

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

March 14, 2014

A Public meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at San Jose City Hall, 200 E. Santa Clara St., San Jose, CA.

The following directors were present at the meeting: Barger, Bernstein, Buchholz, Cord, Gomez, Gudeli, Gagliardi, Hyland, Neale, O'Connor, Springall, Vuckovich and Wong.

The following directors were absent from the meeting: Bartl, Bates, Brady, Cassetta, Friedman, Hamilton, Hattley, Kuprina, Le, Marques, Pulcrano, Rajakumar, Roney, Tortora, Maida, Naran, Sebastian, and Vail.

The following were also present at the meeting: Forrest Gerratto, Vince DeCarolis, Ben Tripousis, Alex Adams, Teri Killgore, Jeff Oberdorfer, Egon Terplan, Jim Shanne, Manon Demers, Charles Hackett, Hanh Nguyen, Jacob Chomus, Joshua Melander, Brent Pearse, Malcolm Borderlon, Juan Borrelli, Gordon Johnson, Phil Hood, Leah Toeniskoetter, Bud Lomonaco, Tina Kapoor, Anjee Helstup Alvarez, Laurel Prevetti, Dennis King, Dennis Hickey, Roland Lebrun, Alida Bray, Lois Wilco-Owens, P.H. Smith, Gerry De Young, Larry Stone, Alex Shoor, Ellie Smith, Mike Messinger, Ray Salvador, Brian Grayson, Ed Shikada, Mark Mahaffey, Capt. Ciaburro, Sean Cottle, David Cahill, Allyson Sparks, Janet Knapp, Jim Ortbal, Lee Wilcox, Barbara Marshman, Helen Ebert, Pete Kolstad, Kim Walesh, Kathy Sullivan and SJDA staff Amy Anderson, Corinna Dixon, Nate Echeverria, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee, Joe Noonan, Shireley Telebrico and Blage Zelalich.

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

Neale thanked The City of San Jose for hosting the meeting and Cord Associates for sponsoring the continental breakfast as provided by Adolfo Gomez of Mezcal.

Minutes of the February 14 meeting were unanimously approved as distributed.

President's Report

- Metrics

Neale presented his goal of sharing tangible successes (metrics) of SJDA with the community throughout the year.

- Downtown saw 114 days of planned activities in 2013, an increase of 10% over 2012.
- Downtown Ice 2013-14 season achieved an all-time high attendance of 55,000 skaters, exceeding previous record of 49,000.
- Silvery Towers, recently received its site development permit, will be the largest residential project in history of downtown with 643 units.

New Business

- San Jose's Journey to Fiscal Stability

Neale introduced Ed Shikada, San Jose City Manager.

Shikada presented *San Jose's Journey to Fiscal Stability: The New City Manager's perspective* focusing on:

- improving public safety
- providing services to address street behaviors and homelessness
- revitalizing St. James Park
- reducing commercial vacancies

Shikada's "prescription" for San Jose is to cut costs, reduce services, and add revenue.

Shikada addressed the need to identify revenue sources to restore city services:

- Encouraging corporate headquarters, start-ups, and manufacturing
- Increasing housing and amenities
- Continuing the Library parcel tax to raise \$8 million
- Adopting one-half cent City sales tax for services to raise \$68 million

- Future of Downtown

Neale introduced Leah Toeniskoetter, Director SPUR San Jose, who provided a brief background about SPUR's mission as a member supported non-profit to promote good planning and good government in the Bay Area.

Toeniskoetter introduced Egon Terplan, SPUR Regional Planning Director.

Terplan presented *The Future of Downtown San Jose: How the South Bay's urban center can achieve its potential* as an overview of six "ideas" or recommendations for downtown's future development.

Ideas included:

1. Welcome all kinds of uses into downtown - but hold out for jobs near regional transit.
2. Make sure that what gets built adheres to key urban design principles.
3. Promote a larger area of Central San Jose, with downtown as its core.
4. Make it easier to get to and through downtown without a car.
5. Retrofit downtown to be more pedestrian-oriented.
6. Build on downtown's strengths as the cultural, entertainment, and creative center of the South Bay.

Deputy Director's report

- Zelalich introduced Nate Echeverria as SJDA's new Business Development Manager working closely with the City's Small Business Ally to provide services designed to retain, grow and recruit business in and to downtown San Jose.

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