

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

September 11, 2015

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Oracle, 488 Almaden Blvd., San Jose, CA.

The following directors were present at the meeting: Bartl, Buchholz, Cord, Hamilton, Kuprina, Naran, Neale, Nichols, O'Connor, Pulcrano, Randall, Rewkiewicz, Tortora, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Burroughs, Gomez, Gudeli, Hattley, Hyland, Kline, Le, Maida, Marques, Matsushima, Roney, Serpa, Springall and Vail.

Also present were: Peggy Bradley, Corinna Dixon, Scott Knies, Rick Jensen, Joe Noonan, Jason Su, Chloe Verrey, A'Dreana Quevedo, Blage Zelalich and David Tran.

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

Neale thanked Doug Bartl and Oracle for hosting the meeting and providing the breakfast.

Minutes of the August 14 board meeting were unanimously approved as distributed to Board members.

President's Report

a) 2016 Executive Committee process

- The following current Board members term-off end of 2015: Leslee Hamilton, Chris Neale and Dan Pulcrano. John Tortora and James Gudeli are not seeking re-election to a second term.
- The following candidates were nominated to stand for election to the Board for 2016-18.
 - Doug Bentz: VP of Marketing & Digital, Sharks Sports & Entertainment
 - Marie Millares: Founder, San Jose Made (SJMADE)
 - Dalton "Chima" Osuka: Owner of PowerBowl on San Pedro Street
 - Sam Ramirez: Partner, The Continental Bar, Lounge & Patio in SoFA
 - Geri Wong: Senior Managing Director, Newmark, Cornish & Carey
- Ballots will be mailed to membership next week for Oct. 16 Annual Meeting election.
- Ballots were provided in the meeting packet and members were encouraged to vote.
- Opportunities are open to serve on the Executive Committee. Please submit your nominations or interest to President Neale. The Nominating Committee is comprised of Board members terming off.

b) Organizational Issues/Committee Snapshots for September 2015 were distributed.

New Business

a) Downtown Development strategic vision

- Neale introduced the topic of SJDA developing a strategy for downtown to be shared amongst stakeholders.
- Knies provided a discussion sheet entitled "A Glimpse into the Future: Direction for Downtown 'Superblocks'" outlining elements to consider for infilling key downtown blocks.

- Members broke into three discussion groups:
 - A. Mitchell Block – facilitated by Knies
 - B. Greyhound Block – facilitated by Zelalich
 - C. Valley Title Block – facilitated by Jensen

- Goal of exercise is to identify themes which resonate throughout the groups and present a "white paper" to instruct/direct the organization's behavior related to downtown development strategy.

Executive Director's Report

a) Annual Meeting – Oct. 16

- The Annual Membership Meeting, BID Public Meeting and PBID Public Meeting will be held on Oct. 16 at 8 a.m. at the San Jose First United Methodist Church. Agenda items include Committee Reports, financial reports and Board Election.

Other Matters

- Naran announced that Board Organizational Committee is hosting a mixer between SJDA, San Jose Downtown Foundation and PBID, on October 13 at The Continental Lounge.

Meeting was adjourned at 9:35 a.m.