

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

Sept. 8, 2017

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Café Stritch, San Jose, CA.

The following directors were present at the meeting: Bartl, Burroughs, Corbett, Cord, Fernandez, Horrigan, Ismail, Marques, Nichols, Pence, Randall, Serpa, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Bentz, Buchholz, Gomez, Hattley, Kuprina, Lerman, Matsushima, Naran, Neale, O'Connor, Osuka, Ramirez, Rewkiewicz and Summers.

Also present were SJDA staff: Peggy Bradley, Corinna Dixon, Nate Echeverria, Rick Jensen, Nate LeBlanc, Danielle Ratliff, Jason Su, Chloe Verrey and Bree von Faith.

President Vuckovich called the meeting to order at 8:30 a.m.

Minutes of the August 11 Board meetings were unanimously approved as distributed to Board members.

Vuckovich thanked Mike and Steve Borkenhagen of Café Stritch for hosting the meeting and KBM-Hogue for sponsoring the breakfast.

President's report

a) Annual Meeting – Oct. 13

The Friday, Oct. 13 Annual Meeting at SJ First United Methodist Church will feature "State of Downtown" address by the Executive Director, BID and PBID financial reports, SJDA Committee "two-minute" drills and election of SJDA and PBID Board members. (meeting agenda provided on page 11 in the agenda packet). Members were encouraged to invite guests.

Members were encouraged to submit their signed Ballots for election of Board of Director members to Jan. 1 2018-Dec. 31, 2020 term today. (ballot provided on pages 17-18 in the agenda packet)

New Business

a) Overview of SJDA strategic initiative to improve Downtown brand

Vuckovich introduced SJDA Marcom & Events Director Bree von Faith, a position created in the 2016 re-org to successfully support the organization's strategic initiatives.

Von Faith provided an overview of SJDA's Marketing & Communications initiatives. (overview provided on pages 13-14 in the agenda packet)

Von Faith outlined strategies and accomplishments for "Improving Perception of Downtown", including:

- Focusing our efforts on Impact
- Being data and analytics driven
- Providing same experience in person, in print and online

Strong narratives include "Downtown Is":

- Vibrant
- Clean, safe & easy to get around
- Full of fun events
- Opportunity for businesses to thrive
- Great place to live and work

Target audiences are reached via a variety of channels:

- Website – general public
- Social Media – Facebook, Twitter, Instagram, YouTube
- Email – Downtowner Online, MIP, Dimensions
- Print – Members
- Paid/Partners – targeted audiences
- Earned – journalists, bloggers, leaders

Key focus areas include:

1. Cohesive branding of San Jose
2. Optimizing the marketing mix
3. Shift to mobile and social
4. Big projects coming!

- b) Westside of downtown (GoJo District) Google "community benefits" Echeverria provided an overview of "Google to Downtown San Jose." (memo provided on page 15 in the agenda packet)

The schedule with Google include: negotiations on sale of property by City in Dec.; finalizing MOU between City and Google in March; and developing Land-use and Entitlements & Environmental Clearance in April 2018.

The following areas of consideration presented to SJDA by committees and thru other discussions include: Processes and Community Engagement; Branding and Marketing; Parks and Public Spaces; Transportation; Architecture, Urban Design and Policy.

SJDA has identified the following opportunities to engage:

1. Nurture friendly relationship with Google
2. Affirm Google area of development as within the BID
3. Counteract potential conflict between Google and the City/special interests.

- c) SJDA staff personnel update

Von Faith announced that the position of Partnership Manager (responsible for membership engagement, partnership development, sponsorships and related data) has been accepted by Jonathan Borca starting September 25.

President Vuckovich adjourned the meeting at 9:33 a.m.