

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

February 8, 2013

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the Silicon Valley Athletic Club, 196 N. Third Street, San Jose, CA.

The following directors were present at the meeting: Berstein, Brady, Bravo, Cassetta, Cord, Gagliardi, Gomez, Gudeli, Hamilton, Hattley, Marques, Mather, Neale, Pangilinan, Pooley, Pulcrano, Saso, Sebastian, Tortora, Vail, Vuckovich, and Wong.

The following directors were absent from the meeting: Bangs, Borkenhagen, Cabrera, Carr, Friedman, Kuprina, Naran, Nichols, O'Connor, Rademann, Rajakumar, Roney, and Springall.

Also present were SJDA staff: Scott Knies, Amy Anderson, Corinna Dixon, Rick Jensen, Ellen Lee, Joe Noonan, Jenna Tenorio, and Blage Zelalich.

President Wong called the meeting to order at 8:15 a.m. and thanked Rick Pooley of the Silicon Valley Athletic Club for providing the meeting site and hosting the continental breakfast.

Minutes of the January 11 meeting were unanimously approved.

President's Report

a) Board retreat

A Board retreat will be held April 12, 2013, 11 a.m. – 4:30 p.m. Saso, Board Organizational Committee Chair, will host the meeting at Merrill Lynch, 50 W. San Fernando St., Carminati Conference Room.

b) HER City

Wong acknowledged staff and Zelalich for planning a successful, sold-out, HER City event, *Top of San Jose Culinary Adventure*, on February 5. The next event, *It's A Girl Thing-Spring Fashionista Fling*, will be held on April 25 at the Museum of Art.

c) State-of-the-City

The Board provided feedback and comments regarding Mayor Chuck Reed's February 7 State-of-the-City speech. Pulcrano had concerns that there was little plan/vision to capitalize on the current boom and development in Silicon Valley. Knies expressed the need for a coalition to address issues related to the proposed tax increase to fund citywide services. Saso would like to see the city do more with less, rather than a tax increase.

d) Board resignation and new member

- Wong announced that Pete Kolstad has resigned from the Board due to time constraints.
- New Board member - Ryan Sebastian was appointed to the SJDA Board of directors at the January 31 Executive Committee meeting.

Sebastian provided a self-introduction and background of his Treatbot and event businesses.

New Business

Zelalich presented *New Events Programming 2013 and 2014* as revised from comments from the Promotions, Events and Marketing Committee (PEM) last week.

Music in the Park 25th Anniversary Concert

Objectives

- Benefits members and attracts desirable customers
 - Financially positive for SJDA
 - Activates St. James Park
 - Tests potential new event model
 - Joyful to produce and attend
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- Friday, July 19, 5:30 – 9:15 p.m.
 - Gated concert in St. James Park with \$10-\$20 adult admission and kids under 12 free
 - Estimate 5,000 attendees
 - One headline act preceded by regional and local talent
 - Beer, wine and food concessions similar to original Music in the Park series with sponsor booths throughout the park
 - Capitalize on infrastructure set-up for Fountain Blues Festival the next day
 - Projected Net of \$15K to SJDA

Progress and Next Steps

- Reviewed by PEM Committee on January 29
 - PEM recommendation to move forward brought to Executive Committee on January 31
 - Request Board approval on February 8
 - Seek supplemental funding from City through OED contract services agreement for FY '13-'14
- * After board discussion Pulcrano made the motion to accept staff and PEM Committee recommendations for Music in the Park 25th Anniversary Concert. Cord seconded. Board approved unanimously.

Zelalich then described the **Silicon Valley Food & Wine** event scheduled for September 26 – 28, 2014. The event, featuring 30+ restaurants, 40+ wineries and breweries, tasting and cooking demonstrations would highlight Silicon Valley's creative spirit and multicultural makeup. Held in Plaza de Cesar Chavez, with admission price set at \$75, attendance is estimated at 2,000.

Concern regarding the name "Silicon Valley" rather than promoting and showing pride in "San Jose" was discussed. Zelalich explained that "Silicon Valley" is meant to draw new patrons to downtown and brand the event as a national event.

- * Bernstein made the motion to accept staff and PEM Committee recommendations for Silicon Valley Food & Wine. Mather seconded. Board approved unanimously.

Old Business

- a) Organizational Issues/Committee Snapshots for February 2013 were noted on pages 6-7 of the board packet.
 - Wong and Knies provided an update on the status of hiring PBID position of Business Development Manager. Four candidates were interviewed on January 31 and February 1. Narrowing down to two candidates. Position to be filled mid February. Objective to change the perception (and reality) that it is difficult to open a new business in downtown.
The City has hired Juan Borrelli to fill the counterpart position of Small Business Ally to begin on February 19.
 - Knies reported that Joe Noonan has been hired as full-time Sponsorship Manager (from contract position) effective January 28.

- b) Light rail bypass track in St. James Park
Knies reviewed that SJDA favors light-rail efficiency but supports VTA bypass line options other than St. James Park. SJDA is deferring to residents and preservationists to take the lead and work with Councilman Liccardo on opposition to VTA's park proposal. Knies acknowledged the efforts of Brady and the San Jose Downtown Residents Association.
Board members were welcomed to participate in the Advocacy Committee.

Executive Director's report

- a) Oppose AB 5 Homeless Bill of Rights
 - The SJDA letter opposing Assemblyman Tom Ammiano's (D-San Francisco) Homeless Person's Bill of Rights and Fairness Act (AB 5) was in the meeting packet.

Other Matters

- Pooley announced that Cinequest's opening night party will be hosted and sponsored by the Corinthian Event Center on February 26.
- Cassetta announced the production of *Looking Over the President's Shoulder* at the Theatre on San Pedro Square, February 8-24.

Wong adjourned the meeting at 9:40 a.m.