

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

December 12, 2014

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, Bartl, Bernstein, Casseta, Cord, Friedman, Gagliardi, Hamilton, Maida, Naran, Neale, O'Connor, Pulcrano, Rajakumar, Randall, Sebastian, Springall, Tortora, Vuckovich and Wong.

The following directors were absent from the meeting: Barger, Brady, Buchholz, Gomez, Gudeli, Hattley, Hyland, Kuprina, Le, Marques, Michael Rewkiewicz, Roney and Vail.

The following members of the new board-elect class were also present at the meeting: Nick Nichols, Rebecca Kline and Julie Riera Matsushima.

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

Also present among the audience: Joe Cassetta, Sal Pizarro, Ellie Smith, John Ciulla, Tina Kapoor, Todd Trekell, Cathy Busalacelti, Josue R. Fuentes, Virginia Thomas, Helen Ebert, Emily Lipoma, Jason Rogers, Melina Iglesias, Danny Harris, Eric Sahn, Bruce Labadie, Christine Velasquez, John Liles, Patricia Ernstrom, Ed Schuder, Eddie Garcia, Jeff Maruzick, Marie Millares, Joseph Ossai, Vince DeCarolis, Marcy Mclain DeCarolis, Nicole Tindail, Joann Williams, Erik Schoennauer, Dan Ballesteros, Chris Morrish, Scott Hughes, Tanner Laverty, Dana Grover, Bernice Alvarez, Fr. Joseph Benedict, Donald MacMillian, Dave Hober, Manon Demers, Raul Peralez, Ragan Henninger, Gretchen Baisa, Roseanna Lavia, Mary Beth Riley, David Bruner, Ray Bramson, Shanon Pinder, Victor Gomez, Sean Cottle, Ann Webb, Jeanne Serpa, Gil Chesno, Guisselle Nunez, Joey Munoz, Barbara Goldstein, Erin Salazar, John Ristow, Beth Fox, Erica Garaffo, Emily Ann Ramos, Brian Clampitt, Gary Miller, Lola Torney, Dennis Hickey, Randy Shuayto, Greg Baumann, Brian Grayson, Phil Hood, Gordon Smith, Lisa Hettler-Smith, Fil Maresca, Dennis Teifield, Kyle Schatzel, Tammy Turnipseed, Grace Carr Lee, Joe Provenzano, Martin Menne, Phuoung Mai, Bui Quang, Tracey Ariga, Chappie Jones, Chris Reid, Lee Wilcox, Kim Welsh, Chuck Hammers, Cara Douglas, Tom McEnery, John McEnery, Leah Toenisketter, Harry Freitas, Matt Mahood, Capt. Tony Ciaburro, Connie Martinez, Magdalena Carrasco, Victor Gomez, Autumn Young, Sean Cottle and Barbara Marshman.

President Neale called the meeting to order at 8:30 a.m.

Neale thanked Camera 12 for providing the meeting site and Sarju Naran of Hoge, Fenton, Jones & Appel, Inc. for hosting the continental breakfast provided by Devine Grind.

Neale recognized distinguished guests, including: District 1 Councilmember elect Chappie Jones, District 3 Councilmember elect Raul Peralez, District 5 council member elect Magdalena Carrasco, former Mayor Tom McEnery, Director of the Planning, Building and Code Enforcement Department Harry Freitas, Assistant Chief Of Police Eddie Garcia and team, Director Economic Development Kim Walesh and President of the Silicon Valley Chamber of Commerce Matt Mahood

#### President's Report

- Housing Impact Fee  
Neale provided an overview of the \$17/sq. ft. Housing Impact Fee on all new City rental building projects starting July 1, 2016. The program, recently approved by the City Council, includes an exemption for downtown high-rise projects. This exemption reflects the leadership of staff and the Board members and establishes positive dialogue for future residential density downtown.

#### Year in Review 2014

- Knies delivered his presentation on 2014, characterizing the year's theme as exemplifying progress, partnerships and politics.

#### Golden Nail Awards presentation

- Jeff Current, member of the Downtown Design Committee, thanked committee members for their hard work.

Current announced that this year there are two recipients of the Golden Nail Beautification Award. These awards are presented to exemplary projects that contribute to the beautification of the downtown built environment.

The first award was presented to the San Pedro Square Market. In 2012 the project was given an AIA Design Merit Award, as well as a Silicon Valley Business Journal Community Impact Award. Opened in 2011, and designed by Edward McFarlan and Morten Jensen of JRDV Urban International, the "market" provides a dynamic, ever-changing gathering point for the downtown San Jose community. The project incorporates the oldest building in San Jose – the Peralta Adobe – with two additional historic rehabs, respecting our historic assets while moving the site forward architecturally.

The award was received by the project's development team, Martin Menne from MCM Diversified and John McEnery from San Pedro Square Properties.

The second award was presented to the Student Union on the campus of San Jose State University. Designed by internationally renowned architecture firm Perkins & Will, this project is a true campus gem and adds a magnificent modern building element to the historic campus. This project redesigned a large brutalist building and repurposed it for a 21<sup>st</sup> century context.

The award was received by Cathy Busalacchi, Associate Vice President for Student Life at San Jose State University.

#### Farewell to term-limited SJDA Board members

- Neale announced that four veteran Board members had reached their term limits. Each member was recognized and presented with a commemorative clock.
  - Don Gagliardi acknowledged SJDA as the voice of small businesses that give downtown its distinctive flavor. As the urban center of Silicon Valley, downtown's vitality is important to the region.
  - Rick Friedman enjoyed opportunities over the past six years to be involved with the people and community of downtown.
  - Melo Rajakumar was appreciative of the SJDA staff and board members and acknowledged their advocacy work for residents and small businesses downtown.
  - Cathy Cassetta is grateful for the valuable experience gained by serving on numerous Association committees. She encouraged downtown businesses "if you care about your business, best to care about SJDA" because "SJDA is all about you and your business" and to be a part of the solution by becoming an active participant on committees.

Neale made an appeal to members to make a New Year's resolution "to be more selfish and get more involved with SJDA."

Neale adjourned the meeting at 9:35 a.m.