Regular Meeting
San Jose Downtown Association (SJDA) Board of Directors

November 12, 2026 | 8:30a.m. – 10 a.m.
San Jose Sports Authority Visitors Center / The Locker Room
93 E. San Carlos Street, San Jose, CA 95113

1. **Call to Order / Roll Call / Introductions** — Chair Adolfo Gomez

2. **Public Comments**

3. **Approval of Minutes** — Chair Adolfo Gomez
   a. Approve Aug. 13, 2026 SJDA Board Meeting Minutes (Action)

4. **Board and Committee**
   a. Chair's Reports — Chair Adolfo Gomez
   b. Finance and Budget Update — Treasurer Jill Perez
   c. SJDA Arts, Sports, Advocacy Committee update — Committee Co-Chair Chris Shay, Committee Co-Chair Anjee Helstrup Alvarez
   d. SJDA/PBID Reorganization Committee Update — Committee Co-Chair Chris Shay

5. **Guest Presentation & Board Discussion**
   a. Adobe Pro Bono Engagement: Downtown Messaging & Identity Engagement

6. **Staff & Program Updates** — Brian Kurtz & SJDA Staff
   a. Staff & Program Updates
   b. Holiday Programming & Campaign
   c. 2027 Meeting Schedule

7. **New Business**
   a. Downtown Feedback and Board Forum — Brian Kurtz & Nate LeBlanc

8. **Adjournment** — Chair Adolfo Gomez

Future Meetings:

SJDA Executive Committee & PBID Board of Directors
Thurs., Dec. 3 8:30 a.m. – 10 a.m. The Locker Room

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.