

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

May 11, 2012

A Public meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held at the California Theatre 345 S. 1st St, San Jose, CA.

The following directors were present: Bernstein, Borkenhagen, Cottle, Gagliardi, Hamilton, Mather, Neale, O'Connor, Pangilinan, Pulcrano, Roney, Saso, Tortora and Wong.

The following directors were absent from the meeting: Bangs, Brady, Cabrera, Carr, Cassetta, Cord, Essadki, Freidman, Gomez, Hattley, Kolstad, Lopez, Rademann, Rajakumar, Ryan, Skaggs, and Springall.

Also present were: Bill Sherry, Gil Chesio, Leticia Pena, Jeanne Serpa, Maria Mendoza, Michelle Calandra, Meghan Horrigan, Tim Giacomini, Dave Costa, Kristina Kuprina, Sarah McCaffren, Sarju Naran, Sparky Harlan, Maizi Kikoshima, Ellie Smith, Eric Heckmann, Monalisa Dangla, Kay Mascoli, John Ciulla, Colleen Valles, Janett Peace, Terk Fahmi, Mio Miju, Michael Geiss, Gordon Johnson, Michelle Mariscal, Kate Posavad, Anastaisia Aziz, Ragan Henninger, Bud Lomonaco, Melissa Harder, Carolina Camarena, Helen Hayashi, Scott Knies, Eric Hon, Rick Jensen, Ellen Lee, Paula Saidy, Jenna Tenorio, and Blage Zelalich.

Wong called the meeting to order at 8:22 a.m. and thanked California Theatre and Team San Jose for providing the meeting site, and board member Pangilinan for hosting the continental breakfast. Minutes of the April 13 meeting of the Board as distributed were unanimously approved.

President's Report

- o President Wong discussed minimum wage proposal to city hall and the Association's position to have the proposal go to the November ballot for voters to decide. The proposal would increase San Jose's minimum wage from \$8 to \$10/hour.

New Business

- o President Wong introduced Team San Jose CEO, Bill Sherry. Sherry started with an overview of Team San Jose's operations. TSJ is responsible for the Convention Center plus several theaters, including the Center of Performing Arts, California, Montgomery and Civic Auditorium. Sherry provided some annual numbers:
- o TSJ is not funded by General Fund, but by the so-called "bed tax," of which 4.5% of the 10% tax goes to TSJ/CVB. TSJ's board is more focused now on driving business to San Jose. Expansion /Renovation of the existing Convention Center is one important element of that. Expansion details:
  - The current project is a design/build model similar to airport renovation, increase from 425,000 square feet to 550,000 square feet, paid for by new 4% hotel tax that generated \$120 million in bonds.
- o Sherry talked about the \$15 million renovation of the Civic Auditorium that create more of a concert hall experience than general purpose building.

- o A question from the audience was raised about the limitation of San Jose Convention Center. Dave Costain, COO of Team San Jose, replied San Jose is considered a "Tier 2" city from a convention standpoint, competing against Sacramento, Long Beach, Anaheim, Portland and Austin. When asked about the tent in back of the convention center, Contain replied the South Hall tent is past its useful life. It will be removed after the convention center renovation.
- o President Wong introduced Gil Cheso of Republic Services. Cheso spoke about Republic's customized garbage services that will take effect citywide on July 1, 2012. Republic is the second largest waste/recycle company in the United States and a local company. The new pricing for commercial customers has not been finalized by the City Council but Cheo believes it will be less than neighboring cities, like Palo Alto, due to Republic Waste has a local site in San Jose that reduces hauling costs. The new services revolve around "wet/dry bins" that businesses, especially food services, can utilize.
  - Green bins will be for wet compost such as: food, paper cups, takeout.
  - Blue is designated for the dry compost: recyclables.
  - White is a custom bin where cardboard, metal and wood waste can be disposed.
- o A question was raised about the benefits to the customers. Cheso explained the process is simple and custom. It is under AB 342 compliance, increases recycling by 80%, reduced trucks and noise. Coordinators will contact customers before July 1 for the next steps and guidance. Borkenhagen asked about restaurant waste. Cheso responded the restaurant waste will go in the wet bins. Republic Waste has partnered with Z Wet, a zero waste energy company to provide the compostable service. Wong asks about the change in cost. Cheso responded the cost will remain the same for most customers. There will be some fluctuation but more information will be provided in the upcoming weeks. Cottle asked if Republic Waste work with janitorial service to sort the waste. Cheso said Republic Waste representative will train janitorial service representatives for the joint effort. Republic Waste will be able to track if the waste is being sorted correctly from their headquarters with advanced technology.

#### Executive Director's Report

- o The PBID has successfully completed the first step in renewing the district by receiving petitions from 69 percent of district property owners. Knies made Farmers' Market announcement.

#### Other Matters

- o Pulcrano raised concern with Gore Park renovation plans: loss of 27 parking spaces, "sunshine" on process and issues with outreach. A request on traffic implications was made to the city but no response has been received. There were 6 businesses on record that oppose the project, he said. The issue will be discussed in a more detail next week at the City Council.

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