

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

May 12, 2017

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

The following directors were present at the meeting: Bentz, Burroughs, Corbett, Fernandez, Gomez, Horrigan, Ismail, Marques, Nichols, O'Connor, Serpa, Summers and Vuckovich.

The following directors were absent from the meeting: Bartl, Bates, Buchholz, Cord, Hattley, Kuprina, Lerman, Matsushima, Naran, Neale, Osuka, Pence, Ramirez, Randall, Rewkiewicz, Saso and Wong.

Also present were SJDA staff: Peggy Bradley, Corinna Dixon, Nate Echeverria, Rick Jensen, Nate LeBlanc, Danielle Ratliff, Robert Stromberg, Jason Su, Chloe Verrey and Bree von Faith.

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

Minutes of the March 10 and April 14 Board meetings were unanimously approved as distributed to Board members.

Vuckovich thanked Hotel De Anza Director of Sales and Marketing Max Schultz and Event Manager Laura Brown for hosting the meeting and Board member Hanif Ismail for sponsoring the breakfast.

President's report

a) FY 2017-18 Budget approval

Vuckovich and O'Connor acknowledged the diligent efforts of Accounting Manager Peggy Bradley, Knies and the Finance Committee and presented on behalf of the Executive Committee the FY 2017-18 budget for approval. (pages 9-10 in agenda packet)

Current FY 2017-18 Budget is balanced at \$3,556,000. Noted:
OED contract (F8) expected to increase from \$250K to \$350K.
OED contract (F9) for Ice remains consistent at \$100K.
Operating expenses (F32) remain consistent from FY 16-17 at \$636K.

On motion from O'Connor and second by Nichols the FY 2017-18 Budget was unanimously approved as submitted.

New Business

a) Board recruitment

On behalf of the Board Organizational Committee, Marques welcomed recommendations for Board recruitment.

Candidate interviews should be held at August Exec. Committee meeting in order to develop election ballot for circulation to members in Sept. and announce results at Oct. Public Annual meeting.
Marques announced that an SJDA Board Mixer with the America Leadership Forum Silicon Valley will be held on May 31 at Mezcal.

Director's reports

a) SJDA reorg / staff update

Echeverria announced that SJDA is currently at full-staff.

Von Faith announced that Robert Stromberg started May 1 in the Partnership Manager position. This new position will create synergy between membership engagement, partnership development and sponsorship opportunities.

Stromberg provided an introductory overview about his personal background and international experiences in the non-profit sector.

b) Music in the Park

Von Faith recounted that SJDA's strategic initiatives included identifying alternative revenue sources and improving the perception of downtown. In response, the following strategies are incorporated into MIP 2017.

General Admission advanced tickets are \$10. Day-of-the-event tickets are \$15. General VIP tickets \$25 include a drink ticket, private seating, reserved area and private restrooms. Currently, 75-80% of sales are VIP. www.musicintheparksj.com.

MIP at Plaza de Cesar Chavez 2017 Summer line-up includes:

June 23: New Zealand reggae sensation Katchafire

July 20: Grammy-winner Blues Traveler

Aug. 3: Unfortunately Bootsy Collins has cancelled due to medical issues. A replacement artist will be secured by the end of next week.

Aug. 25: Original Afro Cuban jazz rock blues band WAR

Marketing strategies include: emails to past attendees with "invite a friend" option; outreach to Downtowner Online contact list; tracking methods of ticket purchasing via Facebook, website, partners; and an email "drip" campaign that reaches past concert ticket-buyers.

Leveraging MIP to achieve SJDA strategic goals of improving perception of downtown and engaging 25-35 yr. old population. Three digital kiosks/selfie stations will be placed at various venues downtown for five months. Based on survey data, able to gain info re. age range, interests, access to photos for social media enhancement. Goal is to improve future marketing approaches.

San Jose Light Tower presentation

Vuckovich introduced past SJDA Board member Steve Borkenhagen.

As the founder of the 501(c)(3) San Jose Light Tower Corporation, working with Chairman and Founder Jon Ball and Founder Thomas Wohlmuth, Borkenhagen presented their mission to "build the iconic structure for San Jose and Silicon Valley" in Plaza de César Chávez. In their opinion: there is "no place in San Jose that draws you to it"; SJ, as a second-tier city, lacks identity; and the Plaza is underutilized and in need of a redesign.

Borkenhagen provided a brief overview of the Light Tower history (1881-1915; stood at 237 ft.) that once spanned the intersection of Santa Clara and Market Streets and served as the architectural predecessor and inspiration for the Eiffel Tower of Paris (1889; stands at 1,063 ft).

A relationship with ETH Zürich University in Switzerland has been established and teams of students are engaged in a design competition for a new Light Tower that will serve as a "beacon of inspiration" with state of the art lighting system to "symbolize how we are connected through art, innovation, technology, and culture".

Phases: documentary; fundraising (minimum \$5-10M, private, not City); construction (~4 yrs.).

Currently the proposal has the support of Silicon Valley Organization, Mayor Liccardo and Councilmember Peralez.

For more information, contact stephen.borkenhagen@gmail.com / cell 408-813-5984. San Jose Light Tower Corporation headquarters is at SVG Innovation Center on W. Santa Clara St.

Other matters / Pass the gavel

Nichols announced the following shows at Theatre on San Pedro Square: May 19 & 20 - The Blues Sisters; May 26 & 27 - Will Durst.

Marques announced that Hero Martial Arts will participate at St. James Park activation events this summer.

Von Faith reminded members to visit Downtown Farmers' Market on San Pedro Street every Friday through November 17, 10 a.m. - 2 p.m.

Gino De Bernardo introduced himself as guest of Burroughs and resident of Little Italy interested in representing the district on the SJDA Board.

Summers is enthusiastic about the recent renovations/beautification projects at Fountain Alley.

Su invited members to attend the May 15th Design For All: Fountain Alley Prototype Showcase. SJSU Industrial Design students will demonstrate how they incorporated community input with design technique to create an interactive and memorable space for Fountain Alley.

Verrey reported that the San Jose Downtown Foundation held their annual award reception on May 4 to acknowledge the 20 students and their selected artworks. The Downtown Doors program has grown to 113 sites (utility doors and service boxes). 2018 will celebrate the 15th anniversary of the program.

Vuckovich adjourned the meeting at 9:20 a.m.