

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

June 10, 2011

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held in the Gold Room of the Simpkins Stadium Center of San Jose State University at 7th Street and Alma Avenue, San Jose, CA.

The following directors were present: Bernstein, Borkenhagen, Brady, Carr, Cassetta, Conway, Cottle, Higgins, Neale, Russell, Saso, Skaggs, Springall and Wong.

The following directors were absent from the meeting: Cabrera, Essadki, Friedman, Gagliardi, Goldberg, Hamilton, Knox, Kolstad, Leathers, Lopez, Mather, Miller, Nicoletti, Rajakumar, Roney, Ryan, Sahn, and Soriano.

Also present were Mohammed Qayoumi, Don Kassing, Kim Walesh, Seth Bland, Georgia Huff, Eddie Garcia, Steve Cohen, Tom Bowman, Pete Furman, Michelle Soss, Andrew Soss, Christina Campbell, Chris Pavone, Chuck Berghoff, Henry Cord, Liam O'Connor, Tim Porter, Richard Keit, Steve Ca, Sandi Fernandez, Harry Mavrogenes, Kathie Fox, Michael Mulcahy, Angela Lopez, Sonny Walters, Erika Justis, Maryann Khair, Nancy Price, Tony Rocket, Leticia Ortega, Ragan Henninger, Scott Knies, Blage Zelalich, Paula Saidy, Payal Shah, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee and Karen Luebben.

President Bernstein called the meeting to order at 8:27 a.m. and introduced the meeting host, Larry Carr, AVP Public Affairs, San Jose State University. Carr welcomed the attendees and introduced Tom Bowman, Director of Athletics at SJSU who invited attendance at the SJSU/Navy football game that will take place in San Jose November 19, 2011.

Bernstein highlighted the calendar of events slated for June and July, including City Bites and Dine Downtown, Music in the Park each Thursday, Farmers' Market each Friday, and Starlight Cinema each second, third and fourth Wednesday evening. He also pointed out the report of SJDA committee activities and invited attention to the materials in the meeting packet summarizing the association's efforts to secure sponsorships for Downtown for the Holidays. Bernstein introduced a map of the newly displayed artwork by the 2011 winners of the annual San Jose Downtown Foundation competition, Downtown Doors.

Bernstein welcomed special guests Kim Walesh, Director and Chief Strategist of San Jose's Office of Economic Development, Harry Mavrogenes, Executive Director of San Jose's Redevelopment Agency, Pete Furman, Chief of Staff to Mayor Chuck Reed, SJPD Captain Eddie Garcia, SJPD Acting Captain Tim Porter and Lou Erica. Minutes of the May 13 meeting of the Board were approved as distributed.

President's Report

- Bernstein announced that \$61K had been pledged for the support of the 2011-12 season of Downtown for the Holidays at a fundraising breakfast

spearheaded by Carl Guardino of the Silicon Valley Leadership Forum, Mayor Reed and Councilman Liccardo in cooperation with the association.

- Saso reported on the development of plans for the association's 25th anniversary celebration October 22, 2011. The event, which will be held in the Armory at Second Street and Divine Street, will "recreate downtown" with a theme of then and now. Tickets will be \$150 each and board members will each be responsible for selling 10 tickets. Members of the Program Committee for the event will meet immediately following the Board meeting.

New Business

- Don W. Kassing, interim president of San José State University, spoke on behalf of the university in thanking Harry Mavrogenes for the important role he played in major developments in cooperation with the city, including the closing of San Carlos Street to unify the campus. Dr. Kassing introduced Dr. Mohammed Qayoumi, who will assume the role of president of SJSU this summer. Dr. Qayoumi holds a B.S. in electrical engineering from the American University of Beirut. He holds four degrees from the University of Cincinnati: a Master of Science in nuclear engineering, a Master of Science in electrical and computer engineering, an MBA, and a Ph.D. in electrical engineering. Qayoumi has served as president of Cal State East Bay since 2006. He came to Cal State East Bay from Cal State Northridge, where he served as vice president for administration and finance and chief financial officer from 2000 until 2006, and was also a tenured professor of engineering management. He pledged that he will do all he can to strengthen relationships between SJSU and downtown.
- Bernstein introduced Harry Mavrogenes and presented him a Golden Nail Award from the association in recognition of his 40 years of service to the city and downtown. Mavrogenes thanked Mayor Reed for his strong support of RDA and also thanked Richard Keit who will succeed him in the leadership at RDA upon Mavrogenes' retirement later this month. In remarks following the presentation, Mavrogenes urged audience members to let California legislators know of their support for Redevelopment Agencies in California. He said the association members "are key to the future of downtown." He stated that downtown will have "serious priority issues" in the coming months and urged that grants be sought and that a Community Development Corporation (CDC) like San Diego's be considered for San Jose. He thanked his "tremendous" staff and host Kassing, who he called a great partner in accomplishing the Martin Luther King library, a "shining example" of university/downtown unity.

Executive Director Report

- Knies recapped the association's strategies in the coming fiscal year to respond to the reduction of RDA funding from \$650K the previous fiscal year to a \$250K contribution in the 2011-12 fiscal year. He noted that the City Council will consider a modest requested increase in BID fees next week and stated that the association is getting the expense side of its budget in order with practical decreases in spending in the proposed FY 2011-12 budget. He added that the association is talking to the mayor and city council about the continuing need for a real estate delivery system and strategies to deliver that in the form of a CDC proposal. He concluded that the association is "moving ahead" and called for support of these efforts.

- Knies outlined elements of the events season downtown, including a reception at Eulipia for the winners of 2011's Downtown Doors competition, the SubZero Festival, Farmers' Market, classic films at Starlight Cinema, and the 23rd year of Music in the Park where activities for youth have been added and programming changes adopted to widen the appeal of the venue. He reminded the audience that the association's core mission is to provide marketing, events and public relations to enhance downtown and welcomed all to work with the association in this effort.
- Knies also acknowledged the stabbing incident last night at San Carlos and Third Streets in the hours following the most recent MIP concert. Acting Captain Porter and Capt. Eddie Garcia spoke about the incident and the ongoing investigation into its causes.
- Zelalich invited participation in City Bites June 22 when 46 restaurants will offer samples of their wares and the third annual Dine Downtown during June 22 through July 3.

Other Matters

- Steve Cohen introduced himself as a downtown resident and spokesperson for the neighborhood west of Fourth Street. He called for the cancellation of Music in the Park. He also spoke of the need for increased security and better lighting to secure his and other neighborhoods that he says are negatively impacted by undesirable elements attracted downtown by Music in the Park.
- Sonny J. Walters, new manager of the Britannia Arms Downtown, was introduced by co-owner John Conway.
- Bernstein announced that the July meeting of the Board of Directors would be recessed for summer break. The board will meet next August 12, when PricewaterhouseCoopers will host a public meeting at their new headquarters at 488 Almaden Avenue at 8 a.m.

The meeting was adjourned at 9:20 a.m.