

**BOARD MINUTES for:    ENHANCE LA JOLLA MAINTENANCE ASSESSMENT DISTRICT**

**DATE:                            JULY 15, 2021 - MEETING WAS HELD AT MARY STAR OF SEA**

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**In attendance:**

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

Staff: Mary Montgomery

City of San Diego: Steve Hadley, Sean Karafin

Public: Jodi Rudick

**MINUTES**

1. **The meeting** was called to order at 4:07 PM.
2. **Adopt the Agenda.** Unanimous Approval.
3. **Public Comments:** SD Premier Magazine reported that they have removed six news racks and are upgrading their remaining racks. Lisa Barnhouse was introduced as the Capital Campaign Manager for the fundraising campaign for the La Jolla Community Foundation. Steve Hadley introduced Sean Karafin with the City. Sean is replacing Luis Ojeda for coordination efforts with Enhance La Jolla.
4. **Officers Reports:**

**President's Report** – First things first; welcome everyone to our first in-person meeting since February 2020! How good it feels to be with you and see all your friendly, happy and healthy faces. Thanks for agreeing to meet in person and also let's thank Mary Star for allowing us to gather here. The reason for meeting here is when we started making plans to meet in person, the Library wasn't comfortable giving us our normal space. Mary contacted Fr Pat and Francis Vargas and they agreed to let us use their beautiful room. Your MAD/Enhance La Jolla has been very busy in the last couple of months planning and executing on many fronts. I believe you'll find the committee reports interesting but most importantly, you'll be happy to know that they've been busy accomplishing what they set out to do. I want to thank the Committees especially the Committee Chairs for their hard work. I hope you all have had the opportunity to see the tree wells on Girard. Most have been finished and they give us a more polished and organized look in the village. I'm not sure if you've noticed, but some property owners have taken up our use of rocks for landscaping. The Avis rent-a-car building and the area on Prospect near Mermaids & Cowboys have both added rocks to their landscaping. I want to thank Nishoo of California for being here today to demonstrate their latest acquisition, a back-pack battery operated leaf blower! Your MAD has listened, and Nishoo has as well, by purchasing this almost \$3000 blower. Ben is here from Nishoo to show you how it works.

As you'll hear in the News rack report, we do have some work to do but we've had some great work accomplished. Enhance La Jolla Day for next year will have "cool" surprises as well and I know you'll love what you hear from them.

## **Pres. report (cont)**

The Nomination and Election committee report will also have details on their ideas on how to enhance our Board membership going forward and help with diversity and to ensure to vet and qualify them to ensure a strong board. I believe three of you are up for election and that will take place before our annual meeting in October. Regarding Board Membership in general, as you know we have a small board of only 13 members, thus all have to be committed and involved. We should expect that Board Members participate not only in our quarterly meetings, but also participate in committee membership whether it be as a member or chair. Active participation in these committees is important and each committee is expected to execute on their assigned tasks.

We all should be proud of our MAD and Enhance La Jolla in what we've accomplished and what the future holds or use. As you will hear from Phyllis in her report, Enhance La Jolla will be very much involved with the La Jolla Streetscape happenings too. So buckle up everyone and be ready to be committed.

I'd like to say how proud we can be of how our Village presented itself this Fourth of July weekend. I don't believe I've ever seen the village so neat, clean and orderly. With the help of Nishoo Management, we were able to strengthen the team to ensure we were ready for whatever happened over this important weekend. Nishoo has provided us with their holiday scheduling, and we'll be discussing with them how to handle all the holidays going forward to ensure we are prepared for busy weekends., etc. Also, thanks to Peter for allowing the use of his trash compactor for the 4<sup>th</sup> of July weekend. Also, Nancy gave us permission to use her trash container. With or without the fireworks, your MAD was ready to handle whatever situation arose.

**Treasurer's Report:** Andy Nelson reported that he has two bank accounts and writes 2-3 checks per month. All Enhance checks require 2 signatures.

**Secretary's Report:** The Minutes of the quarterly April meeting were approved unanimously.

## **5. Reports by Others:**

**Steve Hadley with the City**, thanks the Board for the work that is ongoing to make the village more attractive. He also stated that the City is considering continuing the closure of some streets to continue to provide more outdoor dining and encouraging community input. Hadley's phone #: 619/236-6972. Steve said to call him or Joe LaCava regarding homeless people who need help or are causing trouble.

Jodi Rudick with Merchants Assoc., is sponsoring a community parking forum on Sept. 15<sup>th</sup>. She stated that there are 7000 parking spaces in the Village including 2200 free street spaces. The outdoor dining spaces on the street have taken only 1% of the available street spaces. Jodi also reported that there is a \$4/day all day parking pass available at the Wall St. Plaza building at Fay and Prospect. For people working in the village, there is a \$75/mo. parking availability at Wall St. Plaza and the Lifetime building at 1055 Wall St. For complete parking info, go to the La Jolla Merchants Assoc. website: [www.LaJollaByTheSea.com](http://www.LaJollaByTheSea.com)

**6. MAD Items:** Monthly reports posted online.

7. **The Nishoo** representative demonstrated their new electric blowers which operate at 40-90 decibels and will be in use in LJ in August.
8. **Mary Montgomery** reported that the tree wells on Girard have been renovated and the 21 Jacarandas on Pearl are in bloom. We have a lifetime guaranty on the Jacarandas.
9. **Update on Enhance La Jolla Day 2022.** Kathryn reported that ELD will be held in late April 2022 shortly after the reopening of the museum. The theme of the event will center around art and butterflies.
10. **Report on News rack Consolidation: Ann Dynes reported** that a complete survey of all the racks has been completed. The various vendors for the 70 existing racks have, for the most part, been cooperative. Since the City does not require permits for the racks, there is no City enforcement. The Board voted unanimously with a first and a second to approve blue clusters as the standard for the racks and to work individually with the orphan racks.
11. **Enhance La Jolla Board election.** There are four Board seats up for election in Sept. 2021. All applicants including current Board members seeking re-election, will be required to submit detailed applications. Voting will be online and the Board voted unanimously to approve the voting process with a first and a second.

#### **12. Enhance La Jolla Projects: Report by Phyllis:**

Hired TSA construction – Terry Arnett as design/build firm. In turn they have hired Latitude 33 for engineering and are working with the Steel Group and the design group of five other architects on the design. LJC provided a grant to ELJ for the investigative phase of the project which includes preliminary reviews with the City, and meetings with LJ Community Groups. Jack McGrory is chair of the construction committee along with Andy Nelson and Ryan Hill.

LJC provided a grant to ELJ to hire a development consultant, Lisa Barnhouse-Gal to help raise funds for the Streetscape. The LJC established a separate Streetscape Fund which currently has \$1,110,000 in it.

The San Diego Foundation has provided the LJC access to their fundraising consultant to help us define the case for support and to write a major grant proposal for the project.

The LJC underwrote the cost of updating the ELJ website to include information on the Streetscape Plan and explain the LJC's role as the fundraising arm of ELJ.

LJC contracted with Giving Central so that donors can contribute online by credit card.

We are working with Steve Hadley or the City for naming rights to the Plaza on Prospect Street.

An art committee is forming to bring world-class public art to the Streetscape Plan and we are in discussions with The Conrad on use of the Plaza for free performances.

**The meeting was adjourned at 5:35 pm.**