

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

April 15, 2016

A 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: Bentz, Buchholz, Cord, Marques, Matsushima, Millares, Naran, Neale, Nichols, Serpa, Springall, Vuckovich and Wong.

The following directors were absent from the meeting: Bartl, Bates, Burroughs, Gomez, Hattley, Hyland, Kuprina, O'Connor, Osuka, Ramirez, Randall, Rewkiewicz and Vail.

Also present among the audience: Anthony Lin, Jared Gamelin, Bob Staeder, Melinda Chacon, Stephen Reiss, Yee Gan, Eilbert Mirzapour, Joe Provenzano, Diana Guadalupe, Kevin O'Connor, Ruth Cueto, Dennis Skaggs, Malcolm Bordelon, Rosalyn Hughey, Jeff Gale, Chrissie Davis, Monique Davis, Ramona Snyder, Safia Dworjack, Tom Wohlmuth, Mike Messinger, Mark Tersini, Estelle Kadis, Juan Borreli, Sebastian Grillo, Tom McEnery, Dalia Rossa, Brian Grayson, Adam Mayberry, Susan Wright, Jeanna Young, Chu Chang, Steve V., Joann Scherrer, Victor Gomez, Pat Waite, Jeff Current, Tomoyo Yoshinaga, Danielle Kish, Sal Pizarro, Laura Tolkoff, Brandi Rodgers, Glen Williams, Steve McHarris, Dan Tran, Shiraz J., Paul Orozco, Patricia Appelquist, David Neale, Ken Goldstein, Brent Pearse, DJ Edwards, Harry Freitas, Elia Sorice, Gerry De Young, David Hendel, Carl Hertel, Brian C., Maggie Bludau, Cache Bouren, Mary Freslassie, Tom Borden, Michael Mulcahy, Don Imwalle, Ru Weesakoon, John Palmer. Amy Anderson, Danielle Ratliff, Corinna Dixon, Nate Echeverria, Helen Hayashi, Scott Knies, Joe Noonan and Chloe Verrey.

President Vuckovich called the meeting to order at 8:25 a.m.

Vuckovich briefly reviewed the Calendar of Committees (page 2 in packet) highlighting the Downtown Farmers' Market opening on May 6.

Vuckovich shared his experience playing in U.S. Open's Putt Putt golf promotion that involved playing catch last week at San Pedro Square Market with Jerry Rice.

Vuckovich thanked Theatre on San Pedro Square (TOSPS) for providing the meeting facilities and continental breakfast. TOSPS Executive Director Nick Nichols welcomed guests and provided an overview of the Tabard Theatre Company's 2015-16 season productions, music events, school programs, and rental availability.

Minutes of the March 11 meeting were unanimously approved as distributed to Board members.

President's Report

- New business introductions

The New Ballet School Downtown San Jose: Life-long dancer Dalia Rawson helms The New Ballet School Downtown San Jose, located at 40 N. 1st Street.

Wealth Recovery Solutions: Diana Guadalupe has opened Wealth Recovery Solutions, a full-service debt collection business, at 99 N. 1st Street.

Ola's Exotic Coffee and Tea: Mary Freslassie and Ake Kebede have opened Ola's Exotic Coffee and Tea on Santa Clara Street, between 1st and 2nd. They offer exotic African coffees and tea.

Ecology Action: Ecology Action is a nonprofit environmental consultancy at 19 N. 2nd Street. Susan Wright, Program Manager, and Danielle Kish, Senior Program Specialist, work with residents and businesses to achieve conservation and cost saving goals.

- Permits, Process and Planning for San Jose's growth

Vuckovich introduced Harry Freitas, Director of City of San Jose's Planning, Building & Code Enforcement Department and relayed his and Knies' appreciation of Freitas' availability to discuss downtown concerns.

Freitas introduced a few (of the 310) staff within his department:

- Chu Chang, Building Official
- Steve McHarris, Planning Official
- Juan Borrelli, Development Services Small Business Ally (engaged with SJDA Business Development Manager Nate Echeverria)
- Joe Provenzano, Public Works Downtown Coordinator
- Eilbert Mirzapour, Public Works Downtown Coordinator
- Tom Borden, DPW Development Services / Assessments
- Jeannie Young Sr. Exec. Analyst / Expeditor

Freitas' presentation reviewed three key initiatives of Development Services:

- Process Improvements/Fee Study
 - Consultant to map processes, recommend improvements
 - More accurate time tracking
 - Al la carte and customized services
- Technology Plan
 - Goal: Instead of get in line . . . go online
 - New permit technology
 - Mobile inspections
 - Project tracking
 - Expand online permitting
 - Open data
 - Electronic plan review (now available)

- Improving Customer Services
 - Over-the-Counter Service: Walk in-walk out with a lower cost permit. More and larger projects now quality
 - Express Plan Review: Available for residential and non-residential projects
 - STI/ITI Program: Special Tenant Improvements / Industrial Tool Installations
 - Small Business Ally: English-Spanish / English-Vietnamese

Freitas fielded questions from members for 35 minutes. He acknowledged recent letter from SJDA on recommendations for small business permitting improvements and agreed to extend STI services to restaurants and small businesses for a pilot project. He also addressed perceptions that opening a business in the city is difficult and expensive; the challenges of being a "cost recovery" city department; permit costs; self certification proposal for inspectors and specific questions on zoning, general plan and urban villages.

Executive Director's report

- Knies shared news of arrival of a daughter to SJDA Deputy Director Blage Zelalich and a son to SJDA Office Assistant A'Dreana Quevedo in the last 10 days.

Vuckovich adjourned the meeting at 9:30 a.m.