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MBA Monthly Meeting Minutes – October 15, 2007

Attendees:

Michael Sisk, Alpha-American Programmable Signs, MBA Vice-President
Amber Wetzig, Sedlack Development, MBA Secretary
Tony Damato, Baci Restaurant
Warren Baynard, Safari Signs
Deana White, US Bank
Rick LaLama, O'Connell's Pub

Call to Order - The meeting was called to order by Michael Sisk, Executive Committee Vice President, at 2:15 at Baci Restaurant. The attendees introduced themselves.

Parking on Morena Update - Amber Wetzig, acting on Nevin Kleege's behalf, reviewed two Morena Blvd parking options that have been proposed prior to calling for a vote of support from the Morena Business Association. **Option 1** would limit parking to four hours between the hours of 8 a.m. and 6 p.m. with unlimited parking from 6 p.m. to 8 a.m. RV's and trucks could be parked on Morena Blvd all night long and even up until 12 noon without receiving a citation. **Option 2** would be to post "No Parking from 2 a.m. - 6 a.m." signs. This option would eliminate overnight parking, but anyone could park from 6 a.m. in the morning until 2 a.m. at night without having to move their vehicle or receiving a citation. Implementation of either one of these options requires signatures from at least 51% of the building owners or business owners from the affected blocks on Morena Blvd. The Clairemont Planning Committee would also have to vote in favor of the plan to finalize the plan and have the signs installed. To summarize: (1) business owners and property owners of the affected properties must decide the best option for their employees. (2) signatures must be obtained from 51% of the affected properties. (3) the decision must be approved by the Clairemont Planning Committee. A vote was taken, and the MBA unanimously decided to support Option 2. Nevin will present the result of our vote to Keith Corry from Donna Frye's office.

MBA October Mixer Update - Amber Wetzig, Executive Committee Secretary, provided a report on the MBA Mixer that was held on October, 2, 2007 from 5:30-7:30 p.m. at O'Connells Bar. \$180 was collected at the door from guests who provided a donation of \$5 per person to support the MBA. Each donor received a raffle ticket good for one free drink, compliments of Rick Lalama and Lorrie Merriman, owners of O'Connells Bar. The tickets were also entered into our raffle for door prizes. Two wonderful door prizes were donated by our members. Tony Damato, owner of Baci Ristorante, donated Dinner for Two at Baci Ristorante. Kathy Allbee, owner of Florastyle, donated a beautiful floral display. Several other local merchants helped to make our evening a success. I-Deal Services produced, printed, and donated 500 post card invitations to the MBA Mixer. We also sent the invitation by email to 275 MBA members on our email list. Water's Fine

Catering donated tasty sandwiches and appetizers. The Baynards of Safari Signs donated MBA window stickers that were given out to everyone who attended the MBA Mixer. The event was a huge success. 35 business owners attended. A tentative plan for the next MBA Mixer was discussed. It was determined that with the holidays coming up, January might be the best option.

Approval of the September 18, 2007 Minutes -Tony D'Amato made a motion to approve the September 18th meeting minutes, Warren Baynard seconded the motion, and the September minutes were unanimously approved.

New Business:

LED Signs - Michael Sisk, Executive Committee Vice President, requested that the Morena Business Association consider advocating to support the use of LED signs by businesses in the Morena area. If the MBA organization were to ask the city to change its policy towards LED message centers in the Morena area, it might become less difficult for businesses to acquire sign permits for LED signs. Mike explained that the attitude towards LED signs by the city and the requirement to obtain a neighborhood use permit for every LED sign make it very difficult, costly, and time-consuming for businesses to obtain LED sign permits. Mike said that any concerns that LED signs cause accidents are unwarranted. Numerous studies by the Sign Council have shown that LED signs do not lead to more accidents. Other city concerns derive from complaints from neighbors that flashing LED signs change the character of the neighborhood and are sometimes too bright or distracting. Mike said that a logical response to that concern is to require that messages be composed without using special effects. On the positive side, Mike said that LED signs increase business opportunities and sales whenever they are used. Businesses that use LED signs to advertise their products and services invariably report that their LED message centers regularly bring in new customers and clients. As a pro-business organization, Mike proposed that the MBA support technologies that increase business opportunities for our members. After the discussion, Warren Baynard of Safari Signs suggested that he and Michael meet to discuss ways we might approach the city about changing the permit process for LED signs.

Security Patrol on Morena Blvd - Several attendees reported recent break-ins and burglaries that have occurred in the Morena area. The discussion led to suggestions on how to better secure local businesses. Warren Baynard suggested hiring a private security firm to patrol the area at night. He proposed that several businesses pool resources to hire the service and possibly get a reduced rate in doing so. Warren said he would investigate the cost and feasibility of a security service and give a report at a later date.

Adjournment - The meeting was adjourned by motion and unanimous vote at 3:00 p.m. The next scheduled meeting is November 20, 2007.

Respectfully submitted,

Amber Wetzig
Secretary, MBA Executive Committee
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