

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

August 10, 2012

A Public meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held at Flames Banquet Hall, 88 S. 4th St, San Jose, CA.

The following directors were present: Gomez, Bernstein, Ryan, Neale, Pulcrano, Wong, Cord, Rademann, Hattley, Mather, Brady, Carr, Hamilton, O'Conner, Bangs, Cottle, and Borckenhagen.

The following directors were absent from the meeting: Cassetta, Cabrera, Skaggs, Gagliardi, Tortora, Rajakumar, Kolstad, Friedman, Springall, Pangilinan, Saso, and Roney.

Also present were: Manon Demers, Mark Resta, Ellie Smith, Drew Spitzer, Julianne Wucum, Sarju Naran, Kristina Kuprina, Barbara Goldstein, Rick Pooley, Michael Mulcahy, Sam Liccardo, Roland Lebrun, Melissa Howard, Joseph Ossai, Joyce Wong, Rose Herrera, Victoria Kroll, David Dearborn, Ryan Carrigan, Hans Larsen, Janikke Klein, Matt Wahlin, Diana Heideman, Robert Braunstein, Chris Coggins, Aaron Quigley, Mary Anne Groen, Maggie Bludeau, Jordon Tenedora, Jim Lawsen, Colleen Valles, Selina Bravo, Jimmy Nguyen, Raymond Rodriguez, Pat Waite, James Gudeli, Stan Vuckovich, Carlo Miranda, Nick Nicohols, Johnny Khamis, Fred Buzo, Richard Ajluni, Todd Trekell, Susan Andre, Ernie Manfredini, Lee Wilcox, Tom McEnery, Tracy Seipel, Scott Knies, Rick Jensen, Paula Saidy, Eric Hon, Jenna Tenorio, Helen Hayashi and Ellen Lee.

Wong called the meeting to order at 8:15 a.m. and thanked Flames and Bill Ryan for providing the meeting site and hosting the continental breakfast. Minutes of the June 8 meeting of the Board were unanimously approved.

President's Report

- President Wong welcomed new businesses to downtown: Diana Heideman of Siren Fish & Reptiles, Carlo Miranda and Julianne Nucum of Miranda and Nucum, Victoria Kroll of Firefly Lighting Co., Melissa Howard of Dark Horse Gym, Manon Demers of The Sliding Door Company, Joseph Ossai of Devine Grind Coffee Shop and also acknowledged Original Gravity and their owners Dan Phan and Johnny Wang.
- Wong touched on the subject of the minimum wage increase. She mentioned its evolution from a San Jose State class project and how it has now become an initiative on the November election ballot with wide ranging impact for San Jose. Many small business owners will be impacted by the proposed increase. She is concerned not a lot of voters are paying attention to this citywide measure. Wong asked association members to continue supporting SJDA's opposition to the minimum wage increase.

New Business

- Wong introduced Art Bernstein as moderator for the City Council candidate forum. Bernstein described the forum:
 - Two minute intro each candidate (order selected randomly)
 - One minute answer each candidate same question; candidates will alternate who answers first; five questions to each candidate

- Two minute "outro" each candidate
- District 8 candidates Rose Herrera (incumbent) and Jimmy Nguyen responded to the following questions:
 - What is your position, and why, regarding the initiative on the November ballot to increase San Jose's minimum wage? (Herrera opposed, Nguyen still considering his position)
 - San Jose is poised to become the home of the A's. Do you support efforts to bring a major league team to San Jose? (both in favor)
 - What is your position regarding the two November state ballot measures on tax increases and the one from the County also on the November ballot? (Herrera oppose; Nguyen oppose County but support state)
 - High Speed Rail plans continue to move forward. What do you see the City Council's role in ensuring that San Jose gets what it needs from the High Speed Rail Authority? (Herrera mentioned underground option; Nguyen did not mention underground)
 - What was your position on Measure B and pension reform for San Jose, and why? (Herrera supported B; Nguyen did not)
- District 10 candidates Johnny Khamis and Robert Braunstein responded to the following questions:
 - Do you look at your job on the Council as doing what's best for the City or what's best for your district? (both described citywide perspective with district emphasis)
 - What was your position on Measure B and pension reform for San Jose, and why? (both supported B)
 - Small business is the backbone of the City's tax base yet many small businesses say it is more difficult and expensive than ever to open in San Jose. Are we moving fast enough to make this a more friendly, efficient and cost-effective environment for business and what will you do to improve the city's performance in this area? (both said city must improve)
 - What is your position, and why, regarding the initiative on the November ballot to increase San Jose's minimum wage? (both oppose)
 - San Jose is poised to become the home of the A's. Do you support efforts to bring a major league team to San Jose? (both in favor)

Executive Director's Report

- Knies thanked all the City Council candidates for attending the meeting and answering questions.
- Knies said despite not producing Music in the Park for the first time in 23 years, the association has been busy all summer. In July, SJDA worked with SJ Jazz and Blues Festival staff to put on the Fountain Blues Festival at St. James Park. The Live and Local campaign, which offers many free music experiences in the downtown area, has been received well since its launch in late May. The inaugural HerCity event, premiered earlier this month with a respectable attendance.
- The holidays will bring the usual downtown attractions such as Christmas in the Park and Downtown Ice. The Santa Run Silicon Valley will also be added to this year in hopes of building on the success of the Turkey Trot and raising funds to continue CiTP and Ice.

The meeting was adjourned at 9:15 a.m.