

**From:** [hfox@lajollahistory.org](mailto:hfox@lajollahistory.org) <[hfox@lajollahistory.org](mailto:hfox@lajollahistory.org)>

**Sent:** Thursday, August 26, 2021 2:17 PM

**To:** 'Dan Courtney' <[dan@excaliburre.com](mailto:dan@excaliburre.com)>; 'Greg Jackson' <[gjackson@outlook.com](mailto:gjackson@outlook.com)>

**Cc:** 'Michael Dorvillier' <[michael@symbiofinancial.com](mailto:michael@symbiofinancial.com)>; 'Brian Earley' <[bearley1@san.rr.com](mailto:bearley1@san.rr.com)>; 'Diane Kane' <[dkane002@san.rr.com](mailto:dkane002@san.rr.com)>; [llockhart@lajollahistory.org](mailto:llockhart@lajollahistory.org); 'Lauren Lockhart' <[lauren\\_diane3@yahoo.com](mailto:lauren_diane3@yahoo.com)>; 'Laurel McFarlane' <[laurel@mcfarlanepromotions.com](mailto:laurel@mcfarlanepromotions.com)>

**Subject:** RE: Concours D'Elegance 2022 - Greg Jackson of the La Jolla Community Planning Association

Allow me to jump in to address several issues—

We look forward to briefing the CPA on the 2022 Concours, but request to postpone until October or your next available meeting. Our chairperson, Mike Dorvillier, is traveling next week and not available.

In Dan's email, he refers to LJHS as "a partner" to the Concours, which is a mischaracterization. The La Jolla Historical Society is the legal entity which owns the La Jolla Concours. The La Jolla Concours has no legal standing other than as a committee of LJHS. It is all LJHS money, insurance, trademark, and authority by which the La Jolla Concours is presented. The planning committee, chaired by Mike, are all volunteers. McFarlane Promotions, the event planning and logistics company, is under contract to the La Jolla Historical Society.

Regarding the financial profile of the La Jolla Concours, the LJHS Board of Directors approved a FY22 budget which projected \$810,000 in revenue and \$710,000 in expenses to present the 2022 Concours. Net revenue to the Historical Society, the only recipient of proceeds, is projected to be \$100,000, a 14% return on investment. This is consistent with the \$115,000 net proceeds from the last (pre-COVID) event held in 2019. The proceeds will support LJHS free public exhibitions and educational programs, and other general operating expenses. For a more detailed look at LJHS finances, please refer to audited financial statements posted on our website at <https://lajollahistory.org/about/about-ljhs/>

Our understanding is that we are required by the City of San Diego to consult with the Parks and Beaches Committee, Traffic and Transportation Committee, and the La Jolla Village Merchants Association, but NOT the CPA. That being said, we are happy to brief your committee as we have done in past years and look forward to doing so at a mutually agreed upon date.

With regards,

**Heath Fox | Executive Director**

**La Jolla Historical Society**

PO Box 2085 | La Jolla, CA 92038-2085 | [www.lajollahistory.org](http://www.lajollahistory.org)

Office & Research: 7846 Eads Avenue | Wisteria Cottage: 780 Prospect Street

Phone: 858.459.5335 Ext: 2 | Cell: 760.814.0531

**From:** Dan Courtney <[dan@excaliburre.com](mailto:dan@excaliburre.com)>

**Sent:** Thursday, August 26, 2021 11:15 AM

**To:** Greg Jackson <[gjackson@outlook.com](mailto:gjackson@outlook.com)>; Laurel McFarlane <[laurel@mcfarlanepromotions.com](mailto:laurel@mcfarlanepromotions.com)>

**Cc:** Michael Dorvillier <[michael@symbiofinancial.com](mailto:michael@symbiofinancial.com)>; Heath Fox <[hfox@lajollahistory.org](mailto:hfox@lajollahistory.org)>; Brian Earley <[bearley1@san.rr.com](mailto:bearley1@san.rr.com)>; Diane Kane <[dkane002@san.rr.com](mailto:dkane002@san.rr.com)>

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Actually Greg, this item has been pulled from consent for a full hearing by the CPA practically every year, typically by me.

This year I offered to state my reason for pulling it, as has historically been the CPA's preference when an item is being pulled from Consent, but the President declined.

Ms. McFarland and Mr. Fox and Mr. Dorvillier are very familiar with the concerns about a community park / public property, being utilized for a private event.

Another "tradition " is what I call the John Beaver Policy wherein any group standing to benefit from the use of public property makes financial disclosure regarding the gross income, payments to third party entities such as promotion companies, the projected or historical net proceeds and the recipient of same.

The Concours is the largest annual event with the highest revenue and impacts, both positive and negative, and the LJ Historical Society is a partner.

So we expect, and deserve, full disclosure.

Several years ago Mr. Dorvillier gave us an excellent presentation and set a good example for other event organizers.

It would be great if he can do so again.

Other questions relate to the timing with regards to minimizing closures of public areas, affordability for the "property owners / taxpayers " to participate, type and of fencing so as to not prevent the community from at least partially viewing the show on their land.

Dan Courtney (freshly back in town from my 29th consecutive Concours d' Elegance Pebble Beach)

Sent from my Verizon, Samsung Galaxy smartphone