

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

December 14, 2012

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

The following directors were present at the meeting: Wong, Berstein, Brady, Cord, Cottle, Mather, O'Connor, Pangilinan, Pulcrano, Roney, Ryan, Skaggs, Tortora and Vail.

The following directors were absent from the meeting: Bangs, Borkenhagen, Cabrera, Carr, Cassetta, Friedman, Gagliardi, Gomez, Hamilton, Hattley, Kolstad, Neale, Rademann, Rajakumar, Saso and Springall.

The following members of the new board-elect class were also present at the meeting: James Gudeli, Kristina Kuprina, Alan "Gumby" Marques, Sarju A. Naran, Rick Pooley and Stan Vuckovich. The following members of the new board-elect class were absent from the meeting: Selina Bravo and Nick Nichols.

Also present were SJDA staff: Scott Knies, Amy Anderson, Archana Dalglish, Corinna Dixon, Helen Hayashi, Eric Hon, Rick Jensen, Joe Noonan, Paula Saidy, Jenna Tenorio, and Blage Zelalich.

Also present among the audience: Ben Wrigley, Jack Wimberly, Daniel Garcia, Leah Toeniskoetter, Jack Nybloom, Jennifer Anderson, Jessica Zenk, Heather Lerner, Bob Carlson, Connie Martinez, Julie Garcia, Janikke Klem, Elizabeth Mattson, Pat Waite, Eugene Sakai, Patricia Ernstrom, Vanessa Baretta, Andria Souza, Scott Herhold, Roberto Maragoni, Cesar Arreola, Chris Esparza, Kay Mascoli, Tracey Ariga, Veronica Cruz, Gabriella Antolovich, Virginia Thomas, Pieter Smith, Keith MacDonald, Dana Grover, Jill Collins, Bruce MacKenzie, Ralph Law, Kelley Cosgrove, Don MacMillan, Martha Black, Greg Baumann, Todd Trekell, Caroline Springall, Estelle Kadis, Dianna Butcher, Mark Mahaffey, Harry Freitas, Ragan Henninger, Don Imwalle, Anne Johnson, Carolyn Rose, Dennis Hickey, Terry Cuman, Claire Coleman, Tom Arthur, Charles Le, Cynthia Vo, Jack Sardegna, Max Bunag, Carol Tsai, Erik Schoennauer, Mark Pope, Antonia Colon, Ellie Smith, Andrew Bales, Halfdan Hussey, Larry Stone, Regina Ramirez, Joshua Santos, Pete Furman, Abdi Ahmed, Georgie Huff, Aaron Barger, Nancy Williamson, Judy Morales, Anjee Helstrup-Alvarez, Elizabeth Kay, Corissa Hulick, Sal Pizarro, Christine Velasquez, Raul Peralez, Kathy Weeks, Ryan Sebastian, Stephanie Caldwell, Tom McEnery, Nancy Pyle, Bruce Labadie, Jim Ortbal, Hans Larsen, Chuck Hammers, Autumn Young, Mark Tersini, Leland Wilcox, Capt. Tony Ciaburro and Eric Heckman.

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

Wong thanked Camera 12 for providing the meeting site and Cornish & Carey Commercial Newmark Knight Frank for hosting the continental breakfast.

President's Report

- Wong welcomed new businesses to downtown, including Cynthia Vo of Phenomenal Noodle House in San Pedro Square Market and Charles Le Photography at 42 S. First St.
- Results of the board's election of the 2013 Executive Committee were shared: Geri Wong, President; Henry Cord, Vice President of Operations; Dan Pulcrano, Vice President of Marketing; Chris Neale, Treasurer; and Cathy Spielberger Cassetta, Secretary. Art Bernstein, Steve Borkenhagen, Adolfo Gomez, Kelly Hattley, and Ruth Pangilinan will continue as Executive committee members, and will be joined by newly elected members, James Gudeli, and Alan "Gumby" Marques, with Art Bernstein serving as immediate past-president.

Year in Review 2012

- Knies delivered his presentation of 2012 events, characterizing the year as one of changes with highs and lows. He reviewed milestones such as: the first time in three years that Class A vacancies have been below 20%, the opening of San Pedro Square Market; an emphasis on housing projects as exemplified by 360 Residences; the number of high profile sports events hosted downtown, including the U.S. Figure Skating Championships and the Olympic gymnastics trials; the passing of Measure D raising minimum wage and the need to respond by launching a "Shop San Jose" campaign; transportation issues such as the VTA proposal to install a light rail side track in St. James Park; and a 10 year renewal of PBID, insuring the continuation of leaf and garbage pick-up, graffiti clean-up, mural installations and overall downtown beautification. Knies addressed the budget reduction issue with RDA's demise and new SJDA programs such as Live & Local music events; HerCity social events for women; and the Santa Run. The quote "San Jose is cooler than you think" exemplifies downtown San Jose's potential through the efforts of its people.

Wong recognized distinguished guests, including Tax Assessor Larry Stone, former Mayor of San Jose Tom McEnery, and Nancy Pyle San Jose City Council member for District 10.

Golden Nail Awards presentation

- Kent Mather, chair of the Downtown Design Committee, thanked the committee for their hard work and detailed the facets of the Golden Nail Award.
The following awards were presented:
 - The Elements of Distinction Golden Nail Award that recognizes unique, outstanding attributes of projects,
 - The Beautification Golden Nail awarded for outstanding contributions to downtown, including historic preservation.

Mather announced that 360 Residences had been selected as the winner of the Element of Distinction Award. The new lobby glass entry awning enhances the visual experience of the building at 360 S. Market St. The award was received by Ben Wrigley of Solomon Cordwell Buenz architectural firm.

Mather announced that the San Jose Silicon Valley Chamber of Commerce had been selected as the winner of the Beautification Award. The repairs and restoration to 101 West Santa Clara St., originally constructed in 1942, have preserved the building's distinctive history. The award was received by Stephanie Caldwell, Chief Operations Officer of the Chamber and Eugene Sakai, President of Studio S Squared Architecture, Inc.

Farewell to term-limited SJDA Board members

- Wong announced that four veteran Board members, representing more than 40 years of service between them, reached their term limits. Each member was recognized and presented with a commemorative clock.
 - Art Bernstein reflected upon the clock by comparing downtown to Timex "It takes a licking and keeps on ticking" and pledged to ensure that "San Jose will keep on ticking".
 - Dennis Skaggs recalled opening the Cinemas in the 1970s and memories of downtown in the 30s and 40s relayed to him by a patron. It instilled in him a vision of what downtown was and what it will become.
 - Sean Cottle thanked and appreciated working with Knies, Zelalich, and the SJDA staff. He looks forward to downtown moving ahead.
 - Bill Ryan sees that downtown has come a long way and that there are many good things still ahead. He doesn't plan on going away and he will remain active with the PBID.

Wong thanked the staff for their support and the audience members for their participation, and adjourned the meeting at 9:15 a.m.