

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

November 13, 2015

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Trinity Cathedral, 81 N. 2<sup>nd</sup> Street, San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Buchholz, Burroughs, Cord, Gomez, Hamilton, Hattley, Marques, Matsushima, Naran, Neale, Nichols, Pulcrano, Randall, Rewkiewicz, Serpa, Springall, Vuckovich and Wong.

The following directors were absent from the meeting: Gudeli, Hyland, Kline, Kuprina, Le, O'Connor, Roney, Tortora and Vail.

Also present were: Peggy Bradley, Corinna Dixon, Nate Echeverria, Helen Hayashi, Scott Knies, Rick Jensen, Joe Noonan, Jason Su, Chloe Verrey, A'Dreana Quevedo, Blage Zelalich

President Neale called the meeting to order at 8:25 a.m. and welcomed 2016 board-elect members Bentz, Osuka and Ramirez.

Neale thanked the Reverend Bird of Trinity Cathedral for hosting the meeting, Leslee Hamilton of Guadalupe River Park for sponsoring the breakfast, and Roger Springall of Café Frascati for catering the breakfast and serving coffee from the Ape Cappuccino cart.

Minutes of the September 11 board-only and October 16 annual meeting were unanimously approved as distributed to Board members.

President's Report

a) Parks Management District

- Neale and Knies described the St. James Park Management District proposal that City Council approved on November 10.
- The Management District is a great accomplishment for generating revenue for St. James Park operations and maintenance and sets the stage for capital improvements.
- Neale thanked Board members Wong, Burroughs and Matsushima (as well as other organizations and committees that supported the proposal) for speaking in support of St. James Park Management District at the City Council meeting.
- Immediate action steps include convening an Advisory Group of stakeholders to advise on design and activation and coordination with Levitt Pavilion Committee.

b) Fountain Alley Mural

- Dedication of "Phylum of the Free" mural, by Jeff Hemming, in Fountain Alley was held on November 10. The project was funded by the DA's office, the Lido nightclub, the San Jose Downtown Association, and Republic Services.

c) Conflict of Interest form

- Board of Directors Conflict of Interest Policy and Disclosure form was distributed (page 9 in packet). As required by IRS 990 filing, conflict of interest forms need to be signed annually by all board members.

d) Organizational Issues/Committee Snapshots for November 2015 were distributed.

New Business

a) 2016 Executive Committee election

- Neale presented the 2016 Executive Committee slate (page 11 in packet) as submitted by the Nominating Committee (Neale, Pulcrano, Tortora, Gudeli, Hamilton) and approved by the Executive Committee.

President	Stan Vuckovich
Vice President of Operations	Michael Rewkiewicz
Vice President of Marketing	Alan "Gumby" Marques
Treasurer	Liam O'Connor
Secretary	Nick Nichols
Members	Geri Wong
	Kelly Hattley
	Dalton Osuka
	Adolfo Gomez
	Sam Ramirez*
	Henry Cord*
	Chris Neale**

\*Recommended two members appointed by President  
\*\*ex-officio as immediate past president

- On a motion from Pulcrano and second from Naran the board unanimously approved the 2016 Executive Committee as nominated.
- Organizational Committee will review bylaws and consider a possible President-Elect position.
- Neale reported that Mike Maida has resigned from the Board.

b) Guadalupe River Park Conservancy presentation

- Hamilton presented. GRPC provides community leadership for the development and active use of San Jose's central park through education, advocacy and stewardship.
  - GRPC's proposed developments reflect how central it is to downtown.
  - Capital funding is needed to develop and maintain the River Trail, Discovery Meadow, Arena Green and Guadalupe Gardens.
  - Proposed Insight Realty-Rail Yard Place development is a potential source of park development fees.
  - Rotary Play Garden has hosted more than 91,000 visitors in its first five months of operation.
  - Knight Cities Challenge Proposal is potential funding resource for relocating the carousel, staffing playgrounds, establishing bike stations and geysers.
  - Looking forward to Super Bowl Sunday Run on Feb. 7.

Executive Director's Report

a) Ice Rink opens today

- Zelalich reported that Downtown Ice will open to the public today November 13, 2015 thru February 7, 2016. The Ice season has been extended to accommodate Super Bowl activities.

- "Buy One-Get One" coupons and "Anytime" tickets were distributed to attending board members.
- Opening ceremonies with Kristi Yamaguchi, Mayor Liccardo and Councilmember Peralez will be held on November 16 at 5 p.m.
- Board and staff will be invited to a private skate party (to be announced).

b) Year-in-Review Meeting – December 11

- The BID Year-in-Review Public Meeting will be held on December 11 at 8 a.m. at Camera 12. Agenda items include overview slide-show presentation, Golden Nail awards, and celebration of Board members terming off. Members are encouraged to invite guests and introduce them to SJDA.

Meeting was adjourned at 9:15 a.m.