

Minutes of Board-only Meeting
Board of Directors
San Jose Downtown Association

January 14, 2011

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held at Silicon Valley Y.W.C.A., 375 South Third Street, San Jose, CA.

The following directors were present: Bernstein, Cassetta, Borkenhagen, Cottle, Higgins, Knox, Kolstad, Mather, Miller, Neale, Nicoletti, Rajakumar, Roney, Ryan, Saso, Skaggs, Springall and Wong.

The following directors were absent from the meeting: Avila, Brady, Cabrera, Carr, Conway, Essadki, Friedman, Gagliardi, Goldberg, Hamilton, Leathers, Lopez, Russell, Sahn and Soriano.

Also present were Amy Anderson, Gretchen Knight Baisa, Helen Hayashi, Eric Hon, Rick Jensen, Scott Knies, Karen Luebben, Jennifer Pitts, Paula Saidy, Blage Zelalich.

Bernstein called the meeting to order at 8:17 a.m. He invited the board's attention to the first four-color edition of the association's newsletter, the January 2011 issue of Downtown Dimension. Bernstein also passed a clipboard for the directors to commit to a sponsorship for one of the year's upcoming board meetings, to which Kolstad, Higgins and Roney signed up.

Minutes of the November 12 and December 10 meetings of the Board were approved as distributed via email.

President's report

- Bernstein reminded members of the board of an earlier invitation to join SJDA staff and other invitees for a private skate party from 3 - 5 p.m. later in the same day at Downtown Ice. He also encouraged the Board to plan to be present for the mayor's State of the City speech, February 17, from 6 - 7:30 p.m.
- Bernstein reported the resignation of Janis Schneider from the Executive Committee in one of the two seats appointed by the President. He announced Ken Russell was his new appointment to the Executive Committee.
- The Board's Conflict of Interest Policy and Disclosure was distributed for board members to sign as suggested by the association's external auditors. Copies were signed and returned by Higgins, Kolstad, Knox, Mather, Miller, Neale, Roney, Skaggs and Wong.
- Bernstein and Knies introduced the association's draft 2011 agenda of 34 items in four arenas (Promotions, Events and Marketing; Finance; Advocacy; and Organization) organized around the theme: "Relationship of SJDA activities and economic impact." Knies emphasized that the agenda will continue to evolve throughout the coming year and invited new board members' involvement and input into the association's committee structure that shapes and supports its agenda. Since grappling with the reduction in RDA funding is a priority he emphasized that Finance Committee meetings are open and all directors are welcome

to attend. Bernstein also invited the directors' involvement and input to the 2011 agenda and asked that the board consider an event around the 25th anniversary of the association's founding.

- Helen Hayashi welcomed the Board to the YWCA where she is a past president and shared about the organization's history, mission and programs designed to empower families and women, including legal and emotional support for rape survivors, high school graduation guidance, and housing and counseling for survivors of domestic violence.

New Business

- Bernstein framed a discussion of the appropriate response by the association to the Governor's proposal to eliminate redevelopment agencies throughout California. Skaggs made a motion that SJDA formally voice its opposition to the governor's proposed action. After discussion, the board unanimously approved the motion with an amendment by Ryan that the leveraging effect of RDA investments be included in the Association's support of redevelopment. It was decided that the Advocacy Committee would be charged with drafting a letter stating the Association's position.

Old Business

- Christmas in the Park (CITP) and SJDA's potential roles in the 2011-12 production of CITP were discussed extensively. Bernstein, Zelalich and Knies recapped the outcomes from recent meetings convened by City Councilman Sam Liccardo with key stakeholders. While a somewhat clearer understanding of the financing and functioning of the various parts of CITP has been achieved, no binding agreements have yet been reached. Liccardo has called for further meetings during the first part of February that will include SJDA. Members expressed interest in seeing CITP continue.
- Zelalich stated that it was expected Downtown Ice would achieve its \$515,000 admissions revenue projection for the 2010-11 season that ends January 17.

Other Matters

- Neale and Borkenhagen initiated a discussion of the impact of recent nightclub security issues on the public perception of downtown. It was decided to invite John Conway, chairman of the association's Police/Downtown Entertainment Committee, to a future meeting of the Board to discuss the history and evolution of the association's approach to balancing the needs of downtown business owners with the necessity for policing.

Bernstein adjourned at 9:28 a.m.