

Minutes of the Meeting  
**Board of Directors**  
**San Jose Downtown Association**

January 16, 2015

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The Fairmont, Crystal Room, San Jose, CA.

The following directors were present at the meeting: Bartl, Bernstein, Brady, Buchholz, Gudeli, Hamilton, Hyland, Kline, Kuprina, Maida, Marques, Matsushima, Neale, Nichols, O'Connor, Rewkiewicz, Sebastian, Springall, Tortora, Vail, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Cord, Gomez, Hattley, Le, Naran, Pulcrano, Randall and Roney.

The following were also present at the meeting: SJDA staff members Amy Anderson, Peggy Bradley, Leslie Griffy, Eric Hon, Helen Hayashi, Ellen Lee, Joe Noonan, Jason Su, Chloe Verrey and Blage Zelalich.

President Neale called the meeting to order at 8:22 a.m.

Neale thanked The Fairmont for hosting the meeting and catering the continental breakfast and Kristina Kuprina, Sequoia Wealth Advisors for sponsoring.

Minutes of the November 14 board-only and December 12 Year-in-Review meetings were unanimously approved as distributed to Board members.

President's Report

a) Meeting Calendar / Board Rosters / January Organizational Issues

- An updated board roster, board buddy list, schedule of SJDA office holidays, 2015 board meeting schedule and January Organizational summaries were distributed to the group.
- Neale encouraged Board members to engage their respective Board Buddies as much as possible as it is an ideal way for board members to remain in-tune with all that is going on in the organization.

b) 2015 SJDA Agenda

- Neale presented SJDA's 2015 organizational agenda for review and discussion. SJDA's top three priorities, as identified in the board-generated 2013 Strategic Action Plan, remain:
  1. Community policing and homelessness
  2. Lead St. James Park improvements
  3. Improving downtown public image/brand
- Board members concurred that these priorities should remain at the top of the list. Neale asked whether any new priorities should be added to the organization's agenda. Receiving no comments at the time, Neale stated he would welcome feedback on this matter at any time.

- Gudeli asked if another Board Retreat was being planned. Zelalich stated that typically board retreats have generally been every three years however, if the Board felt it necessary, plans for a retreat could be discussed.

c) Vision 2023

- With the election of a new Mayor and downtown Councilmember, there is an opportunity to work toward a shared vision for the next eight years. Based on a conversation of SJDA's Executive Committee, Neale proposed the following for the board's consideration:
  1. 5,000 new jobs downtown
  2. 10,000 new downtown housing units
  3. Significant new funding for downtown economic development initiatives
  4. Downtown sidewalks initiative
  5. Updates and uniformity to Downtown Core zoning / expansion of the Downtown EIR
  6. Implementation of the PBID Street Life Plan
  7. Formation of a Central Social District between the Circle of Palms, Plaza de Cesar Chavez, Paseo de San Antonio – including permanent infrastructure for an ice rink in the Circle of Palms.
- Board discussion generated these additional "big ideas" to be accomplished or underway by 2023:
  - BART to downtown San Jose
  - A downtown ballpark
  - Moving the needle on perception of downtown safety
  - Eradicating homelessness
  - Streamlining business processes inside City Hall to increase revenue along with reform to the city's fee structure (e.g. incentive for building in close proximity to transit or downtown)
  - Establishment of a retail center – Apple store downtown
  - Activation of the Repertory Theatre
  - Electrification of Cal Train
  - World Class upgrades to the SAP Center

New Business

a) The Fundamentals of SJDA

Deputy Director Zelalich, Membership Outreach Manager Verrey, and Communications Manager Griffy presented "The Fundamentals of SJDA" to the group:

1. Who We Are (Organizational Overview): History, Membership, Fees, BID Boundaries, and 13-14 Expenses and Income.
2. Who You Are (Membership): By the Numbers, Retail, Non-Retail, Commercial Landlords & Parking Lots, and Member Benefits.
3. What We Do (SJDA as an organization): Property-Based Business Improvement District, SJ Downtown Foundation, Community Development Corporation (in-progress), Advocacy, Marketing and Communications, and Promotions and Events.

4. What You Do (Board member involvement/requirements): Find Your Passion, Spread the Word, Encourage new members, Get Involved, and Time and Treasure.

Based on the presentation, Board members were asked to submit up to three areas of interest they would like to become (more) involved in in the upcoming year.

#### Deputy Director's Report

##### a) Ice Rink update

- Zelalich reported that the Hawaiian Airlines/Kristi Yamaguchi Downtown Ice closed January 11 having hosted just over 49,000 skaters for the season and approximately 100,000 spectators. Admissions revenue did surpass budget. Anticipated revenue from the Silicon Valley Santa Run fell short. Ice rink expenses continue to trickle in and a full accounting of revenue and expenses will be presented at Finance in February.
- Two local developers have expressed interest in supporting the extension of Downtown Ice in 2016 to coincide with Super Bowl 50 at Levi Stadium. Staff will pursue this possibility.
- 8,000 sq. ft. of storage space for rink/event equipment is needed to consolidate the items currently at 500 S. First Street and the old firehouse on Market Street.

##### Other Matters

- Neale stated that the theme of 2015 is "involvement" and encouraged Board members to do as much as they can to participate in the organization.

Neale adjourned the meeting at 9:29 a.m.