

Minutes of the Meeting  
**Board of Directors**  
**San Jose Downtown Association**

November 11, 2011

A members only meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held at TechShop, 300 S. Second Street, San Jose, CA.

The following directors were present: Bernstein, Borkehagen, Gagliardi, Kolstad, Mather, Neale, Rajakumar, Sahn, Saso, Skaggs, Tortora and Wong.

The following directors were absent from the meeting: Brady, Carr, Cassetta, Cabrera, Cottle, Conway, Essadki, Friedman, Hamilton, Knox, Leathers, Lopez, Miller, Nicoletti, Roney, Ryan, and Springall.

Also present were Henry Cord, Adolfo Gomez, Kelly Hattley, Liam O'Connor, Ruth Pangilinan, Sam Liccardo, Scott Knies, Blage Zelalich, Amy Anderson, Jenna Tenorio, Eric Hon, Rick Jensen, Ellen Lee and Karen Luebben.

President Bernstein called the meeting to order at 8:25 a.m. and minutes of the Oct. 13 public meeting of the board were approved.

President's Report

- Bernstein announced the nominating committee to select members of the board to serve on the 2012 Executive Committee: himself, Sahn, Saso and Nicoletti. Bernstein said that all members of the board are eligible to serve on the Executive Committee, and urged members to contact him or any member of the nominating committee by Friday, November 18 if they wished to add their own or others' names to be considered for officer positions and/or Executive Committee membership.

New Business

- City Councilmember Sam Liccardo provided an update on efforts to regulate medical marijuana dispensaries in downtown. He noted that there are currently 105 dispensaries licensed in the county. He said that the Council had enacted two ordinances on Sept. 27 in an effort to restrict the dispensaries from doing business in the ground City. Those ordinances were suspended on Nov. 8 in response to a counteraction by the dispensary owners who successfully collected more than 50,000 signatures on a petition that would require the City to bring the issue before the public in a referendum. Current status of the dispensaries is still illegal, and some are vulnerable to closure for non-payment of taxes. Liccardo characterized the primary issues with the dispensaries as secondary dealing and complaints from neighbors, and urged members to report nuisances in order to continue documenting their impact.

Old Business

- Zelalich delivered a presentation and led the discussion of summer 2012 programming. She recounted the staff recommendation at the September board meeting that Music in the Park be replaced with new programming that would enhance the perception of downtown, benefit members, be financially sustainable and "bring back the joy." Zelalich detailed

proposals for four "niche" programming concepts that were under consideration:

- HerCity: four to six events designed for professional women working downtown. The event would showcase new venues in the 4-6 p.m. timeframe and would involve food, socializing, networking.
- FunDay SUNDay: four family-oriented events in Cesar Chavez Park during about three hours on Sunday afternoons. Multi-cultural, fun and educational programming featuring a mix of free and for-fee activities.
- Sounds of Summer: not an event, but a campaign promoting Downtown San Jose's live music scene.
- Powered by SJDA: partnership with ongoing downtown event productions series (i.e., Blues Festival), to add momentum to their productions.

Zelalich emphasized that securing a commitment for funding from the City prior to the beginning of the new fiscal year in July 2012 was a key aspect of planning for alternate summer programming. She said that discussions with City representatives were ongoing. Bernstein called for members' reactions to the programming suggestions. Cord asked about the revenue potential for the suggested events. Knies responded that sponsorships were the most likely source of financial gain, but that it takes time to build sponsors' confidence and develop momentum. He reiterated that a commitment from the City was a crucial piece in the development of new summer programming. Pangilinan, Licardo and Skaggs enthusiastically endorsed the HerCity concept. Hattley pointed out that FunDay event logistics should be planned to provide safe and protected areas for toddler-aged children. Borkenhagen complimented the direction toward more partnership roles for the association saying that it could prove to be a catalyst for more events downtown.

#### Executive Director's Report

- Knies said that the net proceeds from the 25<sup>th</sup> Anniversary celebration in October were approximately \$18K. The video produced by the association in concert with CreaTV for presentation at the event will be shown again during the Year End meeting December 9.

Bernstein thanked TechShop for hosting the meeting and invited members to tour the facility immediately following the meeting. He adjourned the meeting at 9:28.