



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

AGENDA

December 5, 2024
8:30 a.m. – 10:30 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 November 7 Executive Committee Meeting Minutes; and
November 14 Board of Directors Meeting Minutes; and
November 21 Special Executive Committee Meeting Minutes

 - 2. September and October Financials – Garrett Perez

 - 3. Chair’s Report
 - a. 2025 Board Retreat – Friday, January 17 @ Adobe
 - b. Board Organizational Committee update
 - c. Recap of Mtg with Mayor Nov 22
 - d. General updates

 - 4. CEO’s Report
 - a. Staffing update
 - b. Building Update
 - c. Holiday Marketing Report – Robert Robledo
 - d. Arts, Sports, Advocacy Committee update – Chris Shay, Anjee Helstrup-Alvarez
 - VTA update
 - D3 update
 - e. SOFA Mtg update
 - f. General updates

 - 5. New Business:
City Contract

- III. NEXT MEETINGS

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 Retreat	Friday, Jan. 17	9 a.m. – 2 p.m.	Adobe

- 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

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.