

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

May 9, 2014

A meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the SoFA Media Center, 380 S. 1st St., San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Bernstein, Buchholz, Cord, Gagliardi, Gudeli, Naran, Neale, Pulcrano, Rajakumar, Roney, Sebastian, Tortora, Vuckovich, Vail and Wong.

The following directors were absent from the meeting: Barger, Brady, Cassetta, Friedman, Gomez, Hamilton, Hattley, Hyland, Kuprina, Le, Maida, Marques, O'Connor and Springall.

The following were also present at the meeting: SJDA staff members Corinna Dixon, Rick Jensen, Scott Knies, Ellen Lee, Joe Noonan, Shirley Telebrico and Blage Zelalich.

President Neale called the meeting to order at 8:16 a.m.

Neale thanked Pulcrano for hosting the meeting for sponsoring the continental breakfast as provided by Café Stritch. Pulcrano welcomed the board to the opening of the SoFA Media Center that will serve as Metro's headquarters and a space that will also host community events and gallery space.

Minutes of the April 11 meeting were unanimously approved as distributed.

New Business

- FY 2014-15 Budget approval

Neale presented and reviewed the following FY 2014-15 Proposed Budget (pages 11-12) highlights:

Revenue

- Total Revenue has increased to over \$3M for first time in four years, creating a sustainable organization.
- Significant growth in BID revenue due to increase in number of businesses downtown.
- \$100K one-time City funds for Ice Rink capital reinvestments.
- \$150K Knight Foundation grant for Activation and Street Life projects.
- \$102K carryover funds from 13-14 Ice Rink surplus.
- Nine World Cup viewing events in Plaza and St. James Park (replacing Blues Festival). Expect expenses to match revenue.

Expenses

- \$150K towards Ice Rink repairs (funded by City and one/half carryover funds).
- \$45K towards Commercial building elevator repairs (other half carry over funds).
- \$75K towards Street Life Initiation Manager from Knight grant.
- \$75K towards Activation Manager, micro grants and projects from Knight grant.
- Increased expense line item for Music in the Park due to addition of second concert.
- new Communication Manager staff position (.50 FTE) included under salaries.

Zelalich reported that Knight Foundation grant funding would support two new programs for next fiscal year:

- Activation of public spaces, including St. James Park, with funding for five \$5K grants (\$25K) and a contract position for an activation manager (\$50K).
- PBID Street Life Initiation Project Manager will coordinate and implement the new Street Life Plan projects, solicit funding partnerships and develop project prototypes.

On a motion from Bates and seconded from Naran, the Board approves, as recommended by the Finance Committee and Executive Committee, the FY 2014-15 Budget.

President's Report

- Parks Maintenance District proposal (pages 9-10)

Neale reviewed SJDA's Downtown Park Maintenance District (PMD) recommendation as proposed April 24 to Mayor Reed and City Council member Sam Liccardo.

Opportunity for City to allocate park funds paid by new housing developments through the Park Dedication Ordinance (PDO) to a PMD.

SJDA proposed initial PMD program would focus upon St. James Park, and could eventually be managed by Community Development Corporation (CDC).

PMD concept ties into SJDA's Strategic Plan priorities on St. James Park, safety, perception, CDC and incentives (with extension of hi-rise housing incentive).

Members discussed how to capture and allocate the proposed PMD fees.

SJDA supports continuation of Hi-Rise incentive plan and draft fee structure would direct 50% of Hi-Rise PDO fees and 75% of Mid-Rise PDO fees of new construction within proposed St. James Park district into PMD with other 50% of Hi-Rise fee offered as ongoing incentive and remaining 25% in Mid-Rise to be used for operations/maintenance expenses.

Parks discussion led to broader topic of property development/conversion for commercial vs. residential.

SJDA's stance in the past has been on a project-by-project basis. With transportation infrastructure being developed and larger corporations locating downtown, there is pressure to have a clear direction.

Neale and Knies led a discussion that resulted in a Board consensus on supporting residential projects as current zoning allows.

Executive Director's report

- Reminded members that Downtown Farmers Market at San Pedro Square opened May 2 and runs Fridays from 10 a.m. – 2 p.m. thru Nov. 21.
- Requested that members sign-up to sponsor a future meeting.

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