

Minutes of the Meeting  
**Board of Directors**  
**San Jose Downtown Association**

September 9, 2016

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The GlassHouse, San Jose, CA.

The following directors were present at the meeting: Bartl, Buchholz, Corbett, Cord, Hattley, Kuprina, Naran, Nichols, Serpa, Vail, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Bentz, Burroughs, Gomez, Hyland, Marques, Matsushima, Neale, O'Connor, Osuka, Ramirez, Randall, Rewkiewicz, Springall,

Also present were SJDA staff: Peggy Bradley, Corinna Dixon, Nate Echeverria, Leslie Griffy, Helen Hayashi, Scott Knies, Joe Noonan, Danielle Ratlif, Jason Su, Chloe Verrey, Stephanie Wong.

Also present: Roland Lebrun, Steve Brown, Colin Hayne, Estelle Kadis, Rosa Brown, Roseana Lavia, Tony Lavia, Aaron Resendez, Brian Grayson, Hanh Nguyen, Adam Mayberry, Anil Babbar, Eric Heckman, Teresa Alvarado, Sean Cottle, Jimmy Nguyen, Sergio Jimenez, Trevor Raineri, Ann Webb, Brent Pearse, Ian Crudad, Sherrie Vail, Victor Gomez, Xuan Ha, Darryl Ospring, David Tran, Sara Davis, Sylvia Arenas and Michal Lubin.

President Vuckovich called the meeting to order at 8:30 a.m.

Vuckovich thanked The GlassHouse for hosting the meeting and Jeanne Serpa of Republic Services for sponsoring the breakfast.

Minutes of the August 12 Board meeting were unanimously approved as distributed to Board members.

President's report

a) Need to Know

Vuckovich encouraged guests to review the Calendar of Committee (page 2 of agenda packet) highlighting today's Farmers' Market, The Swings in Plaza Park, and this weekend's SoFA Street Fair, and pointed out the inclusion of the Committee Snapshot summaries (pages 5-6 of agenda packet).

Vuckovich reviewed the Sept. 7 announcement of Camera 12 Cinemas immediate closure which stimulated much discussion amongst downtown businesses and residents.

Vuckovich announced the recent release of the 2016 SJDA/PBID Pedestrian Count Report. This data will be used as a baseline to measure progress of improving street life by increasing pedestrian traffic downtown over the coming years.

b) Housing Bond

Vuckovich announced SJDA's support of the Housing Bond which will raise \$950 million for investing in affordable housing and housing for the homeless. It requires a countywide 2/3rd vote to pass in November and would assess \$12.66 per \$100K of assessed value on secured and unsecured property.

New Business

Vuckovich described the format for the City Council Candidate Forum sessions:

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.

a) District 2 City Council Candidate Forum

Steve Brown and Sergio Jimenez each responded to eight questions pertaining to City Council service and issues of interest to downtown and the city.

b) District 8 City Council Candidate Forum

Sylvia Arenas and Jimmy Nguyen each responded to eight questions pertaining to City Council service and issues of interest to downtown and the city.

Executive Director's report

- Knies thanked City Council candidates Brown, Jimenez, Arenas and Nguyen for their participation today.
- Knies announced the promotion of Chloe Verrey to fill the position of PBID Operations Manager effective Sept. 6. Verrey has served two years as SJDA's Membership & Outreach Manager.
- Knies introduced Danielle Ratliff as the new SJDA Office Assistant effective Aug. 29.
- Knies announced that the Marshall Squares development project on St. John Street, between First and Second Streets, will begin construction next week.
- Knies reflected upon the Camera 12 Cinemas closure announcement. SJDA, Mayor Liccardo and Councilmember Peralez will continue to work with landlord Forest City Commercial.

Vuckovich adjourned the meeting at 9:30 a.m.