

Summary of Annual Meeting
Board of Directors
San Jose Downtown Association

October 10, 2014

The Annual meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the San Jose First United Methodist Church, 24 N. Fifth Street in downtown San Jose.

The following directors were present at the meeting: Barger, Bates, Bartl, Brady, Buchholz, Casseta, Cord, Gagliardi, Gomez, Gudeli, Hattley, Hyland, Kuprina, Maida, Marques, Naran, Neale, O'Connor, Pulcrano, Sebastian, and Wong.

The following directors were absent from the meeting: Bernstein, Tortora, Hamilton, Rajakumar, Friedman, Springall, Vail, Vuckovich, Le, and Roney.

The following were also present at the meeting: Nora Martin, Thomas Borden, Karan Gogri, Autumn Young, Dennis King, Kyle Schatzel, Alex Shock, Scott Strickland, Josh Russell, Jenna Tenorio, Chu Chang, Magdalena Carrasco, Raul Peralez, Mayor Chuck Reed, Emily Ann Ramos, Karolyn Kirchgesler, Klaus Glimsli, Rebecca Kline, Rosalie Ledema, Lan Diep, Josh Koelin, Jessica Zenk, Alex Adams, Joe Gradillas, Kim Stoermer, Shinya Goto, Nick Nichols, Lee Tanbenuch, Kevin O'Connor, Nuria Fernandez, Nancy Amdur, Phil Hood, Carl Schmidt, Eric Heckman, Janet Knapp, Diane Milowicki, Nancy Wooten, Sal Pizarro, Jacky Morales Ferd, Maily Chu, Nanci Klein, Dana Grover, John Ristow, A. Webb, Jess Dogillo, Beth Fox, Ellie Smith, Emily Lipoma, Juan Kadah, Dmitri Fridman, David Sykes, Joe Provenzano, Hafid Alfonso, Brian Grayson, Matthew Van Oosten, Helen Ebert, Sebastian Grillo, Dennis Skaggs, Sam Liccardo, Dennis Randall, Sho Lee, Gary Miller, Rick Scott, Derrick Seaver, Julie Garcia, Dave Hober, Jackie Cooks, AnnMarie Zimmermann, Colby Morse, Alex Wara, Ben Roschke, Kelley Cosgrove, Michael Geiss, Julie Matsushima, Jim Crawford, Eric Sahn, Jason Rogers, Steve Cox, Larry Stone, Ray Bramson, Jennifer Rocci, Elizabeth Mattson, Cara Douglas, Lee Wilcox, Cindy Manley, Tony Ciaburro, Edgardo Garcia, Gordon Johnson, Pete Furman, Harry Freitas, Dave Sykes, Amy Anderson, Peggy Bradley, Julie Carlson, Corinna Dixon, Nate Echeverria, Leslie Griffy, Helen Hayashi, Eric Hon, Rick Jensen, Scott Knies, Ellen Lee, Joe Noonan, Jason Su, Chloe Verrey and Blage Zelalich.

President Neale called the meeting to order at 8:20 a.m.

Neale thanked the San Jose First United Methodist Church for hosting the meeting, Bijan Bakery & Cafe for providing the catering and Cornish & Carey Commercial for sponsoring the meeting.

Neale introduced Senior Pastor Shinya Goto of the San Jose First United Methodist Church. Reverend Goto recognized pastor emeritus Jim Crawford and welcomed guests to the recently re-opened church which had burned down in 1991.

Neale introduced Colby Morse, Vice President Sysco Corporation as sponsor of the 6th annual Dine Downtown event. Sysco Food Services elected to donate \$1.00 for every prix-fixe meal sold during the event to Loaves and Fishes Family Kitchen. Morse extended a check in the amount of \$2,570 (reflecting the total prix-fixe meals sold during the event this year) to Ann Marie Zimmerman, Executive Director Loaves & Fishes Family Kitchen.

Neale recognized the following guests in attendance: Mayor Chuck Reed, District 3 City Councilmember Sam Liccardo, County Assessor Larry Stone, VTA General Manager Nuria Fernandez, SJPD Deputy Police Chief Dave Hober, Dept of Planning, Building and Code Enforcement Director Harry Freitas, Dept. of Public Works Director Dave Sykes and Team San Jose CEO Karolyn Kirchgesler.

