

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

March 9, 2018

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at SAP Center, 525 W. Santa Clara St., San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Bentz, Buchholz, Burroughs, Corbett, De Bernardo, Fernandez, Gilbert, Horrigan, Ismail, Lambert, McClain, Marques, Matsushima, Naran, Nichols, Ramirez, Rewkiewicz, Serpa, Silver, Vuckovich and Wong.

The following directors were absent from the meeting: Lerman, Neale, Osuka, Pence, Randall, Summers and Truong.

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

President Rewkiewicz called the meeting to order at 8:16 a.m.

Minutes of the February 9 Board meetings were unanimously approved as distributed to Board members.

Rewkiewicz thanked Bentz for hosting the meeting and providing breakfast.

President's report

a) Local Hire initiative

Rewkiewicz shared about the "Build Better San Jose" initiative. The labor groups sponsoring the initiative are currently gathering signatures for the November ballot.

Initiative would require the following provisions by developers of large, private projects in City of San Jose:

- 30% of labor hours allocated to local employees
- For every 5 hrs. of labor, 1 hr. completed by an apprentice
- Of the apprentice hours, 25% completed by "disadvantaged" workers
- All employees work under "prevailing wage"

The proposed initiative is modeled after Measure JJJ which passed overwhelmingly in Los Angeles in Nov. 2016. SJDA is refining its position on this issue.

b) Tribute Hotel proposal

The City Public Works Department has submitted a re-design proposal for the Tribute Hotel (Montgomery Hotel site) on South First Street. Proposal allows for one of the two through traffic lanes on First Street to be reserved for hotel use. SJDA concerns include potential for traffic bottleneck on the Transit Mall, reduction of street capacity with no long-term strategic objectives for downtown circulation and access, and private usage of public streets.

As approved by Executive Committee on February 1, Knies submitted a letter to acting director of the Department of Planning, Building and Code Enforcement Rosalynn Hughey on February 9 registering SJDA's position of objection to the current proposal.

The City has indicated that it is planning to support the lane closure. SJDA has formally asked for a community meeting to be held and publicly vet the city/hotel proposal.

Board of Directors Strategic Planning 2018-2020

Objective