

Minutes of the Public Board Meeting

Board of Directors

San Jose Downtown Association

February 11, 2011

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held at Adobe Systems, 345 Park Avenue, San Jose, CA.

The following directors were present: Bernstein, Cottle, Gagliardi, Hamilton, Higgins, Knox, Kolstad, Lopez, Mather, Roney, Russell, Saso, Skaggs, and Springall.

The following directors were absent from the meeting: Avila, Borkehagen, Brady, Cabrera, Carr, Cassetta, Conway, Essadki, Friedman, Goldberg, Leathers, Miller, Neale, Nicoletti, Rajakumar, Ryan, Sahn, Soriano and Wong.

Also present among the crowd of 65 plus participants were Linder Jones, Ginny Thomas, Tina Morrill, Tony Pollace, David Sandretto, Jim Crawford, Rod Diridon, Ben Tripousis, Christina Campbell, Chris Moore, Harry Mavrogenes, Mari Kikgshima, Jerry King, Jeremy Bowers, Nicholas Adams, Dean Munro, Liam O'Connor, Kim Walesh, Deby Quinn, Rose Hernandez, Larry Carr, Julie Amato, Tom Duncanson, R. Lavia, Ian McCalloer, David Dearborn, Adolfo Gomez, Sylvia Chavez, Jennifer Pawlowsho, Joe Noonan, Amy Anderson, Gretchen Knight Baisa, Helen Hayashi, Eric Hon, Rick Jensen, Scott Knies, Karen Luebben, Jennifer Pitts, Paula Saidy, and Blage Zelalich.

Bernstein called the meeting to order at 8:15 a.m. and introduced Councilmember Liccardo who presented the association with a commendation from the city of San Jose for 25 years of service to downtown San Jose. Bernstein announced that the association will be planning a public celebration later in the year to mark their 25th anniversary.

Minutes of the January 11 meeting of the Board were approved as distributed via email with one spelling correction. President Bernstein welcomed RDA Executive Director Harry Mavrogenes, and Kim Walesh, the city's acting director of the Office of Economic Development and introduced San Jose's new Chief of Police, Chris Moore, who accepted Bernstein's invitation to address the association at a Board meeting in the near future.

Bernstein reviewed the agenda packet and noted the two-page summary of committees. He called attention to the Historic District Committee's efforts to address security concerns in Fountain Alley; the Finance Committee's process for shaping the FY 2011-12 association budget; and the Organizational Committee's consideration of a 25th Anniversary Year celebration.

President's report

- Bernstein directed member's attention to the February issue of Downtown Dimensions with its lead article summarizing Gov. Brown's statewide effort to eliminate redevelopment agencies, which the Association board has unanimously opposed.
- Bernstein introduced Zelalich for a summary of the recently completed season of Downtown Ice. More than 43,000 skaters visited the rink between mid-November 2010 and mid-January 2011 which made it possible to meet admission revenue targets for the season. Zelalich stated that the successful partnership with Kristi Yamagucci and Hawaiian Airlines will be in force for a second year, and that plans for additional sponsorships are underway.
- Zelalich also announced that on-going, multi-agency discussions focused on Christmas In The Park (CITP) have recently culminated in a letter of intent in which the CITP board of directors has agreed to terms with the City of San Jose that defined a way forward for the 2011-2012 season of the popular event.

New Business

- Bernstein introduced the invited speaker, former California High Speed Rail Authority board member Rod Diridon, Sr. who presented the history of and justification for high speed rail (HSR) in California. Mr. Diridon entertained questions submitted by the Board and members of the audience following his presentation. Questions addressed by Diridon included the pro's and con's of an overhead (elevated) HSR track in San Jose; the squeal from the trains as they round curves; development potential of land around elevated structures; San Jose's tunnel option; HSR freight plans and what are chances the next line built will be north rather than south from the Central Valley?

Bernstein adjourned the meeting at 9:32 a.m.