

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

February 13, 2015

A Public meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the San Jose First United Methodist Church, 24 N. Fifth St., San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Bernstein, Brady, Cord, Gomez, Hamilton, Hattley, Kline, Maida, Marques, Matsushima, Naran, Nichols, Rewkiewicz, Serpa, Vail, Vuckovich and Wong.

The following directors were absent from the meeting: Buchholz, Gudeli, Hyland, Kuprina, Le, Neale, O'Connor, Pulcrano, Randall, Roney, Sebastian, Springall and Tortora.

Also present were SJDA staff: Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Eric Hon, Helen Hayashi, Scott Knies, Rick Jensen, Ellen Lee, Joe Noonan, Chloe Verrey and Blage Zelalich.

Also present among the audience: Brent Pearse, Ed McCoy, Shon Finch, Rebecca Bustos, Rebecca Bustos, Jack Wimberly, Adam Mayberry, Richard Nguyen, Candace Louie, Sylvia Do, Greg Parry, Woulgurat Ayala, David Bird, Chad Borjorquez, Tina Morrill, Jenny Nicklaus, Brendan Hayes, Jennifer Prozet, Christina Valentine, Lea Simvoulakis, Scott Hughes, Brian Grayson, Thomas Borden, Greg Casella, Chris Morris, Erin Salazar, Calerie Kane, Richard Aljuni, Barbara Goldstein, Ragan Henninger, Kathleen Podrasky, Roma Dawson, Rolan Lebrun, Sonya Herrera, Juan Borrelli, Bob Carlson, Laurie Smith, Ellie Smith, Avril Baty, Semu One Bear, Kevin Kurimoto, Jack Sardegna, Helen Ebert, Kristina Toomians, Jean Cohen, Dennis Skaggs, Santiago Rodriguez, Emily Ann Ramos, Maily Chu, Cynthia Vo, Rose Hernandez, Jim Ortbal, Raul Perelez, Frances Cancel, Jim Salata, Cindy Manley, Helen Chapman and Gary Singh.

Past-President Bernstein called the meeting to order at 8:25 a.m.

Bernstein thanked the First United Methodist Church for hosting the meeting, Devine Grind Coffee for catering the continental breakfast, and Michael Rewkiewicz of Frank, Rimerman & Co., LLP for sponsoring.

Minutes of the January 16 board-only meeting were unanimously approved as distributed to Board members.

Past-President's Report

a) New board member

- Jeanne Serpa, Municipal Relationship Manager, Republic Services was interviewed by the Executive Committee on Feb. 5 and approved to serve on the Board.

b) February Organizational Issues / Committee Snapshots

- Organizational Issues/Committee Snapshots for February 2015 were distributed. Bernstein advised members that the 14 committees are executing the objectives of the Association.
- Calendar of Committees for February – March 2015 was distributed.

New Business

a) District 3 City Councilmember Raul Peralez

- Bernstein introduced Peralez who provided an overview of his vision for downtown, including:
 - building a relationship with SJDA and members
 - resolving fiscal issues and pension reform
 - advocating for BART
 - enhancing downtown as a "destination"
- Peralez accepted and responded to questions from members on various topics, including:
 - St. James Park
 - public safety / homelessness
 - the arts community
 - pension reform

b) St. James Park update

- Bernstein emphasized that St. James Park had been identified as one of the top priorities that SJDA will lead, focusing upon improvements to management and resources.
- Zelalich reported that SJDA hosted several events this past year successfully activating the park in concert with the City. SJDA participated in the Levitt Pavilion Exploratory Committee and Zelalich introduced committee co-chair Jack Wimberly.
- The Levitt Foundation is a national nonprofit organization aimed at utilizing underused public spaces. Wimberly reported on the collaborative Levitt Pavilion concept of building community through music. Exploratory Committee recommends the City Council endorse a Levitt Pavilion bandshell in St. James Park.
- Knies advised that any approach to making a long-term difference in the park requires a dedicated group (collaboration between mental health services, park rangers, transportation network, and historic commission) and capitol funding. Working with PRNS staff, Mayor Sam Liccardo and Councilmember Raul Peralez, SJDA is refreshing a proposal considered last year that would dedicate a portion of park fees paid by new housing projects in proximity to St. James Park.

Executive Director's Report

a) Downtown Ice Rink update

- Zelalich reported that the Hawaiian Airlines/Kristi Yamaguchi Downtown Ice had a great season with ~49,000 skaters.

Bernstein adjourned the meeting at 9:25 a.m.