

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

January 17, 2014

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The Blue Chip, 325 S. First Street, San Jose, CA.

The following directors were present at the meeting: Bates, Buchholz, Cassetta, Cord, Gudeli, Gagliardi, Hattley, Hyland, Kuprina, Maida, Marques, Naran, Neale, O'Connor, Pulcrano, Sebastian, Springall, Vuckovich and Wong.

The following directors were absent from the meeting: Bangs, Barger, Bernstein, Brady, Cassetta, Friedman, Gomez, Hamilton, Le, Rajakumar, Roney, Tortora and Vail.

The following were also present at the meeting: SJDA staff members Scott Knies, Corinna Dixon, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee, Joe Noonan, Paula Saily, Chloe Verrey and Blage Zelalich.

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

Neale thanked The Blue Chip for hosting the meeting, and Roney and Reel Grobman & Associates for sponsoring the continental breakfast. Victoria of Blue Chip provided a brief background of the business and welcomed SJDA.

Minutes of the December 13 Year End Meeting were unanimously approved as distributed.

Neale reviewed the meeting packet and encouraged members to review the "Organizational Issues/Committee Snapshots" (pages 7-8) and "Calendar of Committees (COC) Meetings & Events" (page 2) to find a meeting to attend and committee to get more involved with.

Knies provided an overview of the ADA Lawsuits Meeting, as noted on the COC, being held on Jan. 23. A predatory attorney is targeting small businesses in downtown and Japantown and has filed more than 75 lawsuits for ADA violations. Meeting is intended to explore options and coordinate defense.

President's Report

- New Year goals / metrics
Neale expressed his desire as President to maintain focus upon organizational strategic plan and develop metrics by which to measure accomplishments.

Notable accomplishments include:

- Downtown Ice 2013-14 season received 52,000 skaters, exceeding all-time record of 45,000.
 - Business licenses downtown increased from 2,050 issued in 2012 to 2,112 issued in 2013.
- Meetings / Schedules / Rosters
See page 11 for "2014 BOD Schedule"

See page 12 for "2014 Board Buddies" - Executive Committee members were encouraged to reach-out to their Buddies to provide regular updates and invite them to a scheduled Committee meeting.
See pages 13-15 for "2014 BOD Roster"

- Icebreaker activity
Members paired-off to interview one another and then made brief introductions to the entire group.

New Business

- Agenda 2014
Neale and Knies reviewed "SJDA 2014 Agenda" (page 9) revised draft document reviewed by Executive Committee. Agenda to serve as a work plan for the organization, setting near-term priorities for: (A.) Promotions, Events & Markets; (B.) Finance; (C.) Advocacy; (D.) Organization.

Identified top three 2014 priorities from the Strategic Action Plan as:
#1 (C.4.) Community policing and homelessness issues
#2 (C.11.) Support St. James Park improvements
#3 (A.1.) Improve downtown public image/brand

Committee Chairs will be in a position to direct the priorities within their committees. Executive Committee will further discuss identifying metrics by which to measure committee priorities. Naran volunteered to fill the vacant Board Organizational Committee Chair position.

Zelalich advised that an Advocacy ad-hoc Steering Committee for the formations of the Community Development Corporation (CDC) 501c3 meets as needed. Goal to develop own Board of Directors and structure similar to that of SJDA and PBID.

Zelalich reported that the re-hire process for the position of Business Development Manager (BDM) is underway. Goal to hire mid-February. BDM coordinates with City's Small Business Ally to assist small businesses thru the set-up processes.

Executive Director's report

- Ice Rink update
Knies reported that the Downtown Ice had a phenomenal year and thanked the SJDA and seasonal staff for providing a fun, memorable experience to our guests.

Other Matters

Neale adjourned the meeting at 9:35 a.m.