

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

June 12, 2015

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at San Jose State University Student Union, San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Buchholz, Cord, Hamilton, Hattley, Kuprina, Marques, Naran, Neale, Nichols, Pulcrano, Serpa and Vuckovich.

The following directors were absent from the meeting: Burroughs, Gomez, Gudeli, Hyland, Kline, Le, Maida, Matsushima, O'Connor, Randall, Rewkiewicz, Roney, Springall, Tortora, Vail and Wong.

Also present were SJDA staff: Corinna Dixon, Nate Echeverria, Helen Hayashi, Scott Knies, Rick Jensen, Joe Noonan, Jason Su, Chloe Verrey and Blage Zelalich.

Also present: R. Hernandez, Nathan Pendleton, Brent Pearse, Joe Provenzano, Jean Cohen, David Tran, Montserrat Ayala, Kymberli Brady, Juan Borreli, Giti Harper, Estelle Kadis, Roseanna Lavia, Paul Orozco, Pieter Smith, Lisa Gorecki, Cynthia Vo, Derrick Seaver, Shanna Murtagh, Tina Kapoor, Dennis Skaggs, Vi Lee, Andrew Jones, Ania Kaminska, Sal Pizarro, Helen Chapman, Josue Fuentes, Virginia Parks, Mahn Nguyen, Sean Manalo, Donald S., Tim Orozco, D.J. Edwards, Ellie Smith, Dan McGuire, Sean Cottle, Rudy Ortega, Maily Chu, Josee Larochelle, Stacy Gleixner, Raul Peralez and Peter Allen.

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

Neale thanked, Brian Bates, Executive Director, SJSU Alumni Association for hosting the meeting and sponsoring the breakfast. Neale acknowledged that the San Jose State University Student Union building was the 2014 recipient of SJDA's Golden Nail award for architectural design.

Minutes of the May 8 board meeting were unanimously approved as distributed to Board members.

President's Report

a) New business introductions

Neale made the following introductions of new businesses representing the diversity of downtown.

- Andrew Jones from Skinnyprice and Dan Mcguire, located in the Community Towers building. Skinnyprice is a dynamic pricing engine that identifies a customers price sensitivity.
- Lisa Gorecki has started her own legal practice after years of working with top Silicon Valley law firms. Gorecki will focus her practice on providing outside general counsel. Her office is located in the the Community Towers building.
- Cynthia Vo has opened On the Flip Side, a laid back burger place in the SoFA Market. This is Vo's third downtown restaurant, she has run Phenomenal in San Pedro Square Market for several years.

- b) Organizational Issues/Committee Snapshots for June 2015 were distributed. Neale encouraged members to attend the upcoming socially engaging *HERcity* events in August and October.

New Business

a) District 4 City Council Candidate Forum

- Neale described the format for the Forum session between Manh Nguyen and Tim Orozco
 - Two-minutes intro of each candidate
 - One minute each to answer questions from previously provided list as asked by moderator.
 - Two-minutes ending statement by candidate.
- Neale served as moderator.
- Nguyen and Orozco each responded to 7 questions pertaining to City Council service and issues of interest to downtown.

b) San Jose State University projects report

- Josee Larochelle, Interim Vice President for Finance and Administration Larochelle highlighted topics pertaining to:
 - Sustainability: Environmental sustainability on campus is encouraged thru energy/utility cost reduction, reduced water usage, and reduced waste in dining and food services.
 - South Campus: The Athletics Department is preparing for the recently announced NFL Super Bowl 50 practice facility usage.
 - Student Union: The second component of the Student Union development will be to remodel the previous building and link it to the new.
 - Other construction projects include seismic renovations to the South-West quad, the new Student Wellness Center, additional on-campus housing, and the Student Recreation & Aquatic Center.
- Stacy Gleixner, Chief of Staff
Gleixner presented about SJSU's proposal to, and acceptance by, the City to manage the Hammer Theatre. SJSU is excited by this Public-Public Partnership.
 - Vision: incubation partner; activate economic corridor; diversify cultural programming; raise profile of City.
 - Parameters: sustainable financially; City to off-set some operating costs; diversified programming (SJSU programming, co-productions, rental programs); Advisory Council.
 - Next Steps: formalize contract; review facility; develop staffing model; activate!

Executive Director's Report

a) Summer Events

Zelalich reviewed highlights of *Downtown for the Summer* and encouraged members to attend the 27th year of *Music in the Park* featuring concerts in Plaza de Cesar Chavez on June 18, July 17 and August 28. Discount tickets can be purchased at musicintheparksj.com Promo Code: SJDA

Meeting was adjourned at 9:15 a.m. on account of emergency drill.