

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

December 9, 2011

The Year End meeting of the Board of Directors and members of the San Jose Downtown Association, a non-profit California corporation, was held at Camera 12, 201 S. Second St., San Jose, CA.

The following directors were present: Bernstein, Brady, Cassetta, Conway, Cottle, Essadki, Friedman, Gagliardi, Hamilton, Knox, Kolstad, Mather, Rademann, Roney, Sahn, Saso, Skaggs, Springall, Tortora and Wong.

The following directors were absent from the meeting: Borkenhagen, Cabrera, Carr, Lopez, Leathers, Miller, Neale, Nicoletti, Rajakumar, and Ryan.

Also present among the audience of 185 plus participants were Adolfo Gomez, Liam O'Connor, Bill Bailor, Yvonne Broszus, Richard Ajluni, Sapna Raghuvanshi, Kimberly Echeverri, Lisa Mitchell, Eli Segall, Sal Pizzaro, Todd Trekell, Bob Staedler, John McGill, Isidro Salas, Randy Knox, Bob Pfahnl, Ann Webb, Christina Branschreiber, Malcolm Bordelon, Ellie Smith, Carlo Nardi, Norm Hulberg, David Dearborn, Eric Heckman, Heather Lerner, Kristina Kuprina, Veronica Cruz, Dan Dixon, Ash Kalra, Chris Lepe, Helen Ebert, Mike Bangs, Steve Speach, Ron Coleman, Kristi Yim, Luan Lieu, Ken Toyama, Jerry Silva, Carl Foisy, Gabrielle Antolovich, Megan Carder, Henry Cord, Brady Ruebusch, Georgie Huff, Marianne Salas, Nanci Klein, Pete Constant, Susannah Greenwood, Rick Pooley, Bruce Labadie, Kendra Yarn, Chris Chang, Virginia Thomas, Roland Lebrun, Dale Green, Rebecca Shucart, Suzanne St. John Crane, Mona Onstead, Suzanne Wolf, Leah Toeniskoetter, Kelley Hattley, Barbara Marshman, Julie Kodama, Jeff Bennett, Nancy Curtis, Elizabeth Williams, Pete Adams, Nick Nichols, Janic Rombeck, Abdi Ahmed, Alex Morwinow, Matt Farrell, Barbara Goldstein, Mary Harkac, Kathie Fox, Erika Justis, Kim Walesh, Lee Wilcox, Ragan Heninger, Jim Ortbal, Tom McEnery, Pierluigi Oliverio, John McEnery, Pete Furman, Scott Knies, Blage Zelalich, Archana Dalglish, Paula Saidy, Helen Hayashi, Eric Hon, Elizabeth Chavarin, Rick Jensen, Jenna Tenorio, Ellen Lee and Karen Luebben.

Bernstein called the meeting to order at 8:28 a.m. and recognized distinguished guests, including former mayor McEnery and City Council members Pete Constant, Pierluigi Oliverio and Ash Kalra. He thanked his wife and mother who were present in the audience and recognized Randy Knox for his many contributions to the association as board member and host to several meetings of the board of directors at his employer's site, Adobe Systems, Inc. Bernstein announced that Knox

will be stepping down from the Board of Directors when he departs from Adobe at the end of 2011. Bernstein also called attention to the upcoming meetings of several of the association's committees.

President's Report

- Bernstein welcomed new businesses to downtown, including Bob Staedler of Apeture Consulting, a real estate development advisor; Julie Cadoma and Sharon Ngo Tran of DishCrawl, a social dining experience coordinating group; and Daniel Mendez and Marlena Pynn of 360 Residences, luxury high-rise rental residences.
- Results of the board's election of the 2012 Executive Committee were shared: Geri Wong, President; Cathy Spielberger Cassetta, Vice President of Marketing; Henry Cord, Vice President of Operations; Chris Neale, Treasurer and Bill Ryan, Secretary. Steve Borkenhagen and Sean Cottle will continue as Executive committee members, and will be joined by newly elected members, Kelly Hattley and Ruth Pangilinan.

Year in Review

- Knies delivered his round-up of 2011 events, characterizing the year as "a mixed bag." He announced the end of the association's production of Music in the Park and briefly previewed upcoming programming. He also showed the 10-minute video produced by the association summarizing the 25-year history of the association and downtown.

Jim Fox Golden Nail Award Presentation

- Kent Mather, chair of the Downtown Design Committee thanked the committee for their hard work and detailed the three facets of the Golden Nail Award:
 - the Jim Fox Golden Nail award is the highest honor accorded by the Design Committee to recognize substantial and superior contributions to the architecture and design of downtown
 - the Beautification Golden Nail is awarded for outstanding contributions to downtown, including historic preservation,
 - the Elements of Distinction Golden Nail Award that recognizes unique, outstanding attributes of projects.

Mather announced that the San Jose Marriott had been selected as the winner of the Jim Fox Golden Nail Award. The award was received by Steve Speach, a representative of the owner, PRSJM Hotel and Marriott, Jack Worstell, the building's architect from the firm Hornberger and Worstell, and Jeffrey Bennett, of Hensel Phelps Construction Company that erected the building.

Farewell to Term-limited SJDA Board Member

- Bernstein introduced John Conway, and thanked him for his many contributions to the association as a member of the Entertainment Committee, particularly for his service as liaison between club and restaurant owners and the San Jose Police Department. Conway spoke briefly, recalling the efforts to strike a balance in San

Jose's entertainment district between "clean and safe" and "vibrant and exciting." He recognized Lee Wilcox for "bringing trust to communication" with City officials.

Installation of new President

- Newly elected president Wong thanked the association members and board for honoring her with the presidency. She said that she was looking forward to new tenant recruitment and tenant retention, "spreading the downtown bug" and engaging more retailers. She thanked outgoing president Bernstein for increasing her knowledge of coins by sharing his enthusiasm for the numismatist's pursuit at board meetings, and presented him with a plaque recognizing his service.
- Outgoing president Bernstein completed his tenure by likening the association's work in restoring vitality in downtown to the restoration accomplished by the Maccabees in Jerusalem 2200 years ago. He thanked his employer, Hopkins and Carley, for allowing him to participate in association activities, the staff for their support and the audience members for their participation, and adjourned the meeting at 9:28 a.m.