

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

February 14, 2014

A Public meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The Blackbird Tavern, 200 S. First St., San Jose, CA.

The following directors were present at the meeting: Barger, Bates, Bernstein, Brady, Cord, Gomez, Gudeli, Gagliardi, Hattley, Kuprina, Le, Maida, Marques, Naran, Pulcrano, Roney, Springall, Vuckovich and Wong.

The following directors were absent from the meeting: Bangs, Buchholz, Cassetta, Friedman, Hamilton, Hyland, Neale, O'Connor, Rajakumar, Sebastian, Tortora, and Vail.

The following were also present at the meeting: Roland Lebrun, Estelle Kadis, Al Kadis, Chuck Hammers, Shalmali Barve, Denis Cajina Jr., Kevin Kurimoto, Ray Bramson, Michael Lubin, Derrick Seaver, Danielly Messinger, Mike Messinger, Mary Beth Riley, Mauricio Mejia, Sean Mo, Virginia Thomas, P.J.Ciraulo, Hanh Nguyen, Don MacMillian, Jonathan Shuppert, Sylvia Do, Thomas Borden, Tina Morrill, Kathleen Podrasky, Autumn Young, Diva Winje, Chu Chang, Patricia Narciso, Helen Ebert, Amanda Seals, Martha Black, Jessica Derr, Greg Baumann, Sandra Casillas, David Ginsborg, Pete Kolstad, Calder Gillin, Anthony Lavia, Hans Larsen, PH Smith, Robin Treeu, Doug Bartl, Doc James, Diana Beechie, Ray Salvano, Chris Yao, Pat Cochran, Jim Nielsen, Phil Casteneda, Kim Walesh, Tom McEnery, Pat Waite, Joe Horwedel, Chris Peluso, Ellie Smith, Sean Flood, Dana Grover, Barbara Grover, Brent Pearse, Juan Borrelli, Nanci Williams, George Abbott, Jess Gallup, Thang Do, Willet Moss, Roseanna Lavia, Capt. Anthony Ciaburro, Scott Hughes, John Ristow, Kim Stoermer, Sal Alvarez, Erik Schoennauer, Whitney Diver, Barbara Holian, Beverley Dunn, Barbara Goldstein, Kent Mather, Manon DeMers, Sam Liccardo, Leah Toenisketter, Sarah Dragonin, Dalton Osuka, Rod Diridon Sr, Teresa Alvarado, Scott Herhold, Eddie Garcia, Rick Galea, Raul Peralez, Kay Mascoli, Josh Russell, Sean Motalebi, Lee Wilcox, and SJDA staff Scott Knies, Amy Anderson, Corinna Dixon, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee, Joe Noonan, Chloe Verrey and Blage Zelalich.

Past-President Bernstein called the meeting to order at 8:15 a.m.

Bernstein thanked Chris Esparza of The Blackbird Tavern for hosting the meeting and James Gudeli for sponsoring the continental breakfast.

Esparza provided a brief background of the business.

Bernstein provided a brief overview of the meeting packet: agenda; calendar of committee meetings; minutes; February Organizational Issues. Minutes of the January 17 meeting were unanimously approved as distributed.

**President's Report**

- **New business introductions**

Bernstein introduced the following new businesses to downtown:

- Bel Bacio Italian Café, coffee shop in Little Italy; Debbie Caminiti, owner
- Bedlam Beauty & Barber, barber and beauty salon. Next door to Blackbird Tavern; P.J. Ciraulo, owner

- Mid Gogo Mediterranean Cuisine, 185 Park Ave. Across from The Tech; Sean Motalebi, owner
  - Curry Pundits Indian street food, 30 E. Santa Clara St.; Shalmali Barve, owner
  - Power Bowl, healthy meals with acai berries. 132 E. San Fernando St. in Paseo Villas; Chima Osuka, owner
  - Thirst Tea, serving boba tea, smoothies and desserts. Across the Paseo next to Baja Fresh; Christopher Yao, owner
- Santa Run check presentation  
Bernstein provided a review of the Downtown San Jose TiVo Santa Run Silicon Valley held in December 2013. Entree fees from the run/walk, coordinated by the Silicon Valley Leadership Group, benefitted both Christmas in the Park and Downtown Ice.

On behalf of Carl Guardino, President & CEO of SVLG, Event Manager Kim Stoermer and Council member Sam Liccardo presented SJDA with a check in the amount of \$40,000.

- New downtown police detail  
Bernstein introduced Assistant Chief Of Police Eddie Garcia.

Chief Garcia reviewed the role of the Central Division "Downtown Captain" as engaging in the day-to-day issues, and the Downtown Services Unit (DSU) as focusing upon the clubs and crimes. With the goal of increasing visibility, enforcement, and a sense of security, new deployment of one Sergeant and four officers will patrol downtown on-foot Monday thru Friday beginning next month. Garcia thanked San Jose Police Department Sergeant Rick Galea for his services as the DSU Sgt. as he is now rotating-out of that position.

San Jose Police Department Capt. Anthony Ciaburro spoke about goal to fund more downtown units, improved interaction and engagement with other City departments, and invited members to attend the next Coffee with the Captain meeting on February 19.

#### New Business

- Downtown San Jose Street Life Plan  
Bernstein introduced Groundwerx President Chuck Hammers who reflected upon downtown's past, the formation of the SJDA in 1986, and the current increase in new businesses, employees and residences in the downtown.

The PBID commissioned Conger Moss Guillard (CMG) landscape architects to develop a Downtown San Jose Street Life Plan as a 10 year investment guide for projects aspiring to create a higher quality of life and a more walkable downtown.

Hammers introduced Willet Moss and Calder Gillin of CMG. Moss provided an overview of the plan that, through 29 "a la carte" projects and 11 site-specific projects encourages social interaction, promotes pedestrian life, enhances the physical image of downtown, and provides a source of pride for the community.

The Downtown San Jose Street Life Plan is available for download at <http://sjdowntown.com/groundwerx/>

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