

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

August 12, 2016

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at San Jose State University Student Union, San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Corbett, Hattley, Marques, Matsushima, Naran, Rewkiewicz, Serpa, Springall, Vuckovich and Wong.

The following directors were absent from the meeting: Bentz, Buchholz, Burroughs, Cord, Gomez, Hyland, Kuprina, Neale, Nichols, O'Connor, Osuka, Ramirez, Randall and Vail.

Also present were SJDA staff: Peggy Bradley, Corinna Dixon, Nate Echeverria, Leslie Griffy, Helen Hayashi, Rick Jensen, Scott Knies, Joe Noonan, A'Dreana Quevedo, Chloe Verrey, Stephanie Wong.

Also present: Vincent Rocha, Joseph Lovewell, Teresa Alvarado, Roseanna Lavia, Alicia Garavaglia, Xuan Ha, Jennifer Munoz, Stephanie Kirk, Cam Schwab, Kim Walesh, Gretchen Baisa, Bea Cottrell, Pete Kolstad, Jim Ortbal, Carl Guardino, Pierluigi Oliverio, Eddie Truong, Victor Gomez, Franklin Thomas, Pieter Smith, Michal Lubin, Sean Cottle, Matthew Quevedo, Eilbert Mirzapour, Ellie Smith, Dennis Skaggs, Aaron Resendez, Sebastian Grillo, Adam Mayberry, Ken Goldsetin, Randy Musterer, Gordon Johnson, Ann Webb, Jeff Gale, Brian Grayson, Estelle, Roland LeBrun, Diane W, Juan Borrelli, Dev Davis, Chrissy Branche, Mike Messinger, Monica Melkesian, Steve Kline, Helen Chapman, Jim Crawford, Mark Arroyo, Sergio Carrabian, Sami M. and Blage Zelalich.

President Vuckovich called the meeting to order at 8:20 a.m.

Vuckovich thanked, Brian Bates, Executive Director, SJSU Alumni Association and SJSU staff for hosting the meeting and sponsoring the breakfast.

Minutes of the June 10 Board meeting were unanimously approved as distributed to Board members.

President's report

- Vuckovich encouraged guests to review the Calendar of Committee (page 2 of agenda packet) and attend August 25 Music in the Park with Tower of Power and consider event sponsorship opportunities.
- Vuckovich reviewed SJDA's position to oppose the Opportunity to Work initiative as it is currently written since it imposes more regulations upon businesses downtown and across the city.
- SJDA personnel changes
 - a) Vuckovich announced that PBID Operations Manager Eric Hon has resigned. Hon served 9 years with SJDA. Hon has assumed the position of Landscape Services and Traffic Maintenance Division manager at City's Department of Transportation as of August 1.

Vuckovich announced that Deputy Director Blage Zelalich is also moving over to the City. Zelalich served 18 years with SJDA. Zelalich will assume the position of Assistant to the City Manager and Downtown Manager in the Office of Economic Development on August 15.

Vuckovich acknowledged Zelalich's intelligence, work ethic, integrity and commitment to SJDA. Knies reflected upon personal and professional relationship with Zelalich and appreciation for years of achievements as "co-pilot" of SJDA. Zelalich's leadership helped heal the relationship between the downtown community and police department through trust and respect. In appreciation, and in recognition of the SJ Downtown Foundation's marquee project, Zelalich was presented with a framed piece of Downtown Doors artwork.

Zelalich expressed her appreciation of colleagues at SJDA and opportunities provided to make a difference in the downtown community.

New Business

a) Transportation tax initiative

Silicon Valley Leadership Group CEO Carl Guardino outlined the transportation tax initiative on the November ballot. The county wide half-cent sales tax requires a 2/3rd voter approval because it is a specific tax to:

- Repair streets, fix potholes in all 15 cities across the county;
- Finish BART extension to downtown San Jose and Santa Clara;
- Improve bicycle/pedestrian safety, especially near schools;
- Increase Caltrain capacity, easing highway congestion, improving safety at crossings;
- Relieve traffic on all 9 county expressways, key highway interchanges;
- Enhance transit for seniors, students, disabled;

Mandating annual audits by independent citizens watchdog committee to ensure accountability.

Guardino thanked the Downtown Association for support of this initiative and prior transportation measures.

b) District 6 City Council Candidate Forum

Vuckovich described the format for the Forum session between Dev Davis and Helen Chapman:

Two-minutes intro of each candidate.

One minute each to answer questions from previously provided list as asked by moderator.

Two-minutes ending statement by candidate.

Vuckovich served as moderator.

Davis and Chapman each responded to 7 questions pertaining to City Council service and issues of interest to downtown and the city.

Executive Director's report

- Knies encouraged members to attend the next Downtown Association public meeting Friday, September 9 featuring District 2 and District 8 San Jose City Council candidate forums.

Vuckovich adjourned the meeting at 9:25 a.m.