

Summary of Annual Meeting
Board of Directors
San Jose Downtown Association

October 13, 2011

The Annual meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Bella Mia Restaurant, 58 S. First Street in downtown San Jose.

The following directors were present at the meeting: Bernstein, Borkenhagen, Brady, Cassetta, Cottle, Friedman, Knox, Kolstad, Mather, Neale, Roney, Skaggs and Wong.

The following directors were absent from the meeting: Cabrera, Carr, Conway, Essadki, Gagliardi, Goldberg, Hamilton, Leathers, Lopez, Miller, Nicoletti, Ryan, Sahn, Saso and Springall.

The following were also present at the meeting: Mark Tersini, Hans Larsen, Liam O'Connor, John Salas, Sparky Harlan, Kelly Hattley, Krista Salas, Beth Estenion, Connie Martinez, Henry Cord, Michael Bey, Jean Dresden, Scott Herhold, Elizabeth Monley, Steve Kline, Richard Keit, Leah Toeniskoetter, Steve Hillard, Helen Chapman, John Knowles, Roger Burnell, Tim Galliant, Richard Truemppler, Jesse Dogillo, Elizabeth Mattson, Michelle Mann, Lee Kopp, David Neale, Jennifer Pawlowski, Hewitt R. Joyner Jr., Car Foisy, Matt Castlemen, Thomas Rivell, Renee Smuck, Shannon Martinez, Tina Morrill, Nick Emanuel, Nathan Guido, Ross Williams, Lori Amedore, Gabrielle Antolovich, Kim Bravo, Nick Nichols, Ruth Pangilinan, Jan Schneider, Shirley Lewis, Dennis King, Eileen Richardson, Josh Koelsa, Ashok Nigau, Gretchen Baisa, Sherrill Ingalls, Ellie Smith, Erik Schoennauer, Lee Wilcox, Autumn Young, Sherrie Vail, Elizabeth Williams, Chuck Bergoff, Donald MacMillan, Georgie Huff, Rich Mongaro, Joshua Melander, Dori Yoh, Ted Gerhke, David Goll Kirkpatrick, Ru Weerakoon, Jose Salcido, Dale Green, Roland Lebrun, Michael Miller, Dan Pulcrano, John Price, Charles Hackett, Gene Campbell, Bruce Labadie, Ragan Henniger, Joe Noonon, David Dearborn, Chuck Hammers, Cole Hammers, Richard Berg, Adolfo Gomez, Michelle Simmons, Patricia Ernststorm, Larry Stone, Hanna-wei Chang, Leslie Frok, Munse Barrita, Jay Rosenthal, Tom Duncanson, Todd Trekell, Daniel, Diana Beechie, Scott Knies, Rick Jensen, Blage Zelalich, Helen Hayashi, Ellen Lee, Eric Hon, Jenna Tenorio, Amy Anderson, and Karen Luebben.

President Bernstein called the meeting to order at 8:20 a.m. He thanked Bella Mia for hosting the meeting and Geri Wong and Cornish & Carey Commercial Newmark Knight Frank for sponsoring the meeting. He invited all to join the celebration of the association's 25th anniversary at their October 22 event at the San Jose Armory.

State of the Downtown

- Scott Knies, Executive Director, welcomed members and guests to the annual meeting. Knies spoke of the current state of the downtown, contrasting today's downtown with the conditions that spurred the founding of the association, 25 years earlier, when 40 members met

for the first time. He challenged the private sector to generate the leadership to fill the vacuum created by the demise of the Redevelopment Agency and pointed to ways to knit the city's many attractive nodes together into a vibrant, clean, safe and varied whole. He described the many ways that the association currently contributes to that goal and shared ten events that he wished for the vitality of downtown in the coming year. (The entire speech is on www.sjdowntown.com.)

PBID Report

- Chuck Hammers, President of the PBID Board of Directors, introduced his son, Cole, who assisted him in his presentation. Hammers announced the election of three members to the 11-member PBID board: Randy Knox, Richard Utic, and Janis Schneider. Hammers presented the PBID financial information in the packet. He described how the PBID funds are spent on cleaning, ambassadors and beautification projects. Cole assisted in illustrating the graffiti problems downtown. Hammers drew applause twice: when he displayed an image of the newly completed mural on the former Rosicrucian Press building at Almaden Ave. and St. John St. that replicates early canning labels; and for the demonstration of the new PBID smart phone app. The app instantaneously delivers an image of a condition that needs attention to PBID headquarters, along with the GPS coordinates of the site. Hammers said PBID is targeting a 24-hour response time.

BID Report

- Treasurer Chris Neale reviewed the SJDA and BID financial information in the meeting packet. He announced that auditors awarded a clean opinion for the association's FY 2010-11 finances. He explained the posted FY 10-11 loss was because of depreciation expenses taken and that the Association is aided by diversification of revenue sources, especially newly adjusted BID fees, to help offset the reduction in Redevelopment Agency contract services. (The financial statements are posted on www.sjdowntown.com.)
- The following Committee Reports were presented in two-minute increments:
 - San Pedro Square - Cathy Spielberger Cassetta
 - Large Commercial Property Owners/Managers - Geri Wong
 - Downtown Design - Kent Mather
 - SoFAC - Richard Berg
 - Parking - Steve Borkehagen
 - Marketing - John Price
 - Promotions & Events - Ruth Pangilinan
 - Advocacy - Henry Cord
 - Nightlife and Entertainment - Lee Wilcox
 - San Jose Downtown Foundation - Diana Beechie
 - Historic District - Todd Trekell

Election of BID Board Members

- President Bernstein announced the election of board members reached its quorum requirements and the following members were elected to the 2012 BID Board of Director:
 - Cathy Cassetta (incumbent)
 - Henry Cord
 - Rick Friedman (incumbent)
 - Don Gagliardi
 - Aldolfo Gomez
 - Kelly Hattley
 - Liam O'Connor
 - Ruth Pangilinan
 - Melo Rajakumar (incumbent)

Bernstein thanked the more than 120 people in attendance for their support of downtown.

Meeting adjourned at 9:27 a.m.