

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

June 13, 2014

A Public meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the Improv, 62 S. Second Street, San Jose, CA.

The following directors were present at the meeting: Barger, Brady, Buchholz, Casseta, Cord, Gomez, Gudeli, Hamilton, Kuprina, Marques, Neale, Pulcrano, Roney and Sebastian.

The following directors were absent from the meeting: Bartl, Bernstein, Friedman, Gagliardi, Hattley, Hyland, Le, Maida, Naran, O'Connor, Rajakumar, Springall, Tortora, Vuckovich, Vail and Wong.

The following were also present at the meeting: Bernice Alaniz, Sal Alvarez, Cindy Bozarth, Magdalena Carrasco, Sean Carscadden, Chu Chang, Jacob Chomicz, Maily Chu, Anthony Ciaburro, John Ciulla, Kelly Cosgrove, Sean Cottle, Manon Demor, Rey Domment, Helen Ebert, Nuria Fernandez, Brian Grayson, Bill Harrington, Erik Heckman, Rose Hernandez, Gordon Johnson, Dennis King, Pete Kolstad, Brad Lambert, Roseanna Lavia, Roland Lebrun, Dave Lera, Shirley Lewis, Sam Liccardo, Don Macmillan, Mark Mccaffrey, Barbara Marshman, Dean Munro, Hanh Nguyen, Jim Ortbal, Brent Pearse, Raul Peralez, Kate Pisavad, Kathleen Podrasky, Jim Reed, Dennis Skaggs, Ellie Smith, PH Smith, Scott Strickland and Audrey Zazueta. SJDA staff members: Rick Jensen, Scott Knies, Ellen Lee, Joe Noonan, Shirley Telebrico, Blage Zelalich and Chloe Verrey.

President Neale called the meeting to order at 8:20 a.m.

Neale thanked The Improv for hosting the meeting and Marques for sponsoring the continental breakfast as provided by Zannotto's.

Minutes of the May 9 meeting were unanimously approved as distributed.

**President's Report**

- **Recent Election**

Neale discussed the results from last week's City Council election. He thanked those candidates who are running for public office and acknowledged presence of some of the candidates. He congratulated Magdalena Carrasco for winning the District 5 council seat outright. He also recognized Raul Peralez who will run-off against Don Gagliardi for the District 3 Council seat. He also acknowledged current downtown Councilmember Sam Liccardo, who will run off for mayor.

- **New Business Introduction**

Neale introduced the following new downtown businesses:

- (1) Garlic Bread and Barbecue, located on Fountain Alley, Manager Cindy Bozarth
- (2) Circlepoint, an environmental and communications consulting firm located on 40 S. 1<sup>st</sup> St., Project Director Audrey Zazueta and Project Associate, Maily Chu

- Parks Maintenance District  
Knies said it was a bittersweet week with the news that the Repertory Theatre is filing for bankruptcy and the Mercury News is moving its headquarters back to downtown.

Knies said the city council is hearing a couple of items from SJDA's strategic plan. One item regarding the idea of community parking districts was approved Tuesday thanks to some really good work by Councilman Liccardo, Mayor's Office, SJDA and city staff. SJDA had proposed Community Parking Districts (CPD) be established to tap into some of the increased revenue from Smart Meter rate increase, arguing that CPD is a way to reinvest in the district where the revenue is raised. Because of bond covenants on 4<sup>th</sup> and Fernando garage, a CPD was going to be legally tricky, but staff agreed with the principles of the program and recommended creating two reserves. One \$350K reserve for Diridon Area and a second \$350K reserve for SJDA, Street Life and general downtown programs.

Knies said the other initiative is identifying resources for Saint James Park. SJDA supports continuation of hi-rise incentive plan and draft fee structure that would create a Parks Maintenance District (PMD) downtown. The proposal by Councilman Liccardo and Mayor Reed would direct 50% of Hi-Rise park fees and 25% of Mid-Rise park fees of new construction into PMD to be used for operations/maintenance expenses. PMD funds will be dedicated in downtown parks only. The housing developers would not have to pay their park fees until the certificate of occupancy is issued. Recommendation will be presented to City Council next Tuesday.

#### New Business

- Neale introduced VTA General Manager Nuria Fernandez. Fernandez began her presentation by discussing her love of Downtown areas, highlighting the flexibility and convenience of living and working in a Downtown area. She emphasized the importance of downtowns, noting their function as the epicenter of economic and job opportunities. For VTA, this drives the desire to have multiple access points to public transportation Downtown.

VTA's new message to the public is "Where VTA goes, the community goes." Fernandez pointed to VTA's role as a connector within the community. Capital projects and accessibility are at the forefront of VTA's efforts to strengthen their presence in the community.

Two major capital projects are currently underway: Bus Rapid Transit and the BART extension. The BART extension through Berryessa is underway. To reach the Downtown, VTA is assessing what Federal funds are available.

After concluding her presentation, President Neale asked General Manager Fernandez the following questions.

1. What are the VTA's plans for the Mitchell lot (1<sup>st</sup> and Santa Clara)?  
A: VTA is exploring an option where joint development takes place after the BART extension is complete through the Downtown. No changes are scheduled prior to completion. The block will be used as staging for BART as planned.
2. With the prospect of both BART and high-speed rail coming Downtown, would it be possible for both transportation lines to share a station at the Diridon Transit Center? Will the station be underground or above?

A: Fernandez has not spoken with anyone from the high-speed rail project, but would be willing to explore opportunities to lessen disruption and impact. Once BART is in Phase 2 to Santa Clara, it may be appropriate to look at the options.

3. BART stations Downtown are currently designed to be cut and cover construction. Can this be reconsidered?

A: The guide way and location of stations are set. If there is interest in revisiting design, we must ensure cost is not increased. If it can be done without an increase, VTA can look into it.

4. What can SJDA members do to assist VTA's work to improve the downtown transit system?

A: Ride transit, and encourage your employees and customers to ride transit. Also, share your experiences with public transportation from other cities.

5. The Mercury News is moving back downtown. Can we expect VTA to do the same?

A: Fernandez states that she cannot tell at this time if a move is in the future. VTA is putting resources towards improving the transit infrastructure. Their goal is to get people where they want to go faster.

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