

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

September 12, 2014

A Public meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The Tech Museum of Innovation, 201 S. Market Street, San Jose, CA.

The following directors were present at the meeting: Bates, Bartl, Bernstein, Brady, Buchholz, Cord, Gagliardi, Gudeli, Hamilton, Hyland, Naran, Neale, Pulcrano, Roney, Sebastian, Springall, Tortora, Vuckovich and Wong.

The following directors were absent from the meeting: Barger, Casseta, Friedman, Gomez, Hattley, Kuprina, Le, Maida, Marques, O'Connor, Rajakumar, and Vail.

The following were also present at the meeting: Xiddla Gonzalez, Tam Nguyen, John Frazer, Dennis Chiu, Michael Casas, Sinya Mehrbod, Greg Parry, Jacob Lalomuz, Patrica Ahrus, Emily Ann Ramos, Todd Trekell, Ron Beck, Joshua Barousse, Raul Peralez, Steve Landan, Jeffrey Arko, Clem Schablaske, Jim Ortbal, William Cord, Gloria Chu Hoo, Charles Jones, Cain Ramirez, Dennis Skaggs, Paul Fong, Hanh Nguyen, Gordon Johnson, Eric Heckman, Nancy Avila, Rebecca Kline, Barbara Marshman, Jessica Lexle, Sam Ho, Carol Beck, Pete Kolstad, Maya Esparza, Tom McEnery, Raul Peralez, Roma Dawson, Corinna Dixon, Nate Echeverria, Leslie Griffy, Eric Hon, Helen Hayashi, Scott Knies, Ellen Lee, Joe Noonan, Kim Stoermer, Chloe Verrey and Blage Zelalich.

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

Neale thanked The Tech Museum of Innovation for hosting the meeting and Doug Bartl, Sr. Manager, Oracle, for sponsoring the continental breakfast as provided by Tony Caters.

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

#### President's Report

- Mayoral Forum Oct. 9  
SJDA is partnering with SPUR to host "Shaping the Future of Our City: 2014 San Jose Mayoral Debate" on Oct. 9 at 6 p.m. at SJSU Morris Dailey Auditorium. Debate will feature candidates Dave Cortese, Supervisor, County of Santa Clara, and Sam Liccardo, Councilmember, City of San Jose. Moderated by Gabriel Metcalf, Executive Director, SPUR.
- Annual Meeting Oct. 10  
The Annual Membership Meeting, BID Public Meeting and PBID Public Meeting will be held on October 10 at 8 a.m. at the San Jose First United Methodist Church.

Members were advised that SJDA annual 2015 Board of Director ballot and Member Survey replies are due via mail or online by Oct. 9.

- Members were encouraged to review the Calendar of Committees Meetings & Events as distributed to find committees and events of interest to engage with.
- Organizational Issues/Committee Snapshots for September-October 2014 were distributed.

#### New Business

- SJDA Past President Bernstein described the format for the City Council Candidate Forum sessions:
  - 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.Bernstein served as moderator.
- District 1 City Council Candidate Forum with candidates Paul Fong and Charles Jones. Fong and Jones each responded to six questions pertaining to City Council service and issues of interest to downtown.
- District 7 City Council Candidate Forum with candidates Tam Nguyen and Maya Esparza. Nguyen and Esparza each responded to six questions pertaining to City Council service and issues of interest to downtown.

Neale adjourned the meeting at 9:05 a.m.