

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

March 10, 2017

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Deluxe Eatery & Drinkery, San Jose, CA.

The following directors were present at the meeting: Bates, Bentz, Buchholz, Burroughs, Cord, Fernandez, Gomez, Hattley, Ismail, Lerman, Marques, Matsushima, Naran, Nichols, Pence, Rewkiewicz, Serpa, Summers, Vuckovich and Wong.

The following directors were absent from the meeting: Bartl, Corbett, Kuprina, Neale, O'Connor, Osuka, Ramirez, Randall and Saso.

Also present were SJDA staff: Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Rick Jensen, Scott Knies, Nate Le Blanc, Danielle Ratliff, Jason Su, Chloe Verrey and Bree von Faith.

President Vuckovich called the meeting to order at 8:20 a.m.

Vuckovich introduced guests from Silicon Valley Leadership Group, Santa Run Race Manager Chris Weiler and Marketing Director Robert Chang. In it's 5th year, over 4,000 runners participated in Dec. 2016. Weiler presented SJDA with a check for \$32,250.

Minutes of the February 10 Board meeting were unanimously approved as distributed to Board members.

Vuckovich welcomed new BOD member John Fernandez of Alpha Tech.

Vuckovich thanked Chef Chad Ferry and Jorge Sanchez, Owner of Deluxe, for hosting the meeting and Board member Gumby Marques for sponsoring the breakfast.

President's report

Vuckovich and Knies reported that on March 7 the City Council rejected an appeal from !melk Fr-ee, a St. James Park design bidder, and hired CMG Landscape Architecture to proceed with the first phase of the park project with reduced budget (from \$2.5M to \$1M).

Vuckovich reported on regular meetings with Knies and D3 Councilmember Peralez (monthly) and Mayor Liccardo (quarterly) and all other Councilmembers to discuss SJDA's 2017 Strategic Initiatives, specifically Measure G business tax and transportation issues. Councilmembers respect SJDA as the voice of the downtown community.

New Business

a) San Jose Downtown Foundation Trustee Election

On behalf of the San Jose Downtown Foundation Board of Trustees Vuckovich presented the nomination of new Trustee Jeanne Serpa to the Foundation Board of Directors. (Foundation memo included as page 9 of agenda packet)

The remaining Trustees of the Foundation are: Diana Beechie, Juan Borelli, Charlie McCollum, Annabel Mangold, Michelle Mann and Ramona Snyder.

On a motion from Cord and a second from Hattley the SJDA Board voted unanimously to elect Serpa as a Foundation Trustee.

b) Board recruitment

Naran reported on the Board Organizational Committee's review of the Board roster and gave a heads-up that four Executive Committee Board members term off effective 12/31/17 (Cord, Gomez, Hattley, O'Connor). Naran encouraged members to consider joining the Exec. Committee and welcomes recommendations for Board recruitment.

Naran announced that an SJDA Board Mixer will be held with the America Leadership Forum Silicon Valley on May 31 at Mezcal.

c) BART construction and SJDA potential role

Vuckovich and Knies reported that SJDA submitted comments on VTA's BART SV Phase II Extension Project Draft SEIS/SEIR on March 6 in support of the West Option for Downtown and North Option for Diridon stations. Board members were copied on submission. The BART construction is eight years.

Members discussed option of SJDA contracting with VTA for provision of communications outreach, mitigation, reparation management, clean-up services, etc.

Members also discussed option of SJDA hiring an independent third party consultant, familiar with such projects/processes.

Members discussed the potential conflict with SJDA performing construction mitigation contract services with VTA. Such services should be closely coordinated with City. Cord suggested certain outreach and mitigations should be conditions of City permits to VTA to allow BART work.

Advocacy Committee is recommending formation of Ad-Hoc Committee on BART to provide SJDA's oversight and mitigation during construction process. Need chair person and members. Fernandez, Nichols, Summers, Matsushima volunteered.

d) City Council proposal: Once percent for art fee on development

Echeverria reported on City Council priority-setting proposal to study an impact fee on new development to fund art city wide.

Members questioned:

- definition of "art" as public art project/pieces or art organizations?
- other fees imposed upon developers?
- advocating for a cap on total fees upon developers?
- review of Downtown Design guidelines and execution of art within existing plan?
- availability of City's resources to pursue and execute art fund?

Staff to monitor the proposal and report back if it moves forward for study.

Executive Director's report

a) SJDA reorg / staff update

von Faith announced that the Sponsorship Manager position was eliminated effective Feb. 6. Following reorganization and evaluation of Marcom & Events team, the position of Partnership Manager, responsible for membership engagement, partnership development, sponsorships and related data, was posted. Applicants are currently being interviewed.

Le Blanc introduced himself as the new Business Development Manager effective Feb. 13. A PBID funded position, the Bus. Dev. Mgr. is responsible for facilitating business growth and serving as liaison the City building dept. Le Blanc comes to SJDA with experience working with Moveable Feast, San Pedro Square Market and SoFA Market.

Following Sponsorship hire, an updated Organizational chart, reflecting 13.875 FTE, will be distributed.

Vuckovich adjourned the meeting at 9:30 a.m.