

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

October 13, 2017

The Annual meeting of the Board of Directors of the San Jose Downtown Association Business Improvement District (BID) and the Property Based Improvement District (PBID), non-profit California organizations, was held at the San Jose First United Methodist Church, 24 N. Fifth Street in downtown San Jose.

The following directors were present at the meeting: Bates, Bentz, Buchholz, Burroughs, Corbett, Gomez, Horrigan, Lerman, Marques, Matsushima, Neale, Nichols, O'Connor, Randall, Ramirez, Rewkiewicz, Serpa, Vuckovich and Wong.

Board elect: Elizabeth Truong, Katia McClain, Marissa Silver

The following directors were absent from the meeting: Bartl, Cord, Fernandez, Hattley, Ismail, Kuprina, Naran, Osuka, Pence and Summers.

The following were also present at the meeting: Alex Shoor , Adam Mayberry, Ahmad Qayoumi, Amanda Rawson, Amy Chamberlain, Ann Webb, Annabel Mangold, Anuryn Hurxthal, Barbara Goldstein, Bert Weaver, Bill Cole, Bill Souders, Blage Zelalich, Bob Carlson, Brendan Rawson, Brian Grayson, Brian Stanke, Bridget McKay, Captain Jason Dwyer, Carl Guardino, Carl Schmidt, Chappie Jones, Chris Arkley, Chris Eldemir, Chris Freise, Chuck Hammers, Danny Harris, David Bird, Deanna Bolio, Derrick Seaver, Diane Rubino Ferrara, Dimas Joel Martinez, Downtown Gary, Drea Li, Ellie Smith, Ellina Yin, Eric Heckman, Eric Hon, Erin Salazar, Frank Ponciano, Georgett Brown, Gino DeBernardo, Gordon Johnson, Gordon Smith, Gretchen Baisa, Helen Hayashi, Jacklyn Tidwell, Janice Bitters, Javier Quezada, Jeff Arrillaga, Jeff Current, Jeff Hare, Jim Ortbal, Jim Salata, Joe Noonan, Joe Rubino, John Kim, John Mitchell, Josh Koehn, Karen Gauss, Kim Walesh, Laura Monczynski, Lisa Hettler-Smith, Liz Hasenberg, Lola Torney, Mac Huynh, Margaret Brown, Mario Brazil, Mary Beth Riley, Matt Mahood, Melina Iglesias, Michael Doyle, Mike Messinger, Mike Pelletier, Miyuki One Bear, Mona Onstead, Nathan Pendelton, Nathan Rees, Nick Baldwin, Nicolas Townes, Nicole Franklin, Nina Aranzaso, Patricia Curia, Peter Bui, PH Smith, Ramona Snyder, Randy Musterer, Raul Peralez, Rebecca Moller, Reena Brilliot, Richard Ajluni, Richard Hackmann, Rob Silva, Roger Springall, Rosalyn Hughley, Ryan Carrigan, Sal Pizarro, Samantha Daily, Sarah Mancuso, Sarah Springer, Sean Cottle, Sebastian Grillo, Shawn Mendrin, Shikha Gupta, Steve Cox, Sylvia Do, Tammy Turnipseed, Ted McMahon, Tim Rood, Veronica Cruz, Xuan Ha, Yen Nguyen, Amy Anderson, Jonathan Borca, Peggy Bradley, Julie Carlson, Corinna Dixon, Nate Echeverria, Rick Jensen, Scott Knies, Nate Le Blanc, Danielle Ratliff, Jason Su and Chloe Verrey.

President Vuckovich called the meeting to order at 8:25 a.m.

Vuckovich thanked the San Jose First United Methodist Church for hosting the meeting, Jeanne Serpa, Republic Services for sponsoring and Café Stritch for providing the breakfast.

Vuckovich recognized the following guests in attendance: D3 Councilmember Raul Peralez, D1 Councilmember Chappie Jones, SVLG CEO Carl Guardino, The SVO CEO Matt Mahood, Director of Transportation Jim Ortbal, Deputy City Manager Kim Walesh, Planning director Rosalyn Hughey, Knight Foundation San Jose Director Danny Harris and the Groundwerx team.

Vuckovich encouraged guests to review the SJDA Committee Calendar (pages 3-5 of agenda packet) and attend the Downtown Construction Projects Community Meeting on October 23 and participate at Santa Run on December 17.

State of the Downtown

- SJDA Executive Director Scott Knies delivered the State of the Downtown address entitled "Two Very Big Things." His remarks focused upon Google and BART's potential to massively reshape downtown San Jose. The speech is posted at sjdowntown.com.

PBID Report

- Chuck Hammers, Pizza My Heart owner and PBID Board of Directors President, reviewed the Property Based Improvement District's (PBID) mission to support initiatives to improve the downtown environment.

Hammers announced that the PBID Board of Directors consists of 11 members and each year elects/re-elects 3 members. Incumbents Michael Messenger and Eric Kline, and Jeff Lambert were elected to 3-year terms. (The complete PBID ballot was provided on page 8 of agenda packet). Hammers highlighted the PBID program's recent success of activating LocalColor and Fountain Alley. Members of Groundwerx that "graduated" from Downtown Streets Team (Christina Ruiz, Elizabeth Lopez, Holly Kemp, Dimas Martinez, Jimmy Yamamoto, Angelina Lopez, Corrina Salas) were introduced and appreciated for their efforts in making downtown clean, beautiful and friendly. Salas described how she went from being homeless, into DST and hired by Groundwerx. Hammers commended Groundwerx as the "heart and soul of what we do."

The following Committee Reports were presented in two-minute increments:

- St. James Park – Geri Wong
- Advocacy – David Bucholz
- SoFA – Roger Springall
- Downtown Parking Board – Bob Carlson
- Food & Entertainment – Sam Ramirez
- Historic District – Erin Salazar
- Downtown Foundation – Annabel Mangold
- Downtown Design – Steve Cox
- Commercial Property Owners – Chloe Verrey
- San Pedro Square – Nick Nichols
- Marketing Arts & Dining – Alan "Gumby" Marques

(SJDA Committee Calendar/Report comprised pages 3-5 of agenda packet).

Financial and BID Report

- Liam O'Connor, of Hopkins & Carley and SJDA Board Treasurer, presented the FY 16-17 BID and SJDA financial statements on pages 9-10 in the agenda packet.

O'Connor outlined how the Association's revenue at \$3.4 million reflected income of 21% from BID, 12% from the City of San Jose and 67% from SJDA events, marketing and promotions. Expenses at \$3.4 million reflected an 81% focus upon events, marketing, promotions and beautification and 19% upon management and administration. O'Connor reported that the budget was met and balanced for the fourth consecutive year.

O'Connor commended Director of Finance & Administration Peggy Bradley for her "super-hero" efforts and reported that the FY 2016-17 SJDA audit were "clean and unmodified."

(The financial reports were made available on pages 11-12 in the agenda packet and statements are posted on www.sjdowntown.com)

Election of Board Members

Vuckovich announced that a quorum requirement of the BID membership eligible votes was achieved, electing 11 members to the 2018 BID Board of Directors. Vuckovich welcomed the following 5 new board members: Breanna Gilbert, Director of External Affairs for KQED Silicon Valley; Ed Lambert, Senior Vice President at Bridge Bank; Katia McClain, Northern California Managing Principal for Steinberg; Marissa Silver, Manager of Community Relations for the San Jose Earthquakes; and Elizabeth Truong, Vice President of Lee's Sandwiches Corporation of Northern California.

(The complete SJDA ballot was provided on pages 11-12 of agenda packet).

Vuckovich adjourned the meeting at 9:25.