Remarks

- Liccardo expressed his gratitude for partnerships during his past eight years on council and acknowledged the incredible passion and faith in downtown as the seeds of revitalization. Liccardo sees SJDA leading the way for downtown's "best years ahead."

State of the Downtown

- Scott Knies, Executive Director, welcomed members and guests to the annual meeting.

Knies reflected upon the founding of the Association in 1986 and thanked Chuck Reed for serving as the Association's second president in 1989 and for being a staunch downtown advocate during his political career in San Jose.

Knies' *State of the Downtown: Momentum is a Fragile Thing* address reviewed the objective to accelerate downtown's momentum under new dynamics that encourages private investments and values partnerships with the City, SPUR, SJDA and investors. Knies acknowledged that the key ingredient for activating our city is its interesting, engaged, creative people. Workers, visitors and residents will contribute to downtown's future growth. High-density housing developments and reduced Housing Impact fees will enable downtown to achieve its long-range transportation, environmental and quality of life goals.

Over the next year, momentum will fulfill downtown's potential for more residences and reduced office vacancies, new parks and gardens, beatification projects, reduced marijuana dispensaries, improved rapid transit and additional parking.

(The entire speech is available on www.sjdowntown.com)

PBID Report

- Kelley Cosgrove, General Manager at The Fairmont San Jose and PBID Board of Directors member, reviewed the Property Based Improvement

District's (PBID) mission to support initiatives to improve the downtown environment.

Cosgrove recognized PBID Operations Manager Eric Hon and newly hired Project Manager Jason Su and announced that the 2014 PBID membership survey reflected high satisfaction in Groundwerx services, especially cleaning. PBID programs include cleaning and ambassador services, homeless job training, off-duty policing, tree trimming, Sparker newsletter, website and app, and fulfilling future Street Life Plan projects and execution of start-up/pop-up retail initiative.

Cosgrove announced that the PBID Board of Directors consists of 11 members and each year elects/re-elects 3 members. Incumbents Eric Kline, Richard Utic and Janis Schneider were reelected to 3-year terms. The PBID financial report on page 6 of the agenda packet showed a surplus the PBID board has budgeted into Street Life projects.

The following Committee Reports were presented in two-minute increments:

- San Pedro Square - Cathy Spielberger Cassetta
- St. James Park - Blage Zelalich
- Safety/Downtown - Capt. Tony Ciaburro
- Downtown Parking - Kelly Hattley
- Downtown Design - Steve Cox
- SoFA - Alan Gumby Marques
- Advocacy - James Gudeli
- Downtown Foundation - Kymberli Brady
- Board Organizational - Sarju Naran
- Historic District - Chloe Verrey
- Marketing Arts & Dining - Dan Pulcrano

(Organizational Issues/Committee Snapshots summarizing Committee activities comprised pages 3 and 4 of agenda packet).

Financial and BID Report

- Liam O'Connor, of Hopkins & Carley and SJDA Board Treasurer, presented the FY 13-14 BID and SJDA preliminary financial statements on pages 7 and 8 of agenda packet.

O'Connor outlined how the Association's revenue at \$2.9 million reflected income of 24% from BID, 13% from the City of San Jose and 63% from SJDA events, marketing and promotions. Downtown Ice had a particularly good 2013-14 season contributing to a budget surplus of \$95,000 which will be reinvested into new capital improvements for the ice rink this year.

Expenses at \$2.8 million reflected an 80% focus upon events, marketing, promotions and beautification and 20% upon management and administration.

O'Connor welcomed newly hired Accounting Manager Peggy Bradley. He noted the financial report was preliminary because an audit of FY 13-14 is being completed.

(The financial reports were made available in the agenda packet and statements are posted on www.sjdowntown.com)

Election of Board Members

- Announced by Chris Neale, President, a quorum requirement of the BID membership eligible votes was achieved, electing the following 9 members to the 2015 BID Board of Directors:
 - Henry Cord (incumbent)
 - Justin Curry
 - Adolfo Gomez (incumbent)
 - Kelly Hattley (incumbent)
 - Rebecca Kline
 - Julie Riera Matshushima
 - Nick Nichols
 - Liam O'Connor (incumbent)
 - Sherrie Vail (incumbent)

Neale thanked the guests in attendance for their support of downtown and adjourned the meeting at 9:28 a.m.