

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

February 10, 2017

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

The following directors were present at the meeting: Bartl, Buchholz, Burroughs, Corbett, Hattley, Ismail, Lerman, Marques, Matsushima, Naran, Nichols, Osuka, Pence, Serpa, Summers, Vuckovich and Wong

The following directors were absent from the meeting: Bates, Bentz, Cord, Gomez, Kuprina, Neale, O'Connor, Randall, Rewkiewicz, Ramirez and Saso.

Also present were SJDA staff: Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Rick Jensen, Scott Knies, Danielle Ratliff, Jason Su, Chloe Verrey and Bree von Faith.

Also present: Max Schultz, Nathan Pendelton, Rudy Deanda, Leslee Hamilton, Tom Wohlmuth, Jim Salata, Siri Lackovic, Fil Maresca, Lisa McMonagle, Semu One Bear, Johnny Gogo, Charlie Faas, Juan Borrelli, Corinda Wong, Sean McFeely, John Fernandez, Nick Bohlender, Ken Goldstein, Meredith Rupp, Shikha Gulpta, Dennis Skaggs, Blage Zelalich, Autumn Young, Danny Harris, Fonn Boon prakob, Joe Horrigan, Kim Walesh, Shay Franco-Clausen, Michael Ogilvie, Cornelia Pendelton, Laura Monczyski, Teresa Alvarado, Kathleen Powell, Antonea Colon, Andrew Tubbs, Abdi Ahmed, Shiloh Ballard, Emily Adams, Erica Spratt, Jie Guo, Roseanna Lavia, Chris Morrish, Rich Brauch, Sean Cottle, Semu One Bear, Ellie Smith, Amanda Rawson, Ramona Snyder, Ayele Welenel, Juan Carlos Araujo, Pete Kolstad, Ann Webb, Mark Haney and Jim Ortbal.

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

Vuckovich thanked, Michael Lerman, General Manager of Hyatt Place for hosting the meeting and providing the breakfast.

Vuckovich encouraged guests to review the SJDA Committee Calendar / Report and announced the formation of the Food and Entertainment Committee chaired by Sam Ramirez.

Minutes of the January 13 Board meeting were unanimously approved as distributed to Board members.

President's report

a) Business Tax

Measure G, an increase of the city's business tax, was approved on the Nov. 2016 ballot. This will raise \$12M in new tax revenue to be applied towards the City's General Fund. It appears this new General Fund revenue will be needed to help cover escalating labor costs and pensions rather than business grant programs and enhancing Planning Department business development services as recommended by SJDA.

Vuckovich reported on SJDA's intention to submit an op-ed piece encouraging the balance of economic development investments with public safety.

New Business

a) Cinequest in the house!

Kathleen Powell, Co-Founder & President of The Cinequest Film & VR Festival, presented an overview of the festival which will be held at various venues in San Jose and Redwood City Feb. 28 – Mar. 12. Opening night event will be held downtown at Farmers Union and closing night at the Hyatt Place.

In its 27th year, the new Virtual Reality (VR) aspect will include immersive "hands-on" experiences. www.cinequest.org

b) Transit projects

Knies reported on three large transit projects impacting downtown:

1. The California High-Speed Rail Authority continues to say that services from Central Valley to San Francisco will commence in 2025. To meet this unreal time deadline the high speed rail authority wants to make a preliminary preferred alignment for San Jose later this year and all they've seriously offered is their aerial option. SJDA continues to encourage the study of underground and at-grade options.
2. VTA Next Network Program proposes to eliminate the free DASH downtown shuttle in continuous operation since 1996. SJDA, SJSU and SPUR are opposing this proposal. There is a public comment period until Feb. 20.
3. An EIR for Phase 2 of BART's extension has been released. Downtown considerations include location of Downtown (east or west) station and Diridon (north or south). SJDA supports west option for Downtown Station and north option for Diridon. The other big variable is construction method:
 - Single-bore would stack two trains and tunnel and stations would be mined under Santa Clara Street. BART has not constructed single bore before.
 - Twin-bore would align trains in each direction and would require open "cut and cover" of stations, including four blocks of Santa Clara Street.Downtown construction is anticipated to begin in 2019 and stretch seven years.
The BART subway stations, with multiple station entrances, would consist of below-ground concourse and boarding platform levels.

Teresa Alvarado, Program Director of SPUR San Jose, presented support for "West option" located between Market and Second Streets vs. "East option" located between Second and Fifth Streets.

Why the West Option Is the Better Choice:

- It has more people within walking distance – all of whom are potential riders.
- It offers the best potential for new jobs and for commercial development.
- It will be more likely to generate a lot of riders at all times of day and on weekends.

- It offers closer and more direct connections to buses and light rail than the downtown east options and would expand the usefulness of BART.

Guest Speaker

Danny Harris, Knight Foundation San Jose Program Director, delivered an inspirational presentation encouraging a vision for San Jose and responded to questions from the audience for 15 minutes.

- Who do we want to be? Make SJ interesting and significant.
- How do we catalyze assets into a big idea? Utilize the under-utilized.
- Find those 1,000 little things that will help us fall in love with San Jose on a daily basis.
- How do we create a culture of "yes" to move ideas forward? Find partners and encourage entrepreneurship.
- Think about how we build for the environment, beauty, and empathy.

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