

BOARD MINUTES for: ENHANCE LA JOLLA MAINTENANCE ASSESSMENT DISTRICT

DATE: JANUARY 21, 2021 - MEETING WAS HELD REMOTELY VIA ZOOM

In attendance:

Present: Dynes, Hauer, Kanjo, Kassel, Lipsky, Michaelson (Secretary), Nelson (Treasurer), Witt (Chair), Pfeiffer, Wagener, Warwick

Staff: Mary Montgomery, Absent

City of San Diego: Luis Ojeda (Econ. Development).

Public: Marjorie Nass, Diane Kane, Jodi Rudick

DRAFT MINUTES

1. The meeting was called to order at 4:02 PM.
2. Adopt the Agenda. Unanimous Approval.
3. Public Comment:

Marjorie Nass – Garbage problem on Coast Walk and continuing bad homeless problem in Village.

Jodi Rudick – Merchants Assoc. New projects pending, grants are available. Banana Republic window is a good example of what tenants, property owners can do to improve property appearance. The Merchant's Assoc. has lost 200 members due to Covid shut-downs from 1350 members to 1150.

4. Officers Reports – President's Report – Happy New Year everyone! 2020 saw many changes within the MAD with three new Board Members and, midway through the year, a new Manager in Mary Montgomery. New members often ask me what they can do to help and what's the MAD all about. I've worked with Mary to come up with an onboarding process which I will give you details of later. But going forward, I do recognize that a formal process to onboard new members is imperative to a rewarding experience as Board Members. Speaking of new Board Members, I'd like to recognize our newest member, Barbara Bry, who really needs no introduction as we all know her quite well. Welcome, Barbara. We're excited to have you with us on this journey to enhance La Jolla. Also, with Joe La Cava now serving as our Councilman, he is no longer on the Board. With his departure, the Executive Board asked John Michaelson to take on his role. Thank you, John, for helping out.

In regards to the trash in the parks on the coast, our previous manager, and the park people, agreed that the MAD would not collect trash in the parks. Park personnel requested we leave all trash emptying and pick-up to them and we agreed not to interfere with their duties. Apparently, they were concerned with us driving on the property and their workforce prefers we stay out.

January 21, 2021

Enhance La Jolla Board Minutes

Page Two

2020 also saw much improvement with ways to save money in our processes. We've worked with our vendors to improve their services and that brought about several changes. Nishoo, our Landscape and trash vendor, has replaced their onsite daily manager and one of their other managers due to our dissatisfaction with their work. I can assure you that Mary and I have spent a good deal of time in dialogue and walking the village to ensure we have improvements on the way. We'll continue to monitor to ensure that happens. Here are some of the items we and Nishoo have agreed to:

In the past, Nishoo's people mostly drove either in the golf cart or truck to inspect the District. Going forward, they've been instructed to walk each block that's on the leaf blowing map and report findings on the weekly check list. To that end, we've created a map of streets that will be leaf-blown daily to uphold appearances.

We've reintegrated and further encouraged Nishoo to utilize the weekly checklist as a means of reporting stains/dog poop on sidewalks, etc. They will be using this to communicate things found as frequently as possible so that Urban Core (our Power Wash vendor) can address the issues. Weekly checklist:

- *created a map of the newly installed Jacaranda trees so they are watered and monitored regularly.
- *added potted rose bushes and grasses to the weekly checklist. The crews should be coming through to prune and fertilize them, ensuring viability.
- *crews have already begun handling the weeds and invasive plant material in the tree rectangles.

Sadly, dog waste continues to be a huge issue and we're working to improve how we tackle that challenge. The process is for Nishoo to walk the main streets of the District and get back to Mary with what we call "hot spots" or areas that need additional help sooner rather than later. Urban Corps will then be informed to correct these issues that Nishoo is unable to.

As Board Members, I feel it's imperative that all of us take responsibility for monitoring the condition of the District. It's my opinion that the Board has the responsibility to ensure that your Chair and Manager are kept informed and we're all working together as a team to Enhance La Jolla. I expect all of us to walk the District whenever and wherever we can and report to Mary any items that need improvement.

I hope you've all had the opportunity to visit our Enhanced website and, if not, please do so and let us know your thoughts. We believe it's an improved site and now Mary does have the ability and knowledge to make changes and updates as/when needed.

January 21, 2021

Enhance La Jolla Board Minutes

Page Three

As you should already know, I believe it's the MAD's responsibility to ensure that we are doing all we can everyday to ensure that La Jolla is seen as a clean, organized and inviting village. We need to ensure our retailers and property owners that they are represented in the best possible light. Keeping our public right of ways clean and attractive is what we strive to do. This makes La Jolla a better place to live, work play and invest in.

All being said, I'm very encouraged by the progress we're making and I commit to you that I'll do my best to include you in all that's happening with your MAD so that you can be a better Board Member. I'm very encouraged with ways we're communicating and cooperating, so let's move on in 2021 to Enhance La Jolla!

Treasurer's Report – Andy Nelson – funding from City has improved and we are currently in a good cash position to meet our current obligations.

Secretary's Report – Minutes of September meeting approved by all, with Barbara Bry abstaining, as she was not at meeting.

5. Reports by Others

- A. Village Garden Club – paid for trees installed on Pearl Street and Mad paid for installation.
- B. City of S.D. – Luis Ojeda stated that budget cuts were pending in mid-April due to the City's budget deficit. City is enforcing closures for unpermitted outdoor business activity.
- C. La Jolla Community Foundation – Pfeiffer reported that the streetscape plan continues to be estimated at \$10 mil and expects it will take 2 years to raise the money but serious fundraising will be delayed until after Covid, due to requirement for in-person meetings with potential donors. The Project includes the Prospect realignment and the Wall St./Herschel intersection. The intersection could be done with current funds, but we need approval from the City to proceed. The Foundation is also seeking a donor for new trash cans. Street lighting is also a problem that needs to be addressed.

6. MAD ITEMS

- A. Prospect Railing Project – We have received 4 bids to repaint the railings from \$2K - \$20K. Unanimous approval to contract with Chris' Custom Airbrush for \$2,700 providing they will guarantee work for at least 3 years.
- B. Tree-Well Improvements – mostly Girard. Ed and Mary are proposing to do most of the work with rocks and plants to be added to existing tree wells. Storage space is required for the materials and garage space was offered by Leon Kassel. Unanimous approval was provided for a 6-month project

not to exceed \$38,000. A determination needs to be made to see if the City will provide any funds for the project.

- C. An ad hoc committee was appointed to determine good locations for news rack corrals in the Village:

Ann Dynes, Chair

Peter Wagener

Phyllis Pfeiffer

- D. Coast Walk Trail – We were asked to consider funding for safety concerns but since the trail is not included in the MAD, we cannot support the request.
- E. Existing Trash Containers – City will only pick up existing containers every day. Any additional containers will not be handled.
- F. Hanging Flower Baskets – MAD waters the existing baskets. The maintenance is expensive, and the discussion was whether to continue the maintenance of the baskets. Peter Wagener maintains the baskets near his properties and states that it is expensive and challenging. Andy Nelson stated that the baskets are too expensive, in poor condition and should be removed. The discussion is to be continued.

The meeting was adjourned at 5:47pm.