

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

November 14, 2014

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the Theatre on San Pedro Square, San Jose, CA.

The following directors were present at the meeting: Bates, Bartl, Bernstein, Brady, Buchholz, Cassetta, Cord, Hattley, Kuprina, Maida, Neale, O'Connor, Rewkiewicz, Tortora, Vail and Vuckovich.

Board-elect members Julie Riera Matsushima and Nick Nichols were also present.

The following directors were absent from the meeting: Barger, Friedman, Gagliardi, Gomez, Gudeli, Hamilton, Hyland, Le, Marques, Naran, Pulcrano, Rajakumar, Roney, Sebastian, Springall and Wong.

The following were also present at the meeting: SJDA staff members Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Eric Hon, Helen Hayashi, Rick Jensen, Scott Knies, Ellen Lee, Joe Noonan, Jason Su, Chloe Verrey and Blage Zelalich.

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

Neale thanked the Theatre on San Pedro Square, Cassetta and Nichols, for hosting the meeting and catering the continental breakfast. Cassetta and Nichols welcomed the board and provided an overview of upcoming theatre events and TOSPS' availability as corporate event venue.

Neale introduced Board-elect members present: Julie Riera Matsushima and Nick Nichols, and newly appointed member Michael Rewkiewicz.

Minutes of the September 12 Public Meeting and October 10 Annual Meeting were unanimously approved as distributed to Board members.

President's Report

- a) Election recap – Neale and Knies reviewed the results of the Nov. 4 elections.
- b) Gas Main puncture
 - Neale and Knies reviewed the Nov. 7 accident that impacted many SJDA members when a backhoe operator at One South Market ruptured a gas main.
 - SJDA sent a letter to the city on Nov. 12 expressing concerns about how the incident was managed. An immediate reply from the city was received, saying that they have launched a "thorough investigation."
 - In response to the incident, SJDA was proactive with outreach and our commitment to supporting downtown businesses and takes this opportunity to actively support proper procedures and construction mitigation.

c) Housing Impact Fee position

- Neale and Knies provided an overview of the Advocacy Committee's efforts following the City's proposed Housing Impact Fee Program and likelihood of it moving forward next week. Proposal implements a city-wide \$17/sq. ft. fee on all new rental housing types.
- SJDA's position is to propose a downtown exemption for 100% of high-rise and 50% of mid-rise until 10,000 units reached. Goal is to encourage more development incentives downtown.
- Vice-Mayor Madison Nguyen and Councilmember Sam Liccardo counter-proposed a downtown high-rise exemption for 5 years.
- Proposals go to City Council next week.

New Business

a) 2015 Executive Committee election

- Current officers are Neale, President; Cord, Vice President of Operations; Pulcrano, Vice President of Marketing; O'Connor, Treasurer; and Cassetta, Secretary. Other current Exec members include Marques, Gomez, Gudeli, Vuckovich, Bernstein and Hattley. Of the current Exec members, Neale and Cassetta term off the board this year.
- SJDA bylaws allow the current President to serve an additional year on the board if elected as President for a second consecutive one-year term.
- Nominating Committee is comprised of board members terming off end of the year. The five member nominating committee is Neale, Cassetta, Friedman, Gagliardi and Rajakumar.
- On behalf of the Nominating Committee, Cassetta presented the Nominations for 2015 Executive Committee:
 1. President - Chris Neale
 2. Vice President of Operations - Henry Cord
 3. Vice President of Marketing - Dan Pulcrano
 4. Treasurer - Liam O'Connor
 5. Secretary - Nick Nichols
 6. Members - Adolfo Gomez
 7. - Gumby Marques
 8. - Kelly Hattley
 9. - Stan Vuckovich
 10. To Be Appointed by President in December
 11. To Be Appointed by President in DecemberEx-Officio (immediate past president) - Geri Wong
- Cassetta and Neale spoke of the desire to diversify board membership to represent/reflect downtown businesses and community that SJDA represents.
- On a motion from Bernstein and seconded from Cassetta the nominations for 2015 Executive Committee were approved unanimously by the Board.

b) Foundation 3-year plan presentation

- The Mission of the San Jose Downtown Foundation is to advance a vibrant downtown by fostering cultural awareness and community participation through arts and beautification programs.
- Deputy Director Blage Zelalich presented five concepts that the Foundation will pilot over the next three years along with five expansion goals that will require additional resources.
- On a motion from Neale and seconded from Cord the SJ Downtown Foundation 3-year plan was accepted unanimously by the Board.

c) Music in the Park 2015 recommendations

- Events & Promotions Manager Amy Anderson presented the following recommendations for Music in the Park 2015:
 - Produce 4 after work concerts Thursdays in Plaza de Cesar Chavez between June – September
 - Gate all events, but determine pricing based on programming
 - Re-establish as Downtown San Jose's best, outdoor happy hour
 - Market to BID members as an employee perk
 - Survey downtown BID members, residents and past attendees
 - Reduce expenses by booking local/regional headliners, and piggy-back on existing events
 - Keep the MUSIC in the PARK name and utilize marketing committee to come up with new branding
- Anderson requested of the Board that they:
 - Provide feedback on staff recommendations
 - Distribute surveys to your employees by December 1
 - Underwrite your employees to attend events
- On a motion from Bernstein and seconded from Cord the Music in the Park 2015 recommendations were approved unanimously by the Board.

Other Matters

- Organizational Issues/Committee Snapshots for November-December 2014 were distributed.
- Hawaiian Airlines/Kristi Yamaguchi Downtown Ice officially opens later today in the Circle of Palms downtown.
 - Board members were encouraged to attend Nov. 14 opening at 5 p.m. and utilize Friends & Family \$5 admission coupons.
 - Opening ceremonies with Yamaguchi will be Nov. 17 at 4:30 p.m. Board members welcome to skating, music, dancing and refreshments.
- TiVo Santa Run Silicon Valley 5K family fun run/walk benefitting Christmas in the Park and Downtown Ice held downtown Dec. 14. Please remind staff to participate. www.santarunsv.com
- Year-in-Review Public Meeting will be held on Dec. 12 at Camera 12 at 8 a.m.

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