

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

August 9, 2013

A Public meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at KBM Workspace, 160 W. Santa Clara St., Suite 102, San Jose, CA.

The following directors were present at the meeting: Bangs, Bernstein, Brady, Cassetta, Cord, Gudeli, Hamilton, Hattley, Kuprina, Marques, Mather, Naran, Neale, Nichols, O'Connor, Rajakumar, Saso, Sebastian, Springall, Tortora, Vail, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Borkenhagen, Bravo, Cabrera, Friedman, Gagliardi, Gomez, Pooley, Pulcrano, Rademann and Roney.

The following were also present at the meeting: Scott Knies, Marcelle Boudreaux, Corinna Dixon, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee, Eric Lee (IISME Fellow), Joe Noonan, Paula Saily and Blage Zelalich.

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

Wong thanked Stan Vuckovich and KBM Workspace for hosting the meeting and sponsoring the continental breakfast.

Meeting packet contents were reviewed.

Minutes of the June 14 meeting were unanimously approved as distributed.

President's Report

- Wong reported that Cindy Chavez won (over Teresa Alvarado) at the July 30 special election for the open District 2 seat on the Santa Clara County Board of Supervisors as vacated by George Shirakawa. County has partnered with SJDA on overlapping issues such as Sherriff's Department, transportation, and mental health. Wong and Knies will meet with Supervisor Chavez.

- Board of Director candidates 2014
Wong thanked the Exec. Committee for serving as the Board Nominating Committee.

Potential candidates include:

- Justina Hyland, Adobe
- David Buchholz, Colliers International
- Steven Le, Little Chef's Counter
- Mike Maida, San Pedro Square Market
- Aaron Barger, Barry Swenson Builder
- Fernando Fonseca, Federation of Jalisco Federation of Clubs of Northern California
- Art Bernstein, Hopkins & Carley

Interviews with the candidates will be conducted September 5. Ballots with nominated candidates will be mailed to membership by mid Sept. for Oct. 18 Annual Meeting election.

- Music in the Park update
Wong and Zelalich reported that Music in the Park (July 19), featuring Ozomatli, had attendance of 4,000 and netted \$5,000. Metro Fountain Blues Festival (July 20) had less attendance. Both events were gated with cover charge, attendance was diverse with lots of families, and had no negative incidences. Currently reviewing results and will make recommendation for next year's events.

New Business

- SJDA Downtown Strategic Action Plan
Wong introduced SJDA's Strategic Action Plan, to effect downtown change, as identified as the primary goal from the April 12 SJDA Board Retreat.
"Downtown San Jose: In Search of a Strategy" white paper was distributed to stakeholders in April.
Feedback from stakeholders (Mayor, OED, Chamber, etc.) was incorporated as the Action Plan was developed.
Knies introduced Aug. 7 Draft Strategic Action Plan and objective to receive Board feedback before re-release to stakeholders.
Board reviewed and discussed each action item and suggested changes to the draft Action Plan, notably to the Ballpark/West side of Downtown section.
Stakeholder input will be reviewed with Board before presenting top three or five items to Mayor as downtown San Jose action items to address over the next 17 months.
Board members cast four votes each on the following Action Plan issues:
Development and growth:
1. Integrate transportation and land use (9 votes)
2. Urban design and architecture (7 votes)
3. Hierarchy of soft sites (4 votes)
4. **Incentives** (16 votes)
Big deals and small wonders:
5. Baseball and west side of downtown (11 votes)
6. Community Development Corporation (2 votes)
7. **Destination Downtown marketing and branding** (15 votes)
Fundamentals:
8. **Safety and community policing** (19 votes)
9. Homelessness and disorder (10 votes)
10. St. James Park (13 votes)

The top three priorities are highlighted in bold.

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