2016 x 3) Gallery Properties	7861 Herschel Avenue	858-454-0555	claudette@galleryproperties.com
Paul Burke (Treasurer x 2)	(2016 x 1) PSB, Inc.	1295 Prospect Street	858-459--0501	paul@bhhsaljolla.com
Leon Chow	(2016 x 3) C&H Photo	7720 Fay Avenue	858-729-6565	lc@candhphoto.com
James Niebling (VP x2)	(2016 x 2) Esteban Interiors	7605 Girard Avenue	858-729-0045	James@estebaninteriors.com
Terrence Underwood	(2016 x 1) Grande Colonial	910 Prospect Street	858-729-5380	tunderwood@gclj.com
Richard Walker	(2016 x 1) Richard Walker's Pancake	909 Prospect Street	858-459-8800	richardwalkerjr@richardwalkers.com
Nancy Warwick (VP x3)	(2017 x 3) Warwick's	7812 Girard Avenue	858-454-0347	nancywarwick@yahoo.com
CA Marengo (Pres x3)	(2017 x 2) Marengo Morton Arch	7724 Girard Avenue, 2 nd Floor	858-459-3769	cmarengo@me.com
Michael Dorvillier	(2017 x 2) Symbio Financial	7825 Fay Avenue, Suite 110	858-551-8701	michael@symbiofinancial.com
Adam Barno	(2017 x 1) Dick's Liquor & Wine	737 Pearl St	858-668-8525	dicksliquorandwine@yahoo.com
Brett Murphy	(2017 x 1) La Jolla Sports Club	7825 Fay Ave, Suite 160	858-500-2594	brett.murphy@lajollasportsclub.com
Ike Fazzio	(2017 x 1) San Diego Fly Rides	1237 Prospect St, Suite X	619-602-2607	ike@sandiegoflyrides.com
Christophe Cevalco	(2017 x 1) Eddie V's	1270 Prospect Street	858-459-5500	ccevasco@eddiev.com



LJVMA Vision – Established January 11, 2011

The vision for La Jolla Village Merchants Association (LJVMA) is to build consensus in the Village and re-establish La Jolla as a vibrant, prosperous community.

LJVMA District

Neighborhood: La Jolla Village

Boundaries: Eads to Ivanhoe, Ocean to Pearl Street to La Jolla Boulevard with various extensions beyond these streets

Number of Blocks: 30

Number of Businesses: 1330 +/-

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Key Accomplishments – 2016

Economic Development

- The Economic Development Committee created a survey for residents, merchants and visitors to enlist feedback on new business market ideas to determine type of businesses that are wanted/needed in our village.
- The Economic Development Committee has created a New Business Marketing package to proactively work with real estate owners and brokers in the commercial market place.
- A review of City of San Diego business license analysis of business categories – educate potential new businesses so market is not over-saturated with same “type” of businesses.
- A Business Page has been created on our www.LaJollabytheSea.com to help new businesses find information on how to open a business in La Jolla.

Key Accomplishments – 2016 Promotions

- Continue to enhance our web site by:
 - Adding a page for business related information for opening a business and resources for permitting, licensing, etc.
 - Populating database search program of merchants.
 - Eblast program monthly to merchants for educational and promotional interest
 - Calendar of Events
 - Social Media connections in all platforms www.LaJollabytheSea.com
 - Facebook/LaJollabytheSea
 - Twitter/LaJollaInfoCtr
 - Pinterest/LaJollabytheSea
 - Instagram/LaJollabytheSea
 - Share your #LaJollaLove Photos

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Key Accomplishments – 2016

Promotions – Partners Supporting Events

- 02/2016 Farmers Insurance Open PGA Golf Tournament - Promotional Partner
- 04/2016 Concours d' Elegance – Supporter and Revenue Share on LJVMA Ticket Sales
- 04/2016 3rd Annual La Jolla Day at the Padres Game
- 07/2016 La Jolla 4TH of July Fireworks – Program Partner
- 08/2016 LJ Half Marathon – Promotional Partner
- 10/2016 Fashion Week SD – Event Sponsor
- 10/2016 LJ Art & Wine Festival – Promotional Partner
- 10/2016 Pillage the Village – Event Sponsor
- 11/2016 So Fine on Kline – Promotional Partner and Revenue Share
- 12/2016 La Jolla Christmas & Holiday Parade – Promotional Partner
- 12/2016 Holiday Banner Program – Revenue Program

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Key Accomplishments - 2016

Organization

- Continuing a direct relationship with the Mayor's Office to better communicate challenges and solutions to create a better La Jolla for our visitors' to experience, as well as a better business climate and place to live.
- Communicating with City of San Diego President and Councilmember Lightner's office staff to improve streets, sidewalks, trees, garbage containers, The Cove smell, and other issues that arise daily.
- The Executive team has worked with the Mayor's Office, La Jolla Town Council, La Jolla Parks & Beaches and local merchants to resolve "The Smell at the Cove" and initiate a schedule for environmental treatments for the smell. Maintaining the program LJVMA has established with the Mayor's Office for monthly scheduled environmental clean-up at The Cove.

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Key Accomplishments - 2016

Organization

- Meeting regularly with other City of San Diego BID Council Executive Directors to educate on common issues and share lessons learned.
- Working with the City of San Diego Development Services Department to create better communication and streamline administrative procedures, and researching ways to improve current Public Right of Way (PROW) guidelines for La Jolla.
- Continue to educate the Real Estate Owners and Business owners regarding the PROW Ordinance and legalities, potential fines, and appropriate Permits that are available through LJVMA.
- Managing the Approval of Construction that affects our PROW and scheduled moratoriums.

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Key Accomplishments - 2016

Organization

- Held Fall Elections for Officers and Directors for the LJVMA Board of Directors – attracting an impressive group of 15 self-nominated candidates reflecting many different types of businesses and their individual professional backgrounds.
- Successfully completed our Certified CPA Audit and Taxes for FY 2015 - 2016.
- Held Annual Strategic Planning with Open Forum For Merchants
- Held Merchant Mixers – mini tradeshow for merchants to get to know one another

Key Accomplishments - 2016

Organization

- Executive Director Manages the contract and the supplemental parking pass program for the City of San Diego as the fiduciary manager for La Jolla Coastal Access and Parking.
- Working to find more supplemental parking availability through Ace Parking and LAZ Parking managers.
- Partnering with our local associations: La Jolla Community Planning Association – with 3 seats on the Planned Development Ordinance Board, Traffic & Transportation – with 2 seats, and the Executive Director manages daily business administrative operations of La Jolla Coastal Access & Parking – also with 3 seats on the board. Supporting La Jolla Town Council and La Jolla Parks & Beaches in their initiatives.
- Provided complimentary welcome package, ribbon cutting and press photo to all new businesses who opened in the Village and wanted the opportunity to capture the event.

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Key Accomplishments - 2016

Organization - Block Captain Program

- Continuing to improve our Block Captain Program expanding coverage in the Village to educate the merchants and prospective merchants regarding their benefits from being a member of the La Jolla Business Improvement District/La Jolla Village Merchants Association.
- Verify all businesses in LJBID and compare to the City Tax Collection Record report received monthly from the City of San Diego Tax office.
- Constantly working to engage more business owners/managers to participate in our LJVMA monthly meetings and committees.
- Educate business owners to our website, their free member listing, advertising opportunities, our calendar of events, in an effort to continue to improve the Block Captain Program with educated volunteers, a consistent message and repeat visits to merchants to build rapport.

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Key Accomplishments - 2016

Design Committee

- Continued maintenance of monthly Hanging Basket Flower Program, as well as maintaining the new trees for life, per City of San Diego ordinances.
- Managed the program for LJVMA Benches and management of the Memorial Benches in the Village.
- Increased the Holiday Décor in the Village by adding additional decorations, roof top lights and palm tree wrapped lights.
- Managed the 120 Banner Pole Program for advertising of non-profits and cultural arts events.
- Continued our banner program for merchants, associations and residents to sponsor **Sparkle & Shine** banners to provide funding for pressure washing and maintenance of sidewalks in the Village – initial donations \$70,000+.
- Created and manages maintenance staff position 6 days per week to help keep sidewalks clean and light maintenance with **Sparkle & Shine** Banner donations.

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