

ENHANCE LA JOLLA

MAINTENANCE ASSESSMENT DISTRICT

Regular Meeting of the Board of Directors

Thursday, September 17, 2020, 4:00 pm – 5:30 pm

The Meeting was held Remotely via ZOOM

In attendance:

Present: Dynes, Gild, Hauer, Kanjo, Kassel, LaCava (Secretary), Lipsky, Michaelson, Nelson (Treasurer), Pfeiffer, Wagner, Witt (Chair)

Absent: Warwick

Staff: Mary Montgomery (District Manager)

City of San Diego: Steve Hadley (D1 Office), Luis Ojeda (Economic Development)

Public: Chris Cott, Jonathan Kearny, Ashley Mackin-Solomon (La Jolla Light),

DRAFT MINUTES

1. The Meeting was called to order at 4:01 pm.
2. **Adopt the Agenda.** LaCava/Nelson 12-0-0.
3. Annual Election
 - a. **Certify Election Results.** Kassel/Wagner. 12-0-0.
Ann Dynes, Tony Gild, Kathryn Kanjo, and Andy Nelson were elected. The ballots were counted by Luis Ojeda (City of San Diego)
4. Election of Officers
 - a. President: Pfeiffer/Dyne nominated **Ed Witt**. Approved 11-0-0.
 - b. Treasurer: Pfeiffer/Witt nominated **Andy Nelson**. Approved 11-0-0.
 - c. Secretary: Nelson/Witt nominated **Joe LaCava**. Approved 11-0-0.
5. Non-Agenda Public Comment (2 minutes or less on matters within ELJ jurisdiction and not on today's agenda. No action can be taken.)

Chris Cott recommended ELJ remove dead palm trees in the Village.

6. Officer Reports
 - a. President's Report
Thank you all for your support and allowing me to serve as your president I promise I'll work hard to enhance LJ. Thank you, Andy and Joe, for continuing in your roles. Special welcome to our new board members Ann and Tony. The

election took place without a hitch and I'm proud as to how it was conducted. A thank you to Kathryn and her committee for the work on the nominations and election committee and we'll report to her with any suggestions. Thank you to Ruth and David for their support last year serving on the board. We appreciate your input and look forward to your continued support of our MAD. A lot has been going on behind the scenes. As you know in our last meeting we replaced John Unbewurst as our manager and now have Mary Montgomery serving in that position. She has caught on quite fast and is working very hard to enhance LJ. Mary and I meet at least weekly to ensure things are going as we want. Projects and maintenance are going on and if anyone would like to meet with us during these meetings let me know. Benches and trash receptacles will be discussed today. A couple of weeks ago I was in Santa Barbara. As you may know Santa Barbara was considered the benchmark for what a city business district should look like. After visiting SB and being on their State Str I can report to you that we can be very proud of the work we've done. We look a lot better than they do. I'm really excited about the next 12 months and I look forward to accelerating our efforts to work with our retailers and land owners. I firmly believe in the private/public relationship to improve our environment in La Jolla. When prospective investors tour our village considering an investment we must present ourselves in the best light and thus I feel ELJ and the MAD has a responsibility to do all we can to ensure the public right of ways are clean, clear and impressive as we can make them. Even with closed businesses we must look like we are ready to go!

- b. Treasurer's Report – Nelson reported that continue with a balanced cash flow as the City reimburses ELJ for MAD expenses.
 - c. Secretary's Report – **Approved Minutes of June 18th, July 6th**. Dyne/Kassell. 12-0-0.
7. Reports by Others – INFORMATION Only (3 minutes or less)
- a. City of San Diego
 - President Witt thanked Ojeda for counting the ballots on the board election. Ojeda thanked ELJ for how the election was run. And thanked Montgomery for stepping in as the new Manager. Ojeda will schedule a meeting with city staff coordinating city services with MAD services. LaCava wondered if there are further budget cuts to reduce the City baseline, will ELJ be allowed to make up the difference. Witt noted that we should monitor property taxes since that is where the MAD assessment is collected; Ojeda offered to do that monitoring
 - b. La Jolla Community Foundation
 - Pfeiffer reported LJCF had a board meeting yesterday. Streetscape program is estimated at \$10 million. The board has decided to proceed in parts. They are working with the consultants how this might be done. The board will be starting fundraising.
 - c. La Jolla Village Merchants Association (BID) .Lipsky reported there are currently about 1350 businesses with about 100 have closed based on non-renewals of

business certificates.

8. MAD Items

- a. District Manager's Report – INFORMATION Only
Montgomery summarized her report which is posted on the ELJ website.
- b. News Racks – ACTION ITEM
Witt noted that all news rack have been inventoried and the owner contacted. ELJ removes racks where the owner agrees. Special shout out to Robert at LJ Golf Carts for hauling away the old racks.
Motion to continue this work. Kassel/Dynes. 12-0-0.
- c. SDG&E & other Utility Boxes
Witt explained that 6 boxes have been painted so far. Special shout out to Chris Cott for his assistance.
Effort should continue pending confirmation ELJ insurance covers volunteers.
Nelson/Dynes. 12-0-0.
- d. Existing Private Flowerpots
Update on re-planting existing pots in the public right-of-way. Wagner suggested we confirm that pots are not being maintained by the storefront or the property manager.
This effort should continue focusing where there are empty storefronts.
Kanjo/Wagner. 12-0-0.
- e. City Street Lights
ELJ has been conducting minor touch ups such as painting over rust or reattaching loose utility doors.
Work should continue. Kassel/Nelson. 12-0-0.
- a. Website Update
Proposal to update the ELJ website to make it easier for residential and commercial property owners to find information and report problem areas. After reviewing competing proposals, the Executive Board recommends Gaslamp Media. Their proposal was for \$4000 but offered a 15% discount i
Retain Gaslamp Media to update the website for an amount not-to-exceed of \$3400 paid upfront.
Pfeiffer/Dynes. 12-0-0

9. Enhance La Jolla Action Items (Tasks and funding not associated with the MAD)

- a. Audit Committee
Accept the Audit Report by Russell Ingledew, CPA.
Dynes/Pfeiffer. 12-0-0.
- b. Existing Benches
Should ELJ consider buying new SeaHorse benches instead of refurbishing the existing wood benches? Note: Depending on the scope of work, this may be

eligible for funding under the MAD.

Consensus that this item should be tabled pending more research.

c. Existing City Trash Containers

Discussion of the condition of these containers. Ojeda noted that City is no longer wedded to the “old style” city trashcans, offering more flexibility. City will empty custom trash cans if purchased by ELJ if the number of trash cans is not increased. ELJ could empty if more trash cans are added to the Village.

No action at this time.

d. News Racks

No action at this time.

10. Board Member Comments – **None**

11. **Adjourn to the Next Board Meeting.** Kassell/Wagner. 12-0-0

(Tentatively scheduled for January 21, 2021, 4:00 pm, either remotely on-line or at the La Jolla Library depending on state and local restrictions).

Important Note: Due to the COVID-19 public health emergency, Enhance La Jolla cannot hold physical meetings. Instead, pursuant to the Governor’s executive order N-25-20, as interpreted by City authorities, ELJ public board meetings are being held as online video/voice teleconferences. Those who wish to attend (including viewing, listening, and possibly speaking at the meeting) must register in advance.