

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

March 13, 2015

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 St., San Jose, CA.

The following directors were present at the meeting: Bates, Buchholz, Burroughs, Cord, Hamilton, Hattley, Kuprina, Le, Maida, Matsushima, Naran, Neale, Nichols, Pulcrano, Rewkiewicz, Serpa, Tortora, Vail, Vuckovich and Wong.

The following directors were absent from the meeting: Bartl, Brady, Hyland, Kline, Gomez, Gudeli, Marques, O'Connor, Randall, Roney, Springall, and Sebastian.

Also present were SJDA staff: Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Eric Hon, Scott Knies, Rick Jensen, Michael McAlister, Joe Noonan, Jason Su, Chloe Verrey and Blage Zelalich.

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

Neale thanked Tortora of Sharks Sports Entertainment for hosting the meeting at SAP Center and Matsushima for sponsoring the breakfast.

Minutes of the February 13 public board meeting were unanimously approved as distributed to Board members.

President's Report

a) Executive Committee

Neale announced that Bernstein has resigned from his position on the SJDA Board of Directors as he will begin a new position with Tucker Ellis LLP on March 31 in Cleveland, OH.

b) New board member

Neale announced that Joshua Burroughs, Senior Development Manager, Barry Swenson Builder was interviewed by the Executive Committee on March 5 and approved to serve on the Board.

c) Council member meetings

- Neale shared that he and Knies have met with all San Jose City Council members and Mayor Liccardo to share the SJDA 2015 agenda.
- Councilman Peralez is interested in night-life (restaurants, bars, entertainment) businesses being more successful downtown.
- Council is in consensus to support downtown's urbanist movement.

d) Civic appointments

• Downtown Parking Board

Neale presented the City's Downtown Parking Board as an opportunity to engage on behalf of SJDA. The board meets quarterly and serves as a public forum for the discussion of downtown parking issues. Current SJDA members include Vice Chair Nichols and Hattley. Cord volunteered.

- BART

Knies described the BART Community Outreach group as an opportunity to represent SJDA's preferences. The group is working to review construction methods and options presented in the Phase II extension into downtown under Santa Clara Street.

e) Expanded calendar

Neale encouraged members to review the Calendar of Committees (presented on page 2) and select a committee to participate on.

f) March Organizational Issues / Committee Snapshots were distributed.

#### New Business – PBID Services

Knies introduced Hon, Echeverria and Su who provided a comprehensive overview of PBID (Property Based Improvement District) Services.

- A PBID provides enhanced improvements and activities, such as cleaning/maintenance, public safety, streetscape improvements and economic development, improving the overall viability of business districts-resulting in higher property values, sales and tax revenues.
- San Jose PBID started services under the Groundwerx moniker January 2008 and renewed in 2012.

a) Groundwerx and Enhanced Maintenance – Hon, Operations Manager, reviewed how Groundwerx is engaged in: Cleaning; Partnerships; Ambassadors; Enhanced Maintenance; and Enhanced Security.

b) Business Development – Echeverria, Business Development Manager, described his position's focus in Permitting & City Assistance, Leasing & Market Knowledge; Planning & Policy Support; and Special Projects.

c) Street Life Projects – Su, Project Manager, provided information about the Downtown Street Life Plan Projects; City-Initiated Projects; Collaboration Projects; and other Concurrent Projects.

#### Executive Director's Report

- Knies described the PBID's linkage to SJDA and as an opportunity for SJDA Board members to further participate.
- Knies reported that, after four years of service, March 10 was Ellen Lee's last day as Administrative Assistant with SJDA. A'Dreana Quevedo will start on March 16 as full-time SJDA Office Assistant.
- Mayor Liccardo will present at SJDA's April 10 public meeting at Trianon Theatre.

#### Other Matters

- On behalf of the Board Organizational Committee, Naran announced the following events:
  - April 14: Board and Staff Mixer at Mezcal at 5:30 p.m.
  - Summer: Membership Mixer to be announced

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