



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

AGENDA

May 2, 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 April 4 Executive Committee Meeting Minutes

 - 2. March Financials – Garrett Perez

 - 3. Chair’s Report
 - a. CEO Goals update
 - b. Happy Hour schedule and locations
 - c. Committees update
 - d. General updates

 - 4. CEO’s Report
 - a. Downtown Doors Reception, May 16 @ 5:30 p.m.
 - b. PopUp Program update
 - c. Mural on San Pedro
 - d. Santa Clara Project update
 - e. Policy Manager update
 - f. Policy Update
 - i. Unlicensed Vendors
 - ii. DC Fly-in April 8-11 recap
 - g. General updates

III. NEXT MEETINGS

Board Meeting	Thurs., May 9	8:30 a.m. – 10:00 a.m.	Business Support Center
Executive Committee	Thurs., June 6	8:30 a.m. – 9:30 a.m.	Business Support Center
-- July Recess --			
Executive Committee	Thurs., Aug. 1	8:30 a.m. – 9:30 a.m.	Business Support Center
Board Meeting	Thurs., Aug. 8	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 Chloe Shipp at cshipp@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.