

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

June 14, 2013

A Public meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the San Jose Silicon Valley Chamber of Commerce, 101 W. Santa Clara St., San Jose, CA.

The following directors were present at the meeting: Bangs, Bates, Borkenhagen, Cord, Gudeli, Hamilton, Hattley, Marques, Naran, Neale, Nichols, O'Connor, Pooley, Pulcrano, Rajakumar, Saso, Sebastian, Springall, Tortora, Vuckovich and Wong.

The following directors were absent from the meeting: Bernstein, Brady, Bravo, Cabrera, Cassetta, Friedman, Gagliardi, Gomez, Kuprina, Mather, Rademann, Roney, and Vail.

The following were also present at the meeting: Alison Lee, Virginia Thomas, Pat Forst, Helen Ebert, John Schneider, Chris Esparza, Gordon Johnson, Nanci Williams, Thomas Borden, Kate Posavad, Lee Wilcox, Aaron Barger, Jocelyne Ampon, Ragan Henninger, Mark Williams, Angel Manzano, Ellie Smith, Julie Garcia, Jim Ortbal, John Cialla, Jan Schneider, Fred Sharkey, Monalisa DiAngelo, Manon Demers, Thang Do , Nick Draper, Norman Kline, Matt Mahood, Eddie Garcia, Teresa Alvarado, Scott Knies, Marcelle Boudreaux, Corinna Dixon, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee, Joe Noonan, Paula Saidy and Blage Zelalich.

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

Wong thanked the Chamber for hosting the meeting and Alan Marques, owner of Hero Martial Arts, for sponsoring the continental breakfast as catered by Chef Monalisa.

Minutes of the May 10 meeting were unanimously approved as distributed.

President's Report

- New business introductions
Wong introduced the following individuals and new businesses to downtown:
 - Jocelyne Ampon, Assistant Store Manager, Muji San Jose.
New department store from Japan with clothing, home and office items.
Location: In Fairmont Hotel Annex at Paseo de San Antonio and S. First St.
 - Chris Esparza, Blackbird Tavern.
Serves fresh pub food with varied menu; Exec chef is Curtis Valdez formerly of 7 Restaurant; lively spot with outdoor dining
Location: 200 S. 1st St at Paseo de San Antonio
 - Mark Williams, Orchestria Palm Court
Restaurant with orchestria, a machine similar to a player piano that plays music sounding like an orchestra or band. See and hear orchestria as you dine on European continental cuisine.
Location: 27 E. William St.

- Monalisa DiAngelo, Chef Mo's Café
Lunch dining with freshly made sandwiches, salads and wraps;
outdoor patio dining.
Location: 261 N. 2nd St. at Devine St.

- Board of Director candidates
Wong invited individuals interested in serving on the SJDA Board of Directors to contact Saso, Board Organizational Committee chair, or any staff members. Letters of interest from Board candidates are due by end of July.

New Business

- County Supervisor District 2 Candidate Q&A
SJDA President Wong served as moderator for the Q&A with candidate Teresa Alvarado.
Wong described the format:
 - Two-minute intro of candidate
 - One minute to answer question from the list below as asked by moderator.
No other questions will be asked; there are no questions from audience.
 - Two minute ending statement by candidate
 Candidate Cindy Chavez, unable to attend, provided written responses that were provided in the meeting agenda packet.
Alvarado responded verbally to ten questions.

- SJDA Strategic Action Plan presentation
Wong introduced SJDA's Strategic Action Plan, to effect downtown change, as identified as the primary goal from the April 12 SJDA Board Retreat.
Knies provided an update of the Strategic Action Plan development process:
 - *Downtown San Jose: in search of a strategy* white paper was distributed to stakeholders in April.
 - Feedback from stakeholders was incorporated into process to formulate long-term Strategic Action Plan elements.
 - Potential Action Plan elements have been identified and will be re-released to stakeholders:
 1. Incent/encourage development/leasing of key sites
 2. Baseball
 3. Homeless/safety
 4. Downtown Community Development Corporation
 5. St. James Park
 6. Hierarchy of soft sites
 7. Marketing / Branding strategy
 8. Integrated transportation / land use
 9. Urban design framework
 - The draft action plan will be re-circulated to stakeholders over the summer for more feedback and specifically to whittle down the nine elements to 3-5.

- Zelalich provided an overview of shooting incident that occurred on June 11 at Fountain Alley, 1st St. at Santa Clara St., and introduced Eddie Garcia, Acting Assistant Chief of Police, and Lee Wilcox, Assistant to the City Manager.

Garcia presented the SJPD strategy to concentrate on prioritizing calls for assistance and suppressing gang presence/activity which impact quality of life and customer service. The department plans to bring back overtime officers and adjust special unit hours for increased coverage. The increased visibility of the Downtown Services Unit, a detail of six officers and one sergeant, will concentrate within the downtown 'entertainment zone.' The department is re-adjusting San Jose's division regions from three back to four divisions that will decrease area size, allowing captains to be more engaged with specific areas of concern.

Wilcox presented the objective of the City Manager to develop new means of policing that works together with the PBID, Downtown Advisory Committee, and community to identify recommendations for making downtown safer.

Old Business

- Summer Event Season presentation
Zelalich presented *2013 Downtown Summer Events*. Highlights include:
 - Downtown San Jose Farmer's Market presented by Kaiser Permanents.
 - Downtown Doors of San Jose celebrating 10th Anniversary (2003-2013)
 - South FIRST FRIDAYS Street Market
 - Starlight Cinemas
 - Dine Downtown San Jose Restaurant Week June 21 – 30
 - 25th Anniversary Music in the Park
 - 33rd Annual Fountain Blues Fest
 - Ando other non-SJDA produced summer events

Other Matters

- Guests were encouraged to register to vote. Runoff election for District 2 Santa Clara County supervisor will be held on July 30.

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