

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

December 11, 2015

The Year End meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Camera 12, 201 S. Second St., San Jose, CA.

The following directors were present at the meeting: Bates, Buchholz, Cord, Gomez, Gudeli, Hamilton, Hattley, Kline, Marques, Matsushima, Naran, Neale, Nichols, O'Connor, Pulcrano, Serpa, Springall, Vuckovich and Wong.

The following directors were absent from the meeting: Bartl, Burroughs, Hyland, Kuprina, Randall, Rewkiewicz, Tortora and Vail.

The following members of the new board-elect class were also present at the meeting: Millares, Osuka, Ramirez.

Also present were SJDA staff: Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Helen Hayashi, Eric Hon, Rick Jensen, Scott Knies, Joe Noonan, A'Dreana Quevedo, Jason Su, Chloe Verrey and Blage Zelalich.

Also present among the audience: Nathan Pendleton, Julie Neale, Shanna Murtagh, Marie Millares, Patricia Ernstrom, Geoffrey Morgan, Ann Webb, Joe Lewis, Monique Davis-Core, Gordon Johnson, Emily Ramos, Tracey Ariga, Pablo Zavala, John Ciulla, Richard Ajluni, Matt Denning, Raul Peralez, Joseph Ossai, John Diffenderfer, Glen Williams, Bruce Labadie, Sebastian Grillo, D.J. Edwards, Josh Russell, Veronica Cruz, Dennis King, Maggie Bludau, Carl Salas, Marianne Salas, Thomas Borden, Minnie Rodriguez, Janikke Klem, Steve Cox, Adam Mayberry, Chappie Jones, Leah Toeniskoetter, Jack Wimberly, Ray Bramson, Kim Walesh, Amanda Egan, Robert Ragazza, Peter Bennett, Eric Ferenchak, Aiko Yep, Chris Horton, Brent Pearce, Chuck Hammers, Mark Haney, Juan Borrelli, Patricia Curia, Sylvia Do, Sean Cottle, Thang Do, Mark Pope, Ryan Sebastian, Lisa Mitchell, Kevin Kurimoto, David Tran, Mark Tersini, Amanda Rawson, Joan Phillips, Kevin Jiang, Juvy Zappel, Susannah Greenwood, Teri Killgore, Mel Matushima, Laura Monczynski, Tom Wohlmutter, Tina Morrill, Vinni Walia, Jessica Munoz, Bruce Mackenzie, Brendan Hayes, Patricia Appelquist, Mark Arnold, Megan Colvard, Bob Carlson, Cassandra Francois, Derrick Seaver, Caanan M., Randy Musterer, Erik Schoennauer, Leo Sia, Field Stobaugh, Ramsey Nijmeh, Pat Waite, Nate Weinstein, Ellie Smith, Gil Cheso, Lisa Vollendorf, Virginia Thomas, Lola Torney, Yacanex Posadas, Sal Pizarro, Don MacMillan, Johnny Gogo, Devon Grover, David Neale, Anne Neale, Asbury Lockett, Roseanna Lavia, Michal Lubin, Christen Soares, Katie Handy, Jim Alves, Albert Wheeler, Brian Grayson, Chu Chang, Jim Crawford, Chrissie Davis, Cristina Azzola, Steve McHarris, Stephanie, Matt Cano, Angel Rios, Estelle Kalis, Matt Mahood, Chris Horton, Kathryn Satcher, Sahar Masarati, Kent Mather, Connie Martinez, David Dearborn, Gretchen Baisa, , Huff, Autumn Young.

President Neale called the meeting to order at 8:28 a.m.

Neale thanked Camera 12 for providing the meeting site and Geri Wong of Cornish & Carey Commercial, Newmark Knight Frank and PG&E's Step Up and Power Down initiative for sponsoring the continental breakfast provided by Devine Grind.

Neale recognized distinguished guests, including District 3 Councilmember Raul Peralez and District 1 Councilmember Chappie Jones.

President's Report

- 2016 Officers and Executive Committee
Neale announced the 2016 Officers and Executive Committee members on page 5 of the agenda packet, and introduced Stan Vuckovich as incoming president. He also acknowledged the staff of SJDA.

Year in Review 2015

- Neale described SJDA as a collective group making lots happen downtown. He encouraged members to participate in this weekend's Santa Run and attend the January 15 public meeting at the Convention Center on the topic of the Super Bowl.
- Knies delivered his Year in Review presentation for 2015, highlighting: construction in progress and proposed; growth opportunities and challenges; sport developments; Mayor Liccardo and Councilmember Peralez' accessibility and involvement; funding and programming for St. James Park; addressing homelessness; engagement with SJPd to address safety; ongoing success and popularity of Groundwerx; downtown marketing promotions and special events and the implementation of the Street Life Plan.

Golden Nail Awards presentation

- Steve Cox, chair of the Downtown Design Committee, reported that the committee consists of architects, designers, and urbanists advocating for design excellence downtown by providing project review and honoring great contributions of architecture and urban design with Golden Nail Awards.

Cox announced that this year there are two recipients of the Golden Nail Element of Distinction Award. These awards are presented to projects that exemplify unique attributes.

The first award was presented to the SoFA Market Curb Cafe. The award was received by Thang Do, AIA, LEED AP Senior Principal, Aedis Architecture.

Do invited members to visit SoFA Market's restaurant and bars and engage in the SoFA district.

The second award was presented to The Continental.

The award was received by Sam Ramirez, Owner.

Ramirez envisions The Continental as a social gathering place and is glad to be operating and making downtown a better place.

Cox announced that this year's recipient of the Golden Nail Beautification Award is presented to exemplary projects that contribute to the beautification of the downtown built environment.

The award was presented to the Whole Foods Market.
The award was received by Christen F. Soares, Principal |
Architect AIA | LEED AP BD+C, Field Paoli Architects.

Soares reviewed that the market was a long time in coming
(planning since 2005) and that this award matches Whole Food's
goal to "satisfy, delight, and nourish our customers."

Farewell to term-limited SJDA Board members

- Neale announced that two Board members, James Gudeli and John Tortora, are terming off after serving three years.
- Neale announced that three veteran Board members had reached their term limits of six years. Each member was recognized and presented with a commemorative clock.
 - Dan Pulcrano reflected upon the establishment of the Downtown Association and BID as a guerilla movement to promote downtown. He is pleased to see the continued "remaking" of downtown and that Knies embraces an SJDA culture of reinvention.
 - Leslee Hamilton expressed gratitude for everyone's vision to create a downtown to be proud of. She encouraged continued investment in downtown's great parks and asked us not to use term "parklet" but say "curb café" instead.
- As incoming Board president, Vuckovich acknowledged Neale's availability, involvement, and advocacy for SJDA and presented Neale with a plaque for outstanding leadership as SJDA Board president 2014 - 2015
 - Chris Neale thanked his wife, Julie, for her support and reflected upon his family's personal and professional history downtown. He embraces "the future is now" vision for downtown while encouraging young investors to remember those who preceded them. Neale thanked the association for the opportunity to serve SJDA and encourages members to get involved by serving on a committee, the board, and spreading the word of how great San Jose is.

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