

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

February 12, 2016

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the SAP Center, 525 W. Santa Clara Street, San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Bentz, Burroughs, Cord, Gomez, Hattley, Marques, Matsushima, Naran, Nichols, Osuka, Rewkiewicz and Vuckovich.

The following directors were absent from the meeting: Buchholz, Neale, Randall, Wong, Serpa, Hyland, Kuprina, O'Connor, Millares, Kline, Springall, Ramirez and Vail.

Also present were: Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Eric Hon, Rick Jensen, Scott Knies, Joe Noonan, A'Dreana Quevedo, Jason Su, Chloe Verrey and Blage Zelalich.

President Vuckovich called the meeting to order at 8:15 a.m.

Vuckovich thanked Doug Bentz for providing the SAP meeting site and continental breakfast.

Minutes of the January 15 meeting were unanimously approved as distributed to Board members.

President's Report

a) Super Bowl 50

Vuckovich recounted the successful week of Super Bowl activations downtown and the potential of San Jose as a destination.

New Business

• San Jose Downtown Foundation Trustee election

On behalf of the San Jose Downtown Foundation Board of Trustees Zelalich presented the nomination of two new Trustees to the Foundation Board of Directors: Annabel Mangold and Charlie McCollum. (Foundation memo included as page 9 of agenda packet)

The remaining Trustees of the Foundation are: Diana Beechie, Kymberli Brady, Juan Borelli, Michelle Mann and Dennis Skaggs.

On a motion from Cord and a second from Rewkiewicz, the SJDA Board voted unanimously to approve the election of 2016 Foundation Trustees.

Zelalich invited SJDA Board members to join the Foundation Board.

- The Fundamentals of SJDA
  - Membership Outreach Manager Verrey, Operation Manager Hon, Communications Director Jensen and Deputy Director Zelalich presented "The Fundamentals of SJDA:"
    1. Who We Are - Organizational Overview: History, Membership, Fees, BID Boundaries, and FY 2014-15 Expenses and Income. (BID map and membership benefits included in agenda packet)
    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, 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.
- Strategic Planning report
  - Vuckovich reviewed the current Strategic Planning process (as provided to members via email prior to the meeting).

On February 5 a group consisting of seven Executive members, current officers and past-presidents and seven SJDA staff members met to:

- Review current SJDA Mission Statement, Core Values, Programs, Committees, Funding/Revenue
- Conduct a SWOT Analysis identifying Strengths, Weaknesses, Opportunities, Threats
- Review staff input (to the three questions)
- Develop strategic priorities for 2016-17

Knies presented the SJDA Strategic Priorities identified for 2016-17:

1. Transform St. James Park / Activation of public spaces.
2. Alternative revenue sources/generation.
3. Assess programs (keep/drop). Programmatic time/cost analysis.
4. Improve outreach and prioritize needs of retail members.
5. Minimize impact of homeless on downtown businesses and livability.
6. Improve Marketing of downtown and SJDA/develop new audiences.

Staff champions were assigned to each focus area and provided preliminary objectives with timelines for each of the six Strategic Priorities.

Vuckovich and Knies encourage feedback from the Board regarding the process and the identified priorities. The overall plan is an opportunity for growth and empowerment for the staff. Also, the development of smart goals and measurable tactics will make the organization even more effective. A process for checking-in with Board Committees to review and support the Strategic Planning process will be determined.

- Board Survey / Comments

Naran and Marques presented the results of the Board survey conducted by the Organizational Committee in December. The purpose of the survey was to determine how to satisfy the objectives and expectations of Board members.  
(2015 SJDA Board Survey results included in agenda packet)

In response to the survey, the Organizational Committee's workplan will review and identify means to improve:

- New Board Member Recruitment - orientation and consistent follow-up
- Board Buddy System - mentorship/connect with Execs/or both?
- Board Meetings & Communication style
- Mixers - encourage engagement and recruitment
- Board financial commitment

Members are invited to attend:

Board Org. Committee: February 19, Hoge Fenton, 9 a.m.

Board Mixer: March 8, Blush in San Pedro Square Market, 5:30 p.m.

#### Executive Director's Report

- a) Ice Rink update

Zelalich reported that the Ice Rink had a great 2015-16 season exceeding budgetary revenue goals with over 59,000 skaters and wonderful marketing and promotions.

Vuckovich adjourned the meeting at 9:36 a.m.