

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

January 13, 2012

A joint public meeting of the Board of Directors and members of the Property Based Improvement District (PBID) and the San Jose Downtown Association, a non-profit California corporation, was held at Adobe Systems, Inc., 321 Park Avenue, San Jose, CA.

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

The following directors were absent from the meeting: Brady, Cassetta, Cabrera, Essadki, Friedman, Hamilton, Lopez, Miller, Rajakumar, Springall, Tortora, and Ryan.

Also present among the audience were: Connie Martinez, Michael Bangs, Eric Klein, Bela Karolyi, Shannon Miller, Sam Liccardo, Richard Utic, Socorro Anaya, Patricia Ernstrom, Alex Mordinow, Zachary Taffany, Tim Ritchie, Ellie Smith, Helen Ebert, Rose Hernandez, Bob Stadler, Jamie Bonner, Mark Kikoshima, Diana Beechie, Tom Borden, Ragan Henninger, Jennifer Roca, Brad Steger, Richard Berg, Hans Larsen, Ann Webb, Brent Pearse, Elizabeth Mattson, Jim Lawson, Eric Ferenchild, Richard Litton, Kelley Cosgrove, Rich Mongarro, Janise Schneider, Jim Alves, Jodi Starbird, Corey Senriber, Daniel Mendez, Marlena Pynn, John Endoup, Erika Justis, Mark Tersini, Julie Garcia, Monalisa D. Angelo, Eric Heckman, Mark Pope, Dale Green, Roseanna Lavia, Randy Shuayto, Lee Wilcox, Colleen Valles, Andria Souza, Rich Braugh, Justin Hirnisey, Jackie Mcgauson, Kristina Kuprina, Igor Kuprin, Sparky Harlen, Donald MacMillan, John McEnery, Mike Maida, Brad Segal, Kristin Lowell, Anne Babel, Dan Pulcrano, Shahrooz Jabbari, Amanda Rigdon, Scott Knies, Blage Zelalich, Amy Anderson, Paula Saidy, Helen Hayashi, Joe Bagliere, Eric Hon, Rick Jensen, Jenna Tenorio, Paula Saidy, Ellen Lee and Karen Luebben.

Wong called the meeting to order at 8:18 a.m. and thanked Michael Bangs of Adobe Systems, Inc. for hosting and sponsoring the meeting. Wong introduced Councilman Sam Liccardo who had to leave for a Metropolitan Transportation Commission (MTC) meeting in Oakland. Liccardo thanked SJDA and the Property Based Improvement District (PBID) board for their leadership in maintaining the viability of downtown San Jose. Liccardo pledged his support for the PBID renewal and urged the assembled audience to do all they can to see that the PBID's "critical" contribution to downtown is continued.

Wong directed attention to the meeting packet and urged attendees to get involved in downtown by participating in SJDA's committees whose activities were reported in the packet. She also pointed out a January 8 Op-Ed from Liccardo in the Mercury News that described a bright post RDA future for downtown. Minutes of the November 11 and December 9 meetings of the Board were approved.

President's Report

- Wong invited new business representatives to stand and be recognized:
 - Mark Pope, La Lune Sucrée, a European pastry café
 - Kristina Kuprina, Sequoia Wealth Advisors & Investment Management
 - Zackary Taffany, YoYo Text
 - Monalisa D. Angelo, personal chef

President Wong also recognized Tim Ritchie, president of The Tech Museum of Innovation, Kelley Cosgrove, newly appointed General Manager of the Fairmont Hotel and Hans Larson, Director of San Jose's Department of Transportation.

- Wong introduced Patricia Ernstom, Executive Director of the San Jose Sports Authority. Ernstom reported that 2012 would see two major national sporting events in downtown San Jose, the U.S. Figure Skating National Championships during January 21-29, and the U.S. Olympic trials for gymnastics during June and July. She emphasized that the U.S. Olympic gymnastics team would be named at the competition and said, "the road to London begins in San Jose." She introduced two legendary figures from the world of gymnastics: Bela Karolyi, fabled gymnastics coach who guided more than 10 Olympic competitors to gold medals, and Shannon Miller, the most decorated female athlete in gymnastics history, who shared their contagious enthusiasm for the sport of gymnastics and the summer competition in San Jose.

New Business

- Wong announced the culmination of a Memorandum of Understanding (MOU) between 1stACT, SJDA, PBID, and the Downtown Foundation. She introduced Executive Director Scott Knies to describe the MOU and relationship with 1stACT. Knies then introduced 1stACT CEO Connie Martinez who also talked about the MOU continuing "small wonders" investment downtown. Martinez added that the MOU will make up to \$150K in matching funds available for innovative improvements ("small wonders") in downtown over the next two years. There will also be an "Innovation Fund" available through the MOU to encourage others to produce activation projects downtown. Officers from each of the four organizations were present to sign the agreement.
- Wong introduced Brad Segal, consultant to the Property-Based Improvement District (PBID) who presented an overview of the process to renew PBID for ten years when its initial charter expires December 31, 2012. Segal shared a summary of PBID's considerable accomplishments and described the proposed management plan that features enhancements to future operations that have been

shaped by members' feedback. He also described the multi-step renewal process required to secure City and membership approval for the renewal. In addition to its successful mission of offering downtown cleaning, beautification and a cadre of trained ambassadors, it is proposed that PBID add enhancements to safety and dedicate a staff member to providing services to recruit and retain businesses in downtown. The PBID renewal process begins in February when downtown property owners will be mailed a petition to the City that requires their signature. This will be followed by a balloting process that requires PBID members to approve their financial support for PBID. Segal completed his presentation and members offered a mix of testimonials in support of the PBID and clarifying questions addressing safety, boundaries, assessments, budgets and outreach to residents.

Other Matters

- Zelalich described the association's partnership with the U.S. Figure Skating Association during the January 22-29 national championship competition that will take place in San Jose's HP Pavilion. Several cross-promotions have been arranged involving Downtown Ice, the outdoor ice rink sponsored by the association each year during November through January. The usual season at Downtown Ice will be extended by two weeks to promote and support the Figure Skating Association's event and Downtown Ice will offer free weekend skating lessons and host figure skating past champions for exhibition events. There will also be fliers distributed at the HP Pavilion promoting Downtown Ice and providing discounted entrance.

President Wong adjourned the meeting at 9:33 a.m.