

Summary of Annual Meeting
Board of Directors
San Jose Downtown Association

October 18, 2013

The Annual meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Germania Verein, 261 N. Second Street in downtown San Jose.

The following directors were present at the meeting: Bangs, Bates, Berstein, Borkenhagen, Cassetta, Cord, Gagliardi, Gomez, Gudeli, Hamilton, Hattley, Mather, O'Connor, Pulcrano, Roney, Saso, Sebastian, Springall, Tortora, Vuckovich and Wong.

The following directors were absent from the meeting: Brady, Bravo, Cabrera, Friedman, Kuprina, Marques, Naran, Neale, Nichols, Pooley, Rajakumar and Vail.

The following were also present at the meeting: Paul Smith, Rick Scott, Mike Maida, Erik Schoennauer, Chuck Hammers, Shinya Goto, Pieter Smith, Jesse Dogillo, David Buchlotz, Vince De Carolis, Alex Shoor, Stuart Hiland, Josh Koechin, D.J. Edwards, Gretchen Baisa, Hilbert Morales, Monica Amador, Sabra Diridon, Tsukasa Kobashi, Virginia Thomas, Anne Klipfel, Pat Waite, Bruce Labadie, Randy Zimmerman, Roland Lebrun, Brent Pearse, LaDoris Cordell, Martha Black, Tim Gallant, Jim Lawson, Alida Bray, Kathy Sutherland, Sandra Casillas, Emily Ann Ramos, Scott Hughes, Brian Grayson, Dana Grover, Bernice Alaniz, Ellie Smith, Ann Webb, Rene Hernandez, Scott Strickland, Connie Martinez, Mike Mohebb, JF Delisk, Dennis Skaggs, Susan Skaggs, J Merales Feral, Leah Toeniskoetter, Helen Ebert, Randy, Shinayto, Monalisa DiAngelo, Autumn Young, Norman Kline, Bridget Mckay, Lauren Hepler, Cody Androno, Sparky Harlan, Dough Bartl, Roseanna Lavia, Diane Milowicki, Chris Cucuzza, Manon Demers, Bill Ryan, Andria Souza, Nancy Wooten, Colby Morse, Richard Utic, Colleen Valles, Lt. Paul Francois, Richard Ajluni, Art Chen, Phil Hood, Kelley Cosgrove, Teresa Alvarado, Jennifer Anderson, Carl Fossy, John Ristow, Eric Kline, Jon D'Agostino, Kim Stoeruer, Lee Wilcox, Elizabeth Mattson, Sam Liccardo, Ray Rodriguez, Scott Herhold, Jim Crawford, Tom McEnerg, Christina Egan, Jim Ortbal, Pierluigi Oliverio, David Dearborn, Cara Douglas and SJDA staff members Amy Anderson, Blage Zelalich, Chloe Verrey, Corinna Dixon, Eric Hon, Ellen Lee, Helen Hayashi, Joe Noonan, Julie Carlson, Marcelle Boudreaux, Paula Saidy, Rick Jensen and Scott Knies.

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

Wong thanked Germania Verein for hosting the meeting, Chef Monalisa for providing the catering and Cornish & Carey Commercial for sponsoring the meeting.

Wong recognized LaDoris Cordell of the Office of the Independent Police Auditor (IPA), former Mayor Tom McEnerg and Council members Pierluigi Oliverio and Sam Liccardo.

Wong announced that the rink for Downtown Ice is under construction (opening November 15) and sponsorship opportunities are available, and the Santa Run Silicon Valley benefitting Christmas in the Park and downtown Ice will be held on December 15.

Wong introduced Colby Morse, Vice President Sysco Corporation as sponsor of the 5th annual Dine Downtown event. Sysco Food Services elected to donate \$1.00 for every prix-fixe meal sold during the event to Loaves and Fishes Family Kitchen. 2,461 total prix-fixe meals were sold during the event this year. Morse extended a check in the amount of \$2,461.00 to Christina Egan, Executive Director Loaves & Fishes Family Kitchen.

Remarks

- Sam Liccardo, District 3 City Councilman, conveyed his gratitude to SJDA members and devoted community that take the time to be involved with progress downtown. The city is relying on partnerships to assist with addressing the public's concerns about homelessness and \$4 million has been allocated by the City. Liccardo announced a "Community Court" program focused on addressing the behaviors that undermine the quality of life downtown. Thanks to coordinated efforts between SJPD, SJSU PD, the Sheriffs department, SJDA and PBID's secondary employment program, security issues are being addressed.

Liccardo provided an overview of 'good news' and opportunities, including: San Jose high-rise and parking incentive programs; car and bike share programs; renovated and expanded San Jose Convention Center; new hotels and businesses; Bus Rapid Transit and BART expansion; future ballpark and convert pavilion opportunities.

State of the Downtown

- Scott Knies, Executive Director, welcomed members and guests to the annual meeting's return to Germania Verein venue after 18 years.

Knies reviewed the process of developing a Strategic Action Plan, as released in September, which identifies ten recommended action items/issues to be addressed. The top priority was clearly safety and community policing.

(The entire speech is available on www.sjdowntown.com)

PBID Report

- Chuck Hammers, President of the PBID Board of Directors, announced that the PBID Board of Directors consists of 11 members and each year elects/re-elects 3 members. He thanked Kelly Cosgrove, Richard Berg and Elizabeth Mattson for their past service and for serving additional three-year terms.

Hammers used IDEO, a local design firm, as an example of progressive, innovative thinking and inspiration for identifying additions to PBID's services, such as: tree trimming; basic repairs and maintenance; off-duty security officers; Business Development program to assist with building/planning; addressing issue of homelessness.

The following Committee Reports were presented in two-minute increments:

- Downtown Design – Kent Mather
- SoFA – Roger Springall
- Downtown Parking – Steve Borkehagen
- San Pedro Square – Cathy Spielberger Cassetta
- Advocacy – Henry Cord
- Downtown Foundation – Dennis Skaggs
- Board Organizational – Tore Saso
- Historic District – Tim Gallant
- Safety/Downtown – Blage Zelalich
- Marketing Arts & Dining – Dan Pulcrano

(Organizational Issues/Committee Snapshots summarizing Committee activities was distributed)

Financial and BID Report

- Art Bernstein, Finance Committee member, presented the FY 12-13 BID and SJDA financial statements. Bernstein outlined how the Association's revenue and expenses balance at \$2.9 million with 80% of expenses focused upon events, marketing, promotions and beautification and 20% upon management and administration. Also noted was the estimated \$1.2 million of donated materials and services received last year.

(The financial reports were made available in the agenda packet and statements are posted on www.sjdowntown.com)

Election of Board Members

- Announced by Cathy Cassetta, Secretary, a quorum requirement of the BID membership eligible votes was achieved, electing the following 10 members to the 2014 BID Board of Directors:
 - Michael Bangs (incumbent)
 - Aaron Barger
 - Art Bernstein
 - Kymberli Brady (incumbent)
 - David Buchholz
 - Justina Hyland
 - Steven Le
 - Mike Maida
 - Win Roney (incumbent)
 - Roger Springall(incumbent)

Wong thanked the more than 130 people in attendance for their support of downtown and invited members to attend the December 13 Year-in-Review Meeting.

Meeting adjourned at 9:40 a.m.