

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

January 13, 2017

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Café Stritch, 374 So. First Street, San Jose.

The following directors were present at the meeting: Bentz, Buchholz, Corbett, Cord, Gomez, Ismail, Marques, Matsushima, Naran, Neale, O'Connor, Pence, Ramirez, Rewkiewicz, Saso, Serpa, Summers and Wong.

The following directors were absent from the meeting: Bartl, Bates, Burroughs, Hattley, Kuprina, Lerman, Osuka, Randall, Nichols and Vuckovich.

The following SJDA staff were present: Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Rick Jensen, Scott Knies, Joe Noonan, Danielle Ratliff, Jason Su and Bree von Faith.

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

Rewkiewicz thanked Café Stritch for hosting the meeting and Frank Rimerman & Co. sponsored the breakfast.

Minutes of both the November 11 and December 9 Year-in-Review meeting (pages 5-11 in packet) were unanimously approved as distributed to Board members.

Rewkiewicz announced that a Board of Directors orientation luncheon for new members will be held on January 17.

Vice President's Report

a) Board Buddy Program

Rewkiewicz and Naran, Co-Chair of the Board Organizational Committee, reviewed the Board Buddy Program and provided Recommendations (pg. 13) to enhance the experience and encourage participation of Board members.

"Buddies," new or newer Board members that could benefit from this opportunity, have been strategically paired with experienced Executive Committee member "Bigs." The program is scaled back from full-Board participation since not all board members need the Board Buddy mentorship, are already participating in committees, etc. (2017 Board Buddy Roster included as pg. 14 of agenda packet).

b) Board Annual signature forms

Rewkiewicz encouraged all Board members to review, sign and return the following documents (as distributed in agenda packet):

- Board Member Requirements
- Board Financial Commitment
- Board of Directors Conflict of Interest Policy and Disclosure

## New Business

### a) San Jose Downtown Foundation Trustee election

Rewkiewicz provided a brief overview of the Foundation's mission to advance a vibrant downtown by fostering cultural awareness and community participation through arts and beautification programs primarily through the Downtown Doors program.

On behalf of the San Jose Downtown Foundation Board of Trustees Rewkiewicz presented the nomination of new Trustee Ramona Snyder to the Foundation Board of Directors. (Foundation memo included as page 15 of agenda packet)

The remaining Trustees of the Foundation are: Diana Beechie, Juan Borelli, Annabel Mangold, Michelle Mann and Charlie McCollum. There is another seat available on the Foundation Board.

On a motion from Cord and a second from Buchholz the SJDA Board voted unanimously to elect Snyder as a Foundation Trustee.

### b) The Fundamentals of SJDA

Director of Marcom and Events Bree von Faith, Director of Policy and Operations Nate Echeverria, and Director of Finance and Administration Peggy Bradley presented "The Fundamentals of SJDA:"

- Who We Are - Organizational Overview: History, Staff, Membership, Fees and BID Boundaries.
- Who You (BID Members) Are: By the Numbers, Retail, Non-Retail, Commercial Landlords & Parking Lots and Member Benefits.
- Property Owner's Association (PBID): Boundaries, By the Numbers, Groundwerx, Street-Life, Services and Organizational Structure.
- Downtown Community Development Corporation (DCDC) - To stipulate public and private investment, community partnerships and resources to support the revitalization of downtown San Jose.
- What We Do - SJDA as an organization: Marketing and Communications, Promotions and Events, SJ Downtown Foundation, and Advocacy.
- What You Do: Find Your Passion, Get Involved, Shape the Future, Spread the Word, and Time and Treasure.

### c) 2017 Strategic Plan

Rewkiewicz reviewed components of the 2-year SJDA Strategic Plan (SJDA Mission Statement, Core Values, Funding and Staffing) and the six Strategic Initiatives identified for 2017:

1. Transform St. James Park / Activation of public spaces.
2. Alternative revenue sources/generation.
3. Assess programs (keep/drop). Programmatic time/cost analysis.
4. Improve outreach and prioritize needs of retail members.
5. Minimize impact of homeless on downtown businesses and livability.
6. Improve Marketing of downtown and SJDA/develop new audiences.

Staff champions were assigned to each focus area and provided preliminary objectives with timelines for each of the six Strategic Initiatives.

Executive Director's report

a) Knies acknowledged the "small but mighty" (less than 14 FTE) SJDA staff and that, under recent re-structuring and new hires, the organization is charged up for 2017.

b) Downtown for the Holidays

Knies reviewed downtown successes:

- Santa Run SV, held on Dec. 18, was sold out at 4,200 participants.
- Christmas in the Park and holiday events had a great attendance.
- Downtown Ice admission sales have already met budget regardless of recewnt closures on account of rain. Ice will be open this weekend with Monday, Jan. 16 the final day.

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