

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

April 13, 2012

A members only meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held at the San Jose Athletic Club, 196 N. Third Street, San Jose, CA.

The following directors were present: Bernstein, Borkenhagen, Brady, Cord, Cottle, Friedman, Gagliardi, Gomez, Hamilton, Hattley, Kolstad, Mather, Neale, O'Connor, Pulcrano, Rademann, Roney, Saso, Skaggs, Tortora and Wong.

The following directors were absent from the meeting: Bangs, Cabrera, Carr, Cassetta, Essadki, Lopez, Miller, Pangilinan, Rajakumar, Ryan, and Springall.

Also present at the meeting were, Helen Hayashi, Scott Knies, Ellen Lee, Karen Luebben, Paula Saidy, Jenna Tenorio, and Blage Zelalich.

Wong called the meeting to order at 8:20 a.m. and thanked the San Jose Athletic Club (SJAC) for providing the meeting site, and board member O'Connor for hosting the continental breakfast. Rick Pooley, Membership Manager for SJAC, spoke briefly about the Club and its involvement in downtown. He conducted a drawing for a one month free membership which was won by O'Connor. Minutes of the March 9 meeting of the Board as distributed were unanimously approved.

President's Report

- President Wong reported that the Choose Downtown San Jose Campaign has been launched as an outcome of an ongoing series of meetings sponsored by Mayor Reed with several downtown commercial property owners and developers. She invited members to visit [www.choosedowntownsj.com](http://www.choosedowntownsj.com) to view the campaign website that has been funded by a blend of City and private funding. Wong shared that first quarter totals reported by her brokerage firm for downtown commercial occupancy reflected a net negative absorption.

New Business

- Treasurer Neale introduced the association's proposed FY 2012-13 budget. He said that a balanced budget was achieved in spite of the termination of Music in the Park, that has historically been a substantial revenue generator. Anticipated revenues from three City sources totaling \$320K were included: Parking Fund (\$260K), Office of Cultural Affairs (\$40K) and Office of Environmental Services (\$20K). Neale reported the budget was advanced for approval by both the Finance and Executive Committees. The budget was unanimously approved by the board on a motion from Cord and second by Cottle.

Old Business

- President Wong directed the members' attention to the calendar on back of the agenda and invited participation in the Organizational Committee's April 24 review of the by-laws and discussion of board

development. She also alerted members to the upcoming Condo Crawl, April 21, and Dine Downtown Restaurant Week slated for late June.

- Knies reported that petitions for the renewal of the PBID have been submitted to the City in excess of the required 50 percent. The petitions go to City Council on May 1 for approval and then the City would issue ballots for a vote by property owners. If a majority of property owners vote in favor on June 19, the district is renewed.
- Wong directed members attention to the last two pages of the packet entitled "Do Business in Downtown San Jose Initiative." This is one of two new services proposed in the PBID renewal to improve conditions downtown. The other is hiring off-duty police officers to patrol the district.
  - o Knies summarized the business retention and growth goals of the "Do Business" plan. Rademann asked what is the true problem we are addressing with these programs? Wong reiterated that at a recent meeting with the Mayor and large property owners, an overall poor perception (not vibrant, unsafe) and the difficulty of opening business downtown were identified as major issues.
  - o Members expressed some concern about hiring police officers but consensus developed that the presence was needed downtown, especially in hot spots like Guadalupe River Park trail. Hattley said Boston Properties hires off-duty San Francisco police at their Embarcadero Center property. Bernstein suggested convening all law enforcement agencies - sheriff, VTA, police - providing services downtown and improving coordination.
  - o Members had much feedback on the "Do Business" proposal: the position is too much for one person; the program will only work if the city culture in planning dept. changes; the metrics for measuring success need to be realistic (per commercial office vacancy rate); the position should focus on expediting small business opening downtown and document their experience in the city process; the market research statistics are needed; this program must work hand-in-glove with the city's new Small Business Ambassador position; the city's Small Business Ambassador should report to City Manager rather than Planning Dept.

Knies thanked members for their feedback and asked for more input on the measurements/metrics for evaluating the program.

The meeting was adjourned at 9:35 a.m.