



**REGULAR MEETING OF THE  
San Jose Downtown Association  
EXECUTIVE COMMITTEE**

**AGENDA**

November 7, 2024

8:30 a.m. – 9:30 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. Approval of October 3 Executive Committee Meeting Minutes
  
  - 2. New Business
    - a. Introduction of SJDA Chief Operations Officer – Katherine Connell
  
  - 3. July and August Financials – Garrett Perez
  
  - 4. Chair’s Report
    - a. 2025 Executive Committee and Slate of Officers
    - b. 2025 SJDA Board Meeting Schedule
    - c. 2025 Board Retreat – Jan. 16 ?
    - d. Board Organizational Committee update
    - e. General updates
  
  - 5. CEO’s Report
    - a. Staffing updates
    - b. Board housekeeping
    - c. PopUp Program update
    - d. City Contract 2025/26
    - e. Arts, Sports, Advocacy Committee update – Chris Shay, Anjee Helstrup-Alvarez
      - VTA update
      - D3 update
    - f. Committee updates / PBID updates
    - g. General updates
  
- III. CLOSED SESSION - CEO Review 2023-2024 / Goals for FY 2024-2025
  
- IV. NEXT MEETINGS

Board Meeting	Thurs., Nov. 14	8:30 a.m. – 10:00 a.m.	Business Support Center
Executive Committee	Thurs., Dec. 5	8:30 a.m. – 9:30 a.m.	Business Support Center
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
  
- V. 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

**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](mailto: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.