



**REGULAR MEETING OF THE
San Jose Downtown Association
BOARD OF DIRECTORS**

AGENDA

November 14, 2024

8:30 a.m. – 10 a.m.

Meeting to be conducted at
Business Support Center, 16 N. 3rd. Street

- I. CALL TO ORDER – Chair Emily Ruvalcaba
 1. Welcome / Introductions
 2. Public Comments

- II. BUSINESS MATTERS
 1. Introduction of SJDA Chief Operations Officer – Katherine Connell

 2. Review of August 8 Board of Director Meeting Minutes (as approved at Sept. 5 Exec. Committee Mtg.)
Approval of October 11 Annual Meeting Minutes

 3. Chair's Report
 - a. 2025 Executive Committee and Slate of Officers
 - b. 2025 SJDA Board Meeting Schedule
 - c. 2025 Board Retreat – Jan. 16 ?
 - d. General Updates

 4. CEO's report
 - a. Staffing updates
 - b. PopUp Program update
 - c. Santa Clara Project update
 - d. Arts, Sports, Advocacy Committee update – Chris Shay, Anjee Helstrup-Alvarez
 - e. General Updates

 5. SJDA / D3 / Mayor's office in light of the absence of CM Torres – Guest: Mayor's office

- III. NEXT MEETINGS

Executive Committee	Thurs., Dec. 5	8:30 a.m. – 9:30 a.m.	Business Support Center
-- No Board Meeting	Dec. --	No Town Hall Meeting.	Dec. --
Executive Committee	Thurs., Jan. 9	8:30 a.m. – 9:30 a.m.	Business Support Center
Board Meeting	Thurs., Jan. 16	8:30 a.m. – 10:00 a.m.	Business Support Center

IV. ADJOURNMENT

Strategic Plan Anchors

1. Increase the number of events and activations
2. Lower the barrier to entry to start businesses & support business retention
3. Improve the spaces in-between

For SJDA Meeting Agendas and Committee Reports, please visit <https://sjdowntown.com/meetings-committees/>

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Corinna Dixon at cdixon@sjdowntown.com at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public Comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.