

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

April 11, 2014

A Public meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the Corinthian Event Center, 196 N. 3rd St., San Jose, CA.

The following directors were present at the meeting: Barger, Bartl, Bates, Brady, Buchholz, Cassetta, Gomez, Gudeli, Hamilton, Hattley, Hyland, Le, Naran, Neale, Pulcrano, Rajakumar, Roney, Sebastian, Tortora, Vuckovich and Wong.

The following directors were absent from the meeting: Bernstein, Cord, Friedman, Gagliardi, Kuprina, Maida, Marques, O'Connor, Springall, and Vail.

The following were also present at the meeting: Dep. Chief Dave Hober, Alex Adams, Vincent Lopez, Von Reyes, Danielle Valley, Sparky Harlan, Jojo Carmet, Chris Horton, Pete Kolstad, Hanh Nguyen, Emily Ann Ramos, Raul Peralez, Matthew Mahood, Gordon Johnson, Dave Lera, Bob Carlson, Jacob Chemicz, Maily Chu, Lena Turnbull, Judge Cordell, Lance Miller, John Luebben, Chris Ross, Juan Borrelli, Rosa Lopez, B Dennis Hickey, Jack Wimberly, Capt. Anthony Ciaburro, Cindy Chavez, Gene Campbell, Don Imwalle, Jim Ortbal, Police Chief Larry Esquivel, Johnny Gogo, Jessica Gallup, Mark Mahaffey, Ann Webb, Ellie Smith, Brent Pearse, Dennis King, Dalton Osuka, Debbie Caminiti, Kelly Hyland, Kathy Sutherland, Carl Salas, Georgie Huff, Nalin Mody, Richard Ajluni, Tina Kapoor, Diana Beechie, Jim Goford, Scott Strickland, Virginia Thomas, Amy Anderson, Corinna Dixon, Helen Hayashi, Eric Hon, Rick Jensen, Scott Knies, Ellen Lee, Joe Noonan, Shirley Telebrico and Blage Zelalich.

President Neale called the meeting to order at 8:28 a.m.

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

President's Report

- New business introductions
Neale introduced the following new businesses to downtown:
 - Bel Bacio Italian Café, coffee shop at 350 W. Julian St. in Little Italy; Debbie Caminiti, owner.
 - Third Space Fitness, full service fitness center at 550 S. 1st St. in former Metro location; Lance Miller and Danielle Valley, owners.
 - Power Bowl, healthy meals with acai berries at 132 E. San Fernando St. in Paseo Villas; Dalton Osuka, owner.

- Library Parcel tax
Neale announced that SJDA's Executive Committee has approved taking a position to endorse and make a financial campaign contribution in support of Measure B library parcel tax that will be on the June 3 ballot.

- St. James Park
Neale announced that, in follow-up to the priorities identified in the SJDA Strategic Action Plan, SJDA's Executive Committee has approved of

SJDA taking a proactive leadership role to advance the cause of improving St. James Park.

New Business

- San Jose Downtown Foundation trustee election
On behalf of the San Jose Downtown Foundation Board of Trustees Neale presented the nomination of Juan Borrelli.

SJDA Board members unanimously voted to elect Borrelli to his first term as SJDF Trustee.

- San Jose Police Chief Larry Esquivel
Neale introduced Chief Esquivel as raised and educated in San Jose and familiar with the downtown community and issues.

Chief Esquivel introduced Deputy Chief Dave Hober and Central Division Captain Tony Ciaburro.

Chief Esquivel outlined the following departmental priorities:

- Staffing: address issues of staffing and retention while remaining efficient, and engage in partnerships with other institutions and organizations.
- Community Service Officers: recruiting new applicants to begin police academy in July.
- Crime Prevention Specialists: increased to two agents per division.
- Community Liaison Officer: introduced pilot program.
- Women's Leadership Committee: professional development program for department staff.
- Substation: incrementally use South San Jose substation to accommodate three academies per year.
- Marketing: enhance marketing through social media.

In regards to St. James Park, Esquivel advised that through increased visibility of SJPD officers, and partnering with County Sheriff's Office, the goal is to improve safety, attract the public and support local businesses. The SJPD is working with city, county, and residents to find a balanced approach to addressing the issue of feedings in the park.

- Santa Clara County Board Supervisor Cindy Chavez
Neale introduced Chavez as past Councilmember representing District 3 and a friend of downtown.

Chavez reviewed that as Supervisor for District 2 she represents a large portion of San Jose, but her heart is downtown.

Chavez thanked Chief Esquivel and the SJPD and is looking for more opportunities to partner with the SJPD, Sheriff's department, and VTA to strengthen resources.

Chavez outlined the following activities:

- Sheriff's Department: temporarily redirecting financial resources to expand the department.
- SC Co. Park Rangers: provide additional support to program.
- VTA: tighten patrols at ticketing enforcement at downtown bus and light rail stations.
- SJ Rotary Club: partnering with City and County to host downtown 4th of July fireworks show.

- SJ Fire Department: conducting a review of dispatch and emergency response.
- Human trafficking: established a commission to address the issue of forced labor and human trafficking.

Neale adjourned the meeting at 9:04 a.m.