

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

March 8, 2013

A Public meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the Theatre on San Pedro Square, 29 N. San Pedro Street, San Jose, CA.

The following directors were present at the meeting: Bangs, Bernstein, Cassetta, Cord, Gomez, Gudeli, Hattley, Kuprina, Mather, Naran, Neale, Nichols, O'Connor, Pangilinan, Rajakumar, Roney, Tortora, Vail and Vuckovich.

The following directors were absent from the meeting: Borkenhagen, Brady, Bravo, Cabrera, Friedman, Gagliardi, Hamilton, Marques, Pooley, Pulcrano, Rademann, Saso, Sebastian, Springall, and Wong.

The following were also present at the meeting: Lee Wilcox, Joshua Melander, Carl Neusel, Ellie Smith, Peter Smith, Pete Decena, Ann Webb, Rich Mongarro, Brent Bugarin, Kelley Cosgrove, Dean Munro, Drew Spitzer, Autumn Young, Andria Souza, John Kirokawa, Emily Lange, Mike Ford, Jill Collins, Jim Ortbal, Kay Mascoli, Debbie Caminiti, Andrew Bales, Laurie Smith, Joe Horwedel, Sherrill Ingalls, Martha Black, Kim Walesh, Erik Schoennauer, Olga Ornelas, Robert Schiller, Sal Pizarro, Georgie Huff, Ragan Henniger, Cara Douglas, Tom McEnery, Scott Knies, Amy Anderson, Marcelle Boudreaux, Corinna Dixon, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee, Joe Noonan, Paula Saily, Jenna Tenorio and Blage Zelalich.

Vice President Cord called the meeting to order at 8:20 a.m.

Cord thanked Cathy Cassetta, Executive Director of The Tabard Theatre Company, for hosting the meeting and providing the continental breakfast. Cassetta welcomed guests, reviewed upcoming theatre performances and acknowledged her staff.

Cord recognized special guests Sheriff Laurie Smith, San Jose State University Chief of Police Peter Decena, and former San Jose Mayor Tom McEnery.

Minutes of the February 8 meeting were unanimously approved.

Vice President's Report

- Bus Rapid Transit

Cord provided an overview of VTA's current proposal to incorporate expanded bus facilities on Santa Clara Street between Market and Third Streets. Although SJDA supports improving transportation services to downtown, the proposed turn restrictions and loading zone/on-street parking removal on Santa Clara St. would negatively impact local businesses. A report summarizing the objections raised at a recent VTA meeting will be released.

- Minimum Wage

Knies reminded guests that the Minimum Wage Ordinance (Measure D) passed by the City of San Jose, increasing the minimum wage to \$10 per hour, goes into effect on Monday. Knies provided an overview of SJDA's partnership with the South Bay Labor Council to implement

a campaign to accentuate the positive aspects by launching an "Earn 'n Spend in San Jose" campaign targeted at San Jose's minimum wage earners and consumers in general. Campaign will include window displays at local businesses and some ads. A joint press conference will be held on March 11 at 10 a.m. at 118 Paseo de San Antonio.

New Business

- Sheriff's Department recognition
Cord welcomed Sheriff Laurie Smith, Assistant Sheriff Carl Neusel, and VTA Captain Robert Schiller and provided an overview of VTA's Transit Security Program in collaboration with the Sheriff's department to provide uniformed patrol officers in the Downtown Transit Mall area. Established in June 2012, the program (scheduled to end this June) is proposed to be extended an additional two years.
In recognition for their patrol services certificates of appreciation for *Safety Efforts in Downtown San Jose* and boxes of Psycho Donuts were presented to:
 - Brent Bugarin, Deputy Sheriff, Office of the Sheriff Santa Clara County
 - Michael Ford, Deputy Sheriff, Office of the Sheriff Santa Clara CountyBugarin and Ford thanked the Sheriff's department and the community for welcoming them and providing the opportunity to serve to the best of their ability.

Guest Speaker

- Kim Walesh, City of San Jose Director of Economic Development and Chief Strategist, reflected upon downtown's economic development. Walesh encouraged the community to transition from an era of government centric dependency under the Redevelopment Agency to one of ownership, beautification, and activation. She acknowledged SJDA and PBID as essential parts of the partnership with the City to develop business expansion and retention. The joint economic development team includes Juan Borrelli as the City's Small Business Ally and Marcelle Boudreaux as SJDA's Business Development Manager. Walesh highlighted several upcoming new developments and reported the *Wickedly Fast WiFi* will launch next week, providing free wifi to downtown.
Walesh asked the community to:
 1. Carry the message and be ambassadors for downtown.
 2. Cease the negativity as words and confidence matter.
 3. Continue to step up ownership and initiative both personal and professional to nurture and captivate imagination, hard work, and the collective spirit of giving.
 4. Create a space for others and collaborate.Love of place comes from attachment to make a difference.

Recognition of Scott Knies, SJDA Executive Director

- SJDA board members Cord, Bernstein, Mather and past SJDA President Georgie Huff shared their appreciation for Knies and his dedication to SJDA and his impact upon downtown. On behalf of SJDA and in recognition of 25 years of service as Executive Director, Cord presented to Knies a commemorative award. Knies said that it had not been a solo journey and thanked the external team members and especially the internal support from board and staff members.

Cord adjourned the meeting at 9:10 a.m.