

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

April 14, 2017

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

The following directors were present at the meeting: Bartl, Buchholz, Burroughs, Corbett, Fernandez, Horrigan, Ismail, Naran, Nichols, Rewkiewicz, Summers, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Bentz, Cord, Gomez, Hattley, Kuprina, Lerman, Marques, Matsushima, Neale, O'Connor, Osuka, Pence, Ramirez, Randall, Serpa and Saso.

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

Also present: Autumn Young, Alex Casbara, Ellie Smith, Ken Goldstein, Meredith Rupp, Scott Strickland, John Ristow, Darlene Tenes, Mark Arroyo, Chris Morrish, Erin Salazar, Blage Zelalich, Laura Monczynski, Brendan Rawson, Amanda Rawson, Anjee Alvarez, Sayre Bation, Abi Tamraz, Nathan Pendleton, David Ritchey, Roland LeBrun, Shiloh Ballard, Mimi Hernandez, Rick Holden, Jake Heindel, Erik Schoennauer, Charlie Faas, Helen Hayashi, Sal Alvarez, David Tran, Pieter Smith, Lorin Camargo, Jim Salata, Nima Moinpour, Ryan Sebastian, Ramsey Nijmeh, Xuan Ha, Chris Kendrix, Leslee Hamilton, Fil Maresca, Valerie Swenson, Tom Wohlmutter, Estelle Kadis, Allyn McAuley, Juan Borrelli, Joe Noonan, Ann Webb, Brian Grayson, Andrew Becerra, Ellina Yin, Richard Ajluni, Gary Miller, Michelle Lozada, Raul Peralez, Artur Urbanski, Jim Ortbal, Jeff Arrillaga, Kim Walesh and Capt. Jason Dwyer.

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

Vuckovich thanked Local Color for hosting the meeting and Ryan Summers of Good Karma for providing and sponsoring the breakfast.

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

President's report

a) SJDA snapshot report

Vuckovich announced and welcomed two new SJDA Board members: Joe Horrigan of San Pedro Square Market and John Fernandez of Alfa Tech.

Vuckovich highlighted aspects of the SJDA Committee Calendar / Report (provided on pages 7-9 in the agenda packet) including:

- formation of new Food and Entertainment Committee
- encouraging public to attend SoFA Street Fair on April 23
- continuation of BART as hot-topic at Advocacy Committee on April 25
- launch of Downtown Farmers' market on May 5
- SubZERO Festival on June 2-3
- Music in the Park concerts announced: Blues Traveler on July 20; and Bootsy Collins on Aug. 3

b) Fountain Alley

Vuckovich announced that a SJPD "safety office" on Fountain Alley opened this month and that a grant from the Sharks Foundation has been secured to enhance Fountain Alley which Local Color on First St. and The Tech Shop on Second St. "book-ends."

Guest Speakers

Vuckovich introduced Exhibition District Executive Director Erin Salazar and announced that the lease of Local Color, a pop-up artists' enclave at the vacant Ross store, has been extended another six months.

Salazar delivered an inspirational presentation about her background as an artist, muralist, and SJSU art and design graduate and the formation of the non-profit Exhibition District as a collaboration of artists and creatives who pay working artists professional wages for professional work that beautifies San Jose for residents, businesses and visitors. www.exhibitiondistrict.com/

Mural projects, by a variety of artists, throughout downtown have helped brighten "Tan Jose." Salazar announced that The Knight Foundation is funding the 100Block public art gallery/mosaic 'People, Places, Faces, Ideas' consisting of 100 murals by 100 artists on Fountain Alley.

Salazar thanked SJDA and The Knight Foundation for supporting Local Color. The 24,000 sq. ft. open retail space has been transformed into a community art space by 13 resident artists and activated in partnership with Be The Change Yoga & Wellness, Moonshine Rose Trading Co., SJMADE, live music events and pop-up activities. www.facebook.com/LocalColorSJ

Vuckovich introduced District 3 Councilmember Raul Peralez.

Peralez acknowledged the value of SJDA and recognized that "downtown would not be what it is today without the Downtown Association" and complimented Local Color as the "best example" of storefront activation of vacant spaces.

Peralez delivered a presentation 'Celebrating Downtown' highlighting accomplishments in the areas of:

- Live: development of housing and hotels; establishment of affordable and supportive housing.
- Work: investment and interest in new business (recently sparked by WeWork, Amazon, ABC Accelerator); transportation developments within the next 10 years such as BART and High-Speed Rail.
- Play: redesign of St. James Park as funded by the City and contracted with CMG; retail, food and entertainment opportunities; improvements to public safety such as the establishment of a SJPD Downtown Services Office on Fountain Alley; and launch of 'Light Up Downtown'.

Peralez responded to questions from the audience on the topics of DASH, Camera 12, SAP Arena parking, OEI, BART/Santa Clara St. construction.

Executive Director's Report

Knies described the process with VTA Board asking members for help advocating to save the DASH shuttle from the chopping block. He thanked today's participants and partners and invited all to "get embedded" in committees and volunteer opportunities downtown.

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