

Minutes of the Meeting  
**Board of Directors**  
**San Jose Downtown Association**

Nov. 10, 2017

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

The following directors were present at the meeting: Bartl, Bates, Burroughs, Corbett, Cord, Fernandez, Gomez, Hattley, Horrigan, Marques, Naran, Neale, Nichols, Ramirez, Rewkiewicz, Serpa, Summers, Vuckovich and Wong and board-elect members Gilbert and Silver

The following directors were absent from the meeting: Bentz, Buchholz, Ismail, Kuprina, Lerman, Matsushima, O'Connor, Osuka, Pence and Randall.

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

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

Minutes of the September 8 and October 13 Board meetings were unanimously approved as distributed to Board members.

Vuckovich thanked Ramirez for hosting the meeting and providing breakfast.

President's report

a) Year-in-Review Meeting – Dec. 8

The Dec. 8 Year-in-Review Meeting at Hammer Theatre Center will feature slide show by the Executive Director, Golden Nail Awards presentation (Jim Fox award to be presented to The Pierce) and farewell to term-limited board members. Members were encouraged to invite guests.

(meeting notice provided on page 14 in the agenda packet).

New Business

a) 2018 Executive Committee election

Vuckovich reported that the following four Exec. Members are terming off and along with Vuckovich served on the Nominating Committee: O'Connor (Treasurer), Cord, Gomez, Pierce-Hattley.

Vuckovich presented the 2018 Executive Committee slate (page 9 in packet) as proposed by the Nominating Committee and recommended by the Executive Committee.

President	Michael Rewkiewicz
Vice President of Operations	Chris Neale
Vice President of Marketing	Alan "Gumby" Marques
Treasurer	Sarju Naran
Secretary	Nick Nichols
Members	

Gerri Wong  
Sam Ramirez  
Jeanne Serpa  
Doug Bartl

\*Recommended two members appointed by President      David Buchholz\*  
   Brian Corbett\*  
\*\*ex-officio as immediate past president                      Stan Vuckovich\*\*

On a motion from Bates and second from Ramirez the Board unanimously approved the 2018 Executive Committee as nominated.

b) Board Organizational Committee – Sarju Naran

The Organizational Committee, which oversees engagement and recruitment, is in need of a Chair(s) for 2018 as Naran is assuming the position of Treasurer and Marques is engaged with other committees.

Committee is proposing an off-site half-day 2018 Board retreat/extension in lieu of a morning Board-only mtg. to include lunch.

Committee will continue to coordinate board mixers to engage Board members with one-another, staff, and other businesses in 2018.

c) DT4H and Downtown Ice – Bree von Faith

Please see Events Calendar (pages 9-11 in packet) for list of Downtown for the Holidays (DT4H) events.

Downtown Ice will be open daily November 17, 2017 – January 15, 2018. This is an extended season to take advantage of additional downtown visitors attending the U.S. Figuring Skating National Championships in San Jose Dec. 29-Jan. 7.

Toyota has joined Kristi Yamaguchi as title sponsors along with Swenson and Linda Lester as presenting sponsors. Other new sponsors include Wells Fargo, Alliance Credit Union and Cricket Wireless. Gourmet Hot Cocoa has signed a five-year agreement and is constructing an upgraded Swiss chalet concession stand. Dasher board opportunities are almost sold out. Private party opportunities are available.

Knies acknowledged SJDA staff, von Faith and Borca, for their efforts to secure sponsorships this 2017-18 season.

Opening Ceremonies will be held on Friday, November 17, at 6 p.m., with VIP Reception at *Catered Too!* and complimentary free skating immediately following the ceremony.

SJDA Staff and Board are invited to a private Skate Party on Saturday, December 2 at 11:45 a.m.

d) The District presentation – Josh Burroughs

Burroughs presented Guadalupe River Walk “visioning” by Swenson and CMG landscape Architecture for an urban oasis in The DISTRICT (D-ridon ST-ation RICT). Over one year in the works, this vision pre-dates Google development discussions and is intended to promote community input to advance “bigger thinking” around GRP and downtown’s potential.

Slides were shown that illustrated reinvention of the city owned park land bounded by W. Santa Clara St., Autumn Pkwy, W. Julian St. and Hwy 87 that included new concepts called Rec River, Eco Creek, Confluence

Point, Trail-Head, The Bridge, Garden Terrace, Little Italy, The Promenade and Big Art.

#### Executive Director's Report

##### a) Google process update

The sale of the 16 properties owned by the City to Google has been more complicated thus delaying MOU between City and Google from March to June.

Google's goal is to develop 10M sq. ft. (~30-40 acres) of office space. This would require changing the City's current OEI building height constraints. The City's OEI height restrictors are lower than the FAA requirements. The City has hired consultants to conduct a study to determine economic effect and development potential. This process may take one year before recommendations are made.

SJDA will remain patient with the process until the purchases are completed. Will then host our own Google community meeting.

##### b) BART update

Decision regarding BART's Phase II extension to San Jose construction design of single-bore (supported by VTA, City and SJDA) or twin-bore (preferred by BART) has been deferred to January 4 in order to allow for BART peer-review process.

##### c) SJDA staff personnel update

Applications for the position of Director of Policy and Operations have been accepted. Knies has conducted phone interviews. In-person interviews will be conducted by committee (Cord, Echeverria, Knies, Rewkiewicz, Wong) on Nov. 16.

Echeverria's last day with at SJDA will be December 1.

A farewell gathering at Forager is being planned for Nov. 29.

Cord and the Board acknowledged Vuckovich for his two years of service as President.

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