

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

April 10, 2015

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Trianon Theatre, 72 N. Fifth St., San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Burroughs, Cord, Gudeli, Hamilton, Hattley, Kuprina, Maida, Marques, Matsushima, Neale, Nichols, Rewkiewicz, Springall, Vail, Vuckovich and Wong.

The following directors were absent from the meeting: Brady, Buchholz, Gomez, Hyland, Kline, Le, Naran, O'Connor, Pulcrano, Randall, Roney, Sebastian, Serpa and Tortora.

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

Also present among the audience: Bob Kieve, Jim Crawford, Laura Tolcaff, Joseph Ossai, Brian Grayson, Bob Carlson, Amanda Egan, Rose Hernandez, Rosemary Baez, Jodi Starbird, Anil Babbar, Brent Pearse, Cody Kraatz, Phil Hood, Ellie Smith, Adam Mayberry, Estelle Kadis, Gordon Johnson, Ann Webb, Dennis Skaggs, Don MacMillan, Jeff Smith, Josue Fuentes, Mary Stewart, Richard Nguyen, Greg Parry, Thomas Borden, Rosalynn Hughey, Cari S., Maily Chu, Joyce Liu, Roland Lebrun, Tom Wohlmüt, Vern Adkins, Mark Tiernan, Lee Wilcox, Ragan Henninger, Gil Chesno, Jim Sullivan, Yee Gan, Lola Torney, Weston Starbird, Chu Chang, Sebastian Grillo, Emily Ramos, Helen Chapman, Dana Grover, Juan Borrelli, Seth Bland, Sean Cottle, Sheila H., Cheryl Wessling, Pieter Smith, Sam Liccardo, Harry Freitas, Mark Kerback, Marzena Wisniewska, Jim Ortbal, Bob Schmelzer, Raul Peralez, Pete Kolstad, Gary Singh, Jim Salata and Kirk Kozlowski.

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

Neale thanked, Mark Kerback General Manager of Trianon Theatre for hosting the meeting, Board member Dave Buchholz of Colliers International for sponsoring the breakfast, and Zanotto's Family Market for catering.

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

President's Report

a) Calendar highlights

Neale encouraged members to attend the HER city event on April 16 at Orchestria Palm Court Restaurant/City Lights Theater. Q&A, appetizers and drinks with City Lights Executive Artistic Director Lisa Mallette followed by reserved seating and a behind the scenes look at City Light's performance of M. Butterfly.

Neale announced that Bernstein has resigned from his position on the SJDA Board of Directors to pursue a new position with Tucker Ellis LLP in Cleveland, OH.

Neale announced Joshua Burroughs, Senior Development Manager, Barry Swenson Builder was appointed to the SJDA Board.

b) April Organizational Issues / Committee Snapshots were distributed.

New Business

a) Mayor Sam Liccardo

Liccardo presented opportunities to help downtown San Jose evolve, enliven, and become the cultural center of the valley, including:

- Build the heck out of it
 - Housing: the advantage of hot residential market; keep opportunities open for high-rise and mid-rise development; expand high value hotels and capacities.
 - Transportation: bringing BART downtown; Bus Rapid Transit; innovations for car sharing and parking.
- Taking out the Slack
 - Drive office vacancies down from 13% and improve commercial rents downtown.
 - Taking vacancies off the market will help drive larger corporate "class A" development.
- Bringing it Outdoors
 - Activation of outdoor spaces: San Pedro Market; River Walk; St. James Park.
 - Parks Management District: channel investment funds from developments to maintain, activate and revitalize St. James Park; collaboration of organizations and people entirely focused upon concerns of the park.
 - Live music: use hotel tax as revenue to renovate theaters and public spaces; promote activation of venues.
- Safety
 - Accelerate hiring of police officers; improve retention; fund downtown patrols; implement security camera registry of participating businesses, bring more people downtown to make it feel safer.

b) Knight Cities Challenge award: San Pedro Squared

Neale introduced SJDA Street Life Project Manager Jason Su.

Su announced that SJDA will receive \$139,000 in support from the John S. and James L. Knight Foundation's Knight Cities Challenge to implement a project at the Market-San Pedro Garage. Four 400-sq. ft. counter-top retail outlets will be built from eight parking stalls that front the east side of San Pedro Street at the ground floor level.

c) Planning, Building & Code Enforcement

Neale introduced Planning, Building & Code Enforcement Director Harry Freitas.

Freitas presented highlights of current projects and shared departmental key initiatives.

- Current urban housing and mixed-use projects include: Silvery Towers; Park View Towers; The Pierce; The Sail; and Modera.
- A high-rise incentive waives city construction tax for one office development before Dec. 31, 2016.
- The department is pursuing technological enhancements and improved customer service.
- City's projection for growth is faster than Oakland and SF.

- The General Plan calls for 120,000 more housing units and space for 470,000 more jobs.
- In 2014 San Jose reached record-breaking levels of industrial and R&D and Office and Retail projects permitted.
- Focus is upon accelerating the addition of jobs and workplaces to address underlying link between land use and city's fiscal health.
- A high ratio of Jobs-to-Employed Residents is an indicator of a city's fiscal fitness.

Fritas encouraged members to contact him with questions or concerns on his cell phone at 408-710-4389.

Executive Director's Report – no report.

Neale adjourned the meeting at 9:35 a.m.