
Meeting of the Board of Directors
Thursday, February 13, 2020, 4:00 pm
La Jolla Riford Library, 7555 Draper Ave, La Jolla, CA 92037

DRAFT MINUTES

Board Members

Present: Hauer, Kassel, LaCava (Secretary), Lipsky, Marino, Nelson (Treasurer), Warwick, Witt (Chair), Yansick (by phone)

Absent: Kanjo, Pfeiffer, Wagner

District Manager: John Unbewust

Public: Steve Hadley (Council District 1 Rep), Jodi Rudick (La Jolla Village Merchants Association), Ann Dynes, Brenda Fake, Bill Robbins, Corey Levitan (La Jolla Light), Linda Shaw (La Jolla Village Garden Club).

1. Welcome and Roll Call
4:05 pm. 9 in attendance, quorum met.
2. Adopt the September 19, 2019 Agenda
So moved, LaCava/Kassel. 9-0-0.
3. Non-Agenda Public Comment (2 minutes or less on matters within ELJ jurisdiction and not on today's agenda. No action can be taken)

Brenda Fake: Friends of Coast Walk Trail. City issued right of entry permit for additional repair work on Coast Walk. FOCW, a 501-c-3 corporation, is raising money for additional restoration work including replacing decomposed granite (DG) to improve walkability.

Linda Shaw: La Jolla Village Garden Club. Involved in tree planning county-wide since 1986. The Club can supply 24-inch and larger trees. Club is hoping to work with ELJ and the La Jolla Community Foundation to plant trees in the Village.

4. Officer Reports
 - a. Chair's Report

Chair Witt made opening remarks. The maintenance work by MAD started last October has been responsive to on-the-ground conditions with a goal to maximize impact.

b. Treasurer's Report

Treasurer Nelson reported that the City now requires QuickBooks files as part of MAD's reimbursement requests. Working relationship with city has improved and we are managing the cash flow.

c. Secretary's Report – ACTION: Approve Minutes of September 19, 2019.

So moved. LaCava/Nelson. 9-0-0.

5. Update from City of San Diego regarding La Jolla MAD - Information Only (Steve Hadley)

MTS: Conceptually approved a new bus route from the Balboa Trolley Station through Pacific Beach and La Jolla to the Nobel Trolley Station. The trolley will start operation in late 2021.

Newsracks: Gaslamp Quarter has special regulations that limit racks to "corrals." D1 is working with the City Attorney to define "corrals" as a first step to extending those regulations to La Jolla. This approach provides an option to a proposed standardized newsrack structure.

Every newsrack should be permitted by the City and exhibit a sticker that is issued annually.

6. Update from La Jolla Community Foundation - Information Only

Nelson: Provided a brief recap of the Foundation's work on the Streetscape Plan. Next community forum is scheduled for Thursday, March 5th, 4:00 to 6:00 pm, at the La Jolla Recreation Center.

7. MAD Items

a. District Manager's Report – INFORMATION Item

Review monthly reports listed on ELJ website at enhancelajolla.org and published in the La Jolla Light.

Unbewust: Issues monthly reports summarizing operations. After the first 4 months of operation, all "deferred maintenance" has been addressed. Operation is now shifting to "routine maintenance" while being responsive to on-the-ground conditions.

City will address the very tall palm trees with a reported goal of trimming all such trees by April 1st, according to the City Forester.

City has been responsive to MAD requests for work outside of the MAD scope of work.

4:47 pm - Kassel left the meeting.

- b. Doggie Stations – ACTION Item (no action; issue continued to March 13th board meeting)

Proposal for doggie stations to be purchased and installed by a private sponsor. Upon installation, the MAD would empty receptacles, refill bags, and maintain.

Witt explained the background on this item. Generally, the concept is securing a sponsor to purchase and install doggie stations on every block within the Village. Once installed, the MAD would take responsibility for stocking the bags and emptying the refuse.

A broad discussion by the board members and guest Rudick about the details; the reaction was generally favorable. Suggestions about implementing a test program were discussed.

General agreement for Chair Witt to continue to research and return to the March 13th meeting with specifics for the Board's consideration.

No action; issue continued to March 13th board meeting.

4:54 pm – LaCava left the meeting.

- c. Public Benches – ACTION Item
Consideration of refinishing existing wood benches to enhance appearance and install mid-bench arm rest where needed.

Manager indicated that an undetermined number of wood benches were in need of refinishing in order to enhance the look of the Village. Board discussed making these improvements and felt that they would represent an immediate enhancement of the Village. Board clarified that it did not intend to accept responsibility for the Memorial Bench Program by authorizing this item.

So moved, Nelson/Hauer. 7-0-0.

- d. Sidewalk Power Washing – ACTION Item
Proposal to increase frequency in certain high traffic locations.

Manager indicated that with a nominal additional investment in power washing, MAD could increase the frequency of sidewalk washing in Zone 1. By adding one additional crew-day per week, all sidewalks in Zone 1 could be washed once every two months. Board favored this expenditure, but directed flexibility in its use to ensure the greatest impact and cost effectiveness.

So moved, Marino/Warwick. 7-0-0.

e. Website – ACTION Item

Proposal to expend funds to modify the website to increase public access and ability to submit locations requiring maintenance.

Manager requested funding for making improvements to the ELJ website.

Comments received by the Manager indicate that information about MAD's focus and activities is hard to find and that the website does not provide a mechanism for user input and comments. Board indicated that the website should be user friendly and easy to navigate. They also indicated that the Manager should investigate other social media options and report back to the Board.

So moved, Marino/Lipsky. 7-0-0.

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

a. Nominating & Elections Committee – ACTION Item

Accept Appointments. The purpose of the committee shall be to draft reasonable procedures for nomination and election of board members and present the draft for consideration and adoption at the next regular board meeting.

Appointments to the Nominating & Elections Committee:

Kanjo-Chair, Yansick, Lipsky, Marino

So moved, Nelson/Warwick. 7-0-0.

b. Audit Committee – ACTION Item

Accept Appointments to the Audit Committee.

Appointments to the Audit Committee:

Wagener-Chair, Pfeiffer

So moved, Marino/Warwick. 7-0-0.

9. Board Member Comments – INFORMATION Only: None

10. Adjourn to the Next Board Meeting

Meeting adjourned at 5:25 p.m. to next regular meeting on March 19, 2020 at 4:00 p.m. at La Jolla Riford Library.