

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

June 8, 2012

A Public meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held at Eulipia Restaurant, 374 South 1st Street, San Jose, CA.

The following directors were present: Neale, Skaggs, Wong, Cord, Tortora, Hattley, Mather, Brady, O'Conner, Kolstad, Friedman, Springall, Pangilinan, Cottle, Borkenhagen, Saso, and Roney.

The following directors were absent from the meeting: Bernstein, Bangs, Cabrera, Carr, Cassetta, Essadki, Freidman, Gomez, Hamilton, Pulcrano, Rademann, Rajakumar, and Ryan.

Also present were: Gabe Metcalf, Nick Nichols, Greg Casella, Alan Marques, Tina Morrill, Kristina Kuprina, Sarju Naran, Selina Bravo, Rick Pooley, Jenna Tenorio, Blage Zelalich, Eric Hon, Helen Hayashi, Rick Jensen, Scott Knies and Ellen Lee.

Wong called the meeting to order at 8:16 a.m. and thanked Eulipia and Steve Borkenhagen for providing the meeting site and hosting the continental breakfast. Minutes of the May 11 meeting of the Board as distributed were unanimously approved.

President's Report

- President Wong introduced the Board candidates who were present at the meeting. She asked Board members to submit other Board candidates to Knies or Zelalich before July 31.
- Wong announced that both July Executive committee and Board of Directors meetings were cancelled.

New Business

- Wong said a lot of viewpoints were shared at the Executive Committee regarding the potential minimum wage increase. She wanted to get some additional feedback from the board as a whole at today's meeting.
- Several members of the board weighed in. Brady said raising the minimum wage would impact her small business and she would likely reduce her staff hours if the measure were passed. She also felt that the minimum wage issues should be determined by the state and not at the city level. Skaggs said the profit margins for a movie theater are small and they rely on the entry-level positions to survive. The increase to business owners is not just the from the wages, but also the payroll taxes and such. He added that if the increase goes into effect, he would strongly consider moving his business outside of San Jose. Skaggs said SJDA should take a position against the measure.
- Tina Morrill, a student at San Jose State, said she is really concerned about the additional oversight that would be required from the City to ensure compliance with the wage increase. She suggested those funds could be better spent elsewhere.
- Nichols said the wage increase would impact the Repertory Theatre because he would have to reduce staffing.

- Cottle said the increase would go into effect citywide. The Executive Committee wondered if a competing initiative should be placed on the ballot as well. Most members felt it best to let the voters decide and allow the process to run its course. The Chamber of Commerce is staunchly opposed to this initiative.
- Members said it is important to publicize the impacts of the measure. Knies agreed and said the City Council must be made aware of the impact to business owners.
- President Wong introduced SPUR's Executive Director, Gabriel Metcalf. He provided the board with an overview of his 100-year-old "think tank" organization. He also led a discussion of what SPUR's focus might be in San Jose, the organization's first "branch office" (at 1stACT, with Leah Toenesketter leading it).
- SPUR now envisions a three-city regional planning role, including San Jose and Oakland with San Francisco.
- Metcalf pointed out that while cities can make city decisions, the regional agencies established aren't making regional decisions. He also said the three largest Bay Area cities by far have the best ability to handle growth.
- He showed a diagram that establishes SPUR as a Central City organization in the Bay Area, focusing on good government, advocacy and policy issues.
- Regarding San Jose, SPUR has noticed:
 - o Need to replace Redevelopment Agency and find options for new revenue
 - o Transportation - VTA, Muni, BART, Caltrain will all need coordination
 - o VTA can play more of a role getting people out of cars
 - o Downtown has more potential, and Spur can help set standards in urban design
 - o San Jose State University has more potential as an anchor educational institution for the region
- Spur's website is spurs.org/sanjose
- Mather stressed importance of raising standards of urban design.
- Neale questioned San Jose SPUR's funding sources: start-up funding from Knight and Packard Foundations; in SF - funding derived from events, membership, grants and contracts.
- Other points discussed:
 - o In San Jose, staging events will be different from SF because of accessibility issues. Because of that, downtown is likely to get a disproportionate amount of the focus. "We'll make a difference where we can," Metcalf said.
 - o The city's new General Plan identifies 70 urban neighborhood villages needing attention. "That's about 67 too many," Metcalf said in describing focus and effectiveness of implementing such plans.
 - o In San Jose, the relationship of Diridon Station area to downtown and the distance between them will need to be monitored closely.
 - o SPUR will need to focus its efforts - using volunteers and task forces per project - just as it does in SF.
 - o San Jose seems eager for change / yet change inevitably takes a long time. SPUR can promise lots of conversations.
 - o Asked his other impressions of San Jose, Metcalf said San Jose has good urban design guidelines, but has been more desperate for growth and so has not adhered to the guidelines. SPUR will definitely try

to keep the city on track regarding future development / following guidelines.

- o He looks forward to working on "issues of common cause" with SJDA.

Old Business

- Organization issues: PBID ballots due June 19. Wong urged members or their landlords to return ballots.
- Zelalich announced SJDA's summer events:
 - o FMKT at SPS
 - o Starlight Cinemas
 - o Dine Downtown Restaurant Week
 - o HER city women's after work series of four events. First will happen Aug 2
 - o Live & Local marketing campaign
 - o San Jose Blues Festival at St. James Park powered by SJDA
- Zelalich talked about the Downtown Doors reception that happened on June 1. Twenty-nine students were awarded for their artwork. She said notecards are on sale on sjdowntown.com and at the airport. Casella, Morrill, Brady and Skaggs, who are all foundation trustees, were thanked SJDA's summer events:

Executive Director's Report

- Knies stated there are two city council candidate run off elections for District 8 and 10. He reminded members there is no board meeting in July and the next board meeting in August will feature the city council candidate forum. Knies announced SJDA's Annual meeting that will take place in October and include the board elections.

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