

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

May 10, 2013

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Adobe Systems, 321 Park Ave., San Jose, CA.

The following directors were present at the meeting: Bangs, Bates, Borkenhagen, Brady, Gudeli, Hamilton, Hattley, Kuprina, Mather, Nichols, O'Connor, Pulcrano, Rajakumar, Roney, Saso, Springall, Tortora, Vuckovich and Wong.

The following directors were absent from the meeting: Bernstein, Bravo, Cabrera, Cassetta, Cord, Friedman, Gagliardi, Gomez, Marques, Naran, Neale, Pooley, Rademann, Sebastian and Vail.

The following were also present at the meeting: Scott Knies, Marcelle Boudreaux, Corinna Dixon, Helen Hayashi, Rick Jensen, Ellen Lee, Jenna Tenorio and Blage Zelalich.

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

Wong thanked Adobe Systems and Michael Bangs for hosting the meeting and providing the continental breakfast.

Minutes of the March 8 meeting and April 12 retreat were unanimously approved.

President's Report

- Downtown Real Estate Tour  
Zelalich reported that the Downtown Real Estate Tour was held in partnership with SJDA, the city, Hoge Fenton Jones & Appel, Colliers International, AEI consultants on May 2. Four sold-out busses consisting of real estate brokers, title companies, and property owners (~170 guests) toured downtown's residential, retail, technology, hospitality and commercial opportunities
- Community Manager  
Tenorio announced that her last day of employment with SJDA will be May 15, 2013. Since 2005, Tenorio has been associated with SJDA as an intern, part-time Communications Coordinator, full-time Community Relations Manager, and most recently as full-time Community Manager. Tenorio expressed appreciation for working with an invested and passionate Board of Directors.

New Business

- FY 13-14 Budget proposal  
The FY 13-14 Budget was distributed (pg. 5-6 of packet) as recommended for approval by the Finance Committee and Executive Committee.  
Knies reported that this is the first year that SJDA is included in the City Manager's Budget. City revenue sources include \$260K from the Parking Fund and \$60K from one-time OCA and ESD funds. Most of the Parking Fund revenue is generated downtown. Therefore

appropriate that City contract services be directed to SJDA rather than into non-related General Fund programs.

Wong advised that the Association needs to look at additional and long-term revenue sources as the budget is a break-even and SJDA cannot grow without more resources.

\* Pulcrano made the motion to approve the Budget as presented with the opportunity to review and advise for mid-year budget revisions. Borkenhagen seconded. Board approved unanimously.

- Board retreat / downtown strategy next steps
  - Wong and Knies presented Summary of the April 12 Board Retreat as distributed (pg. 7-8 of packet).
  - Joint Organizational/Advocacy Committee held a follow-up meeting on April 25.
  - Knies advised that the *Downtown San Jose: in search of a strategy* white paper has been distributed to all stakeholders identified at retreat and discussed at recent meetings with Mayor Chuck Reed and Councilmember Sam Liccardo.
  - Wong reported that Mayor Reed has asked for three accomplishable tasks for the next 18 months.
  - Knies presented potential Action Plan elements as identified by Task-Force Committee (pg. 8 of packet):
    1. Incent/encourage development/leasing of key sites
    2. Baseball
    3. Homeless/security issues
    4. Downtown Community Development Corporation
    5. St. James Park

Board discussion/comments:

- The City and Mayor describe the permitting process as progressing at the speed of business but the City is unresponsive to small business and the permitting process is lengthy. Members asked how the new PBID Business Development Program is working.
- Boudreaux responded she has been on the job two and a half months and noticed inconsistencies in permit process. She is working with City's Small Business Ally to make recommendations on updating /streamlining permitting process by comparing costs / timelines/processes in other cities.
- City's "Wickedly Fast WiFi" program is too slow and downtown needs broadband network.
- Need for more specific policing to improve residential and business comfort.
- Devoted funds to more downtown policing is money well spent. Take advantage of the 18 month action "buzz" window. Focus upon safety and development incentives (business & residential).
- Offer specific incentive package for first major office / corporate headquarters to locate downtown.
- Much discussion on immediacy of taller high-density development vs. moving forward with five-story residential developments.
- Five-story development around St. James Park with retail on first floor facing the park will help to activate the area now rather than waiting for high-rises.
- Currently difficult to find quality residential options for living downtown and more development is needed.

- One school of thought is "Let it rip." Don't wait around for large development projects. The other perspective is create an hierarchy of sites that must be denser in character while allowing others to develop now at lower heights.
- Have SJDA partner with SPUR and City to foster good urban planning/design.

Knies reviewed next steps:

- Re-release as Strategic Action Plan to board and stakeholders for feedback in June.
- Task Force Committee to finesse Action Plan elements with stakeholder's input.
- Present final Action Plan to Board for approval.
- Present Action Plan recommendations to Mayor Reed and City Council.

#### Old Business

- Secondary Employment (Off-duty police) downtown job program: Zelalich reported that earlier this week SJDA initiated a pilot program of two uniformed officers providing enhanced security (on foot) downtown 3-5 hours/day, 4 days/week. A varied, unpredictable schedule should act as a deterrent for illicit activity. This program does not replace regular patrol and is part of the PBID. Estimated cost of \$50,000 over six-month period.

Wong adjourned the meeting at 9:40 a.m.