

Minutes of Regular Meeting
Executive Committee
San Jose Downtown Association

June 4, 2015

A regular meeting of the Executive Committee of the San Jose Downtown Association, a non-profit California corporation, was held at the San Jose Downtown Association office, 28 N. First Street, Suite 1000.

The following Executive Committee members were present: Henry Cord, Kelly Hattley, Gumby Marques, Chris Neale, Nick Nichols, Dan Pulcrano, Stan Vuckovich and Geri Wong.

The following Executive Committee members were absent: Adolfo Gomez and Liam O'Connor.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich and Office Manager Corinna Dixon.

President Neale called the meeting to order at 8:35 a.m.

Minutes of the April 30, 2015 Executive Committee meeting were approved as distributed.

President's Report

a) Executive Committee Vacancies

- Board member Michael Rewkiewicz was appointed by Neale to serve on the Exec. Committee for the remainder of 2015. Fills a vacancy of one of Neale's two prior two Board President Exec committee appointments, Art Bernstein. The other appointee, Rebecca Kline of MalwareBytes, has resigned from Exec but is staying on Board.
- Rewkiewicz expressed a strong interest to serve, has been active on the Advocacy Committee, and has a background in financial services, is relatively new to downtown and resides downtown.
- Vuckovich proposed Board member Doug Bartl for Exec. Committee for his active participation and representation of a major corporation.
- Committee members are encouraged to submit Executive Committee member recommendations to Neale or Knies.

New Business

a) Organizational Issues/Committee Snapshots for June 2015 were distributed.

- Finance Committee is working towards finalizing FY 15-16 Budget.
- St. James Park Committee is following concerns regarding Historic Preservation Permit for Parkview development planned at S.E. corner of N. 1st. St. and E. St. John St. which will be raised at upcoming June City Council meeting. SJDA supports the proposed development.
- Historic District Committee is following a proposal for conversion of Bella Mia property into Vanity Night Club. Concerns have been raised regarding the size of the club (over 600 occupancy) and the lack of storefront activation.
- Knies reported that City Advisory Committee has recommended SJSU manage and operate the Hammer Theater Center (formerly SJ Rep). SJDA supports this proposal.
- Neale reported that the closed Plaza Hotel at corner of Almaden Ave. and San Fernando is proposed to be sold by RDA successor agency to the City's Housing Department for the purpose of homeless housing.
- Knies reported that MalwareBytes, who moved into downtown 2013, is moving to Santa Clara. The issue of MalwareBytes leaving underscores the importance of reaching out to broker community so they can better understand the downtown market.

- Hattley proposed SJDA implement Boston Property's successful model of hosting Broker Parties. Provide food, alcohol, and monetary prizes while pitching downtown properties. Collaborate with Councilmember Peralez and Mayor Liccardo on commercial retention goal.

b) Board Give or Get process

- An SJDA Board Give or Get policy was enacted following 2012 termination of RDA's financial support.
- Committee was provided with an example of annual Board Financial Commitment form (page 7 in agenda packet) which will be provided to each Board member.
- Form will reflect status of BID Assessment and Upgrade/Associate Membership payment status. Prior year giving history will be provided. Participation options can be customized to include sponsorships, in-kind/trade and financial contributions.
- Committee members will deliver and discuss Financial Commitment form with their Board Buddies (page 9 in agenda packet). Board members will sign form pledging their FY 15-16 contribution to SJDA.
- Goal is to raise level of Board participation and support program implementation. Members discussed flexibility in this approach especially with nonprofits and small businesses.

c) "360" Review process for Executive and Deputy Directors

- Neale reported that the Board Organizational Committee, chaired by Sarju Naran, will conduct a 360 ° review of Executive Director Knies and Deputy Director Zelalich in 2015.
- Process will include selective interviews of Board members, staff, and external partners.
- Goal is to provide good support and feedback to assist growth within their positions, set internal goals, identify measurables, and consideration of succession plan.

Executive Director's report

- Knies reported on summer activities.
- Members were encouraged to attend the SJDA Public Meeting on June 12 at SJSU Student Union featuring District 4 City Council Candidate Forum between Manh Nguyen and Tim Orozco, and a presentation by SJSU about their capital development program and the Hammer Theater Center management project.

Other Matters

- Zelalich reported that Downtown Doors program is celebrating its 12th Anniversary and will feature 100 pieces of student artwork on utility doors and boxes. The program received 133 submissions this season from 22 students representing 11 different schools. Reception will be held on June 11 at SJ Museum of Art.
- Neale said the second Board of Directors mixer was well attended on June 3 at Capital Club. Neale thanked the Board Organizational Committee for its success. Board members are encouraged to attend the next "second Tuesday" mixer on August 11 at Scott's Seafood.
- Pulcrano reported that the marketing Arts & Dining Committee has launched #DTSJ as new downtown logo/branding campaign. Utilization is already underway. City of San Jose is currently brainstorming about a city campaign.

Neale adjourned the meeting at 9:35 a.m.