

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

November 11, 2016

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at SJ SV Chamber of Commerce, 101 W. Santa Clara St., San Jose.

The following directors were present at the meeting: Bartl, Bentz, Corbett, Marques, Matsushima, Naran, Neale, Nichols, O'Connor, Vuckovich and Wong.

The following directors-elect were also present: Hanif Ismail and Ryan Summers.

The following SJDA staff were present: Corinna Dixon, Nate Echeverria, Scott Knies, Danielle Ratliff and Chloe Verrey.

The following directors were absent from the meeting: Bates, Buchholz, Burroughs, Cord, Gomez, Hattley, Hyland, Kuprina, Osuka, Ramirez, Randall, Rewkiewicz, Serpa and Springall.

President Vuckovich called the meeting to order at 8:25 a.m.

Vuckovich thanked the Chamber for hosting the meeting and Marques of Hero Martial Arts for sponsoring the breakfast.

Vuckovich congratulated Knies on the recent birth of his first grandson.

Minutes of the September 9 public (pages 3-4) and October 14 Annual meeting (pages 5-8 in packet) were unanimously approved as distributed to Board members.

Presidents Report

- a) Post-election round up (page 11 in packet)

Measure

- A - Yes** \$950 million in bonds to provide affordable local housing for vulnerable populations countywide (minimize impact of homelessness downtown)
- B - Yes** Countywide 30-year half-cent sales tax for street repair and transit improvements (improve quality of life downtown)
- E - Yes** San Jose businesses with 35+ employees must offer additional hours to part timers before hiring new employees or contractors (SJDA opposed this measure due to impact on businesses)
- F - Yes** Pension modification for City of San Jose bargaining groups (assist with SJPd recruitment)
- G - Yes** San Jose business tax modernization: annual business licence increased from \$150 to \$195

San Jose City Council District

- 2 Sergio Jimenez**
- 4 Lan Diep** (elected in June)
- 6 Dev Davis**
- 8 Jimmy Nguyen vs. Sylvia Arenas** (too close to call)
- 10 Johnny Khamis** (incumbent - re-elected in June)

New Business

a) 2017 Executive Committee election

- Vuckovich presented the 2017 Executive Committee slate (page 13 in packet) as approved by the Executive Committee on Nov. 3 to retain the 2016 Committee so as to provide consistency during the Association's strategic reorganization.

President	Stan Vuckovich
Vice President of Operations	Michael Rewkiewicz
Vice President of Marketing	Alan "Gumby" Marques
Treasurer	Liam O'Connor
Secretary	Nick Nichols
Members	
	Geri Wong
	Kelly Hattley
	Adolfo Gomez
	Sarju Naran
	Sam Ramirez*
	Henry Cord*
	Chris Neale**

*Recommended two members appointed by President
**ex-officio as immediate past president

- On a motion from Neale and second from Matsushima the board unanimously approved the 2017 Executive Committee as nominated.

b) Downtown High-Rise Incentives 3.0

- Knies reviewed the history of the Downtown High Rise Development Incentive programs 1.0 (begun in 2006) and 2.0 that suspended the collection of 50% of construction taxes and park fees for qualified developers that secures building permits prior to December 31, 2016. Seven high-rises (The 88, Axis, 360 Residences, City Heights, One South Market, Centerra, Silvery Towers) came under this program in the past 10 years.
- Echeverria reviewed the City's Inclusionary Housing Ordinance (IHO), Housing Impact (AHIF) and Park Impact fees that currently apply to certain new housing projects.
- The Board discussed the impact of fees, taxes, construction costs, incentive plans and property values upon future developments downtown.
- SJDA is communicating with Mayor Liccardo and Councilmember Peralez to advocate for extending fee waivers and reductions. A memo will be released next week, presented to the Rules Committee on Nov. 30 and then presented to City Council on Dec. 13.

c) Board Buddy / Committee review

- Naran is overseeing the Board Organizational Committee evaluation of the Board Buddy processes with the goal of encouraging Board engagement and mentorship. Buddy participation will be voluntary and pairings will be based on experience rather than Executive Committee service. The Board Org. Committee will make Board Buddy pairings for 2017.
- All board members are encouraged to participate on at least one committee.

Executive Director's report

a) Ice Rink

- Knies reported that Downtown Ice will be open to the public on Nov. 18 thru January 16, 2017.

Opening ceremonies with Kristi Yamaguchi will be held on Nov. 24 at 5 p.m.

"Friends & family Opening Night" coupons and "Anytime" tickets were distributed to attending board members.

b) Year-in-Review Public Meeting

- The Year-in-Review Public Meeting will be held on December 9 at 8 a.m. at the Hammer Theatre Center. The meeting will feature slide show, Golden Nail Award presentation and farewell to term-limited board members (SJDA: Roger Springall / PBID: Richard Berg, Elizabeth Mattson.

- Knies reviewed Strategic Plan goal to review SJDA's programs and organizational chart and restructure under three Directors reporting to Executive Director. SJDA is developing the next generation of leadership as part of succession planning.

Bree von Faith will fill the position of Director of Marcom and Events effective Dec. 1.

Nate Echeverria was promoted to fill the position of Director of Policy and Operations effective Oct. 15. Echeverria has served two and a half years with SJDA as Business Development Manager.

Peggy Bradley was promoted from Accounting Manager to Director of Finance and Operations effective Oct. 15. Bradley has served two years with SJDA.

Jason Su was promoted from PBID Project Manager to Street Life Manager effective Oct. 15. Su has served two years with SJDA.

Zach Lewis has been hired to fill the six-month contract position of PBID Project Coordinator (funded by Knight grant).

Applications for the position of Business Development Manager are being received. Submission deadline is Dec. 16.

An updated SJDA organizational chart will be distributed to the Board.

Vuckovich adjourned the meeting at 9:35 a.m.