

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

January 12, 2018

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Oracle, 488 Almaden Blvd., San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Buchholz, Burroughs, Corbett, Fernandez, Gilbert, Lerman, McClain, Marques, Matsushima, Naran, Neale, Nichols, Rewkiewicz, Serpa, Silver, Summers, Truong and Wong.

The following directors were absent from the meeting: Bentz, Horrigan, Ismail, Lambert, Osuka, Pence, Randall, Ramirez and Vuckovich.

Also present were SJDA staff: Amy Anderson, Jonathan Borca, Peggy Bradley, Corinna Dixon, Rick Jensen, Nate LeBlanc, Danielle Ratliff, Derrick Seaver, Jason Su, Chloe Verrey and Bree von Faith.

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

Minutes of the November 10 and December 8 Board meetings were unanimously approved as distributed to Board members.

Rewkiewicz thanked Bartl for hosting the meeting and providing breakfast.

Rewkiewicz encouraged members to review the Committee Report (provided on pgs. 11-12 of the packet), reminded members that Downtown Ice is open thru Monday, and invited members to attend the Jan. 25 Groundwerx 10th Anniversary celebration at Local Color (invitation provided on pg. 13).

President's report

a) Board Buddy Program

Rewkiewicz reviewed that the Board Buddy Program is designed to enhance the experience and encourage participation of Board members. "Buddies," new or newer Board members that could benefit from this opportunity, are strategically paired with experienced Executive Committee member "Bigs." (Program overview and roster provided on pgs. 15-16 of the packet)

b) Board annual signature forms

Rewkiewicz encouraged all Board members to review, sign and return the following documents (as distributed):

- Board Member Requirements
- Board Financial Commitment
- Board of Directors Conflict of Interest Policy and Disclosure

New Business

a) The Fundamentals of SJDA

Von Faith led the members in an ice-breaker activity and members briefly introduced themselves.

Director of Marcom and Events Bree von Faith, Director of Policy and Operations Derrick Seaver, and Director of Finance and Administration Peggy Bradley presented "The Fundamentals of SJDA:"

- Who We Are: Revenue Sources, BID Basic Membership, Upgraded and Associate Membership.
- Property Owner's Association (PBID): Service Boundaries, Groundwerx - By the Numbers, Street-Life, Small Business Support, Tree-trimming.
- What We Do - SJDA as an organization: Marketing and Communications, Promotions and Events, SJ Downtown Foundation, and Advocacy.
- What You Do: Get Involved, Engage Other Members, Encourage New Members, Shape the Future of Downtown, Join A Committee, Spread the Word.
- Time & Treasure: Board Buddies, Financial Commitment

Executive Director's Report

a) Downtown for the Holidays report

Rewkiewicz announced that, thanks to the great holiday weather, the 2017-18 Ice Rink season may be the highest admissions grossing year ever.

Rewkiewicz advised that the January 2019 College Football National Championships will be held at Levi's Stadium in Santa Clara. We can expect that Christmas in the Park will shut down and vacate Plaza Park early (day after Christmas vs. New Year's day) to accommodate football-related activation in Plaza Park.

The March 9 Board-only meeting, hosted by Doug Bentz at SAP, will be extended from 8 a.m. - 10 a.m. to focus on Strategic Planning.

President Rewkiewicz adjourned the meeting at 9:25 a.m.