

BOARD MINUTES for: ENHANCE LA JOLLA MAINTENANCE ASSESSMENT DISTRICT

DATE: APRIL 15, 2021 - MEETING WAS HELD REMOTELY VIA ZOOM

In attendance:

Present: Dynes, Hauer, Kanjo, Lipsky, Michaelson (Secretary), Nelson (Treasurer), Witt (Chair), Pfeiffer, Warwick, Bry, Wagener, Devonna Hall, Penelope West, Brandon Blaylock

Staff: Mary Montgomery

City of San Diego: Luis Ojeda, Steve Hadley

Public: Luis Ojeda, Steve Hadley, Jodi Rudick, Ron Jones

MINUTES

1. **The meeting** was called to order at 4:05 PM.
2. **Adopt the Agenda.** Unanimous Approval.
3. **Public Comments:** None
4. **Officers Reports:**

President's Report – Welcome everyone and thanks for taking the time to zoom with us. As we did send out a lot of information Monday of this week, my remarks will be brief. I hope you all enjoyed getting information before the meeting so you had the time to look it over in order to ensure you have the opportunity to make good decisions when voting. I hope you're all happy with the changes we've made to the district tree wells. etc. in the past weeks/months. ELJ Day was a huge success and I thank each of you that were able to take the time to be a part of this first ever event. As you know I want to establish a committee today to begin planning for next year's ELJ Day event. Being able to assemble so many hard-working people from so many different organizations was really an organic happening but proved to be very successful. We have a lot of business so let's get to it!

Treasurer's Report: Andy Nelson stated that all recent expenses have been in line with projections and budget. Andy and Ed both approve all outgoing checks.

Secretary's Report: The Minutes of the January meeting were approved by all.

5. Reports by Others:

Ron Jones stated that the Enhance La Jolla Day was a big success. Ron also stated that he would continue to attend the MAD quarterly meetings.

City of San Diego: Luis Ojeda (Econ. Development) and Steve Hadley reported that the 2022 City Budget has been released and Luis will check for cuts affecting MAD needs as it may impact our proposed budget. On June 16th, the budget goes to Public Safety and on July 13th the Budget goes to City Council for final approval.

Penelope West, Village Garden Club, stated that the Garden Club members are very pleased with the Jacaranda installation on Pearl Street. The Club and its 330 members are also active with improvements throughout other parts of San Diego.

Ron Jones, La Jolla Town Council, reported that personnel in a white truck was seen removing rocks from the tree wells in front of BofA. Ron will check with BofA and other stores to see if any video is available to help identify the people involved.

LJ Village Merchants Assoc: Steve Hadley stated that the Assoc. is looking at closing Wall Street. Puesto has requested to keep street tables. The street tables for restaurants are being researched by various community forums prior to presentation to the City.

La Jolla Community Foundation: Phyllis and Jack McCrony have met with the City to get naming rights for various areas in order to be able to offer naming rights to donors. The Foundation is trying to hire a fundraising group to help raise the 10 million for the DIP project. The Foundation is opposed to closing down Prospect Street in order to avoid controversy but would be ok with the Wall Street closing if there was strong community support.

La Jolla Merchants Assoc. – Jodi Rudick reported that the Mayor is OK with considering continuing outdoor street dining. June 15th is the date set for reopening all venues in San Diego. La Jolla 4th of July fireworks is possible this year with a committee in place to make it happen.

6. MAD Items

- A. A motion to approve the tree well work was approved unanimously.
- B. A committee was appointed for Enhance La Jolla Day 2022:
Chair: **Peter Wagener**
Barbara Bry
Kathryn Kanjo
They will start planning for the Event.
- C. A motion to approve one additional contract person to remove trash on Saturday and Sunday during the summer at a monthly cost of \$2300 was approved unanimously.
- D. News Racks – **Ann Dynes** reported that the news rack locations are changing but question whether they are being Permitted by the City. The City is not enforcing news rack permits. The location regulations are detailed and Ann reported that Code Enforcement Officers will help enforce if we tell them of violations. There are currently 70-80 news racks in place. The Committee has drafted a letter to operators suggesting proposed changes to locations. A motion to approve the

Committee's report and send letters to those operators with multiple racks was approved unanimously.

E. Dog Poop Stations – **Andy** suggested that more stations would help but no action was proposed.

The meeting was adjourned at 5:25 pm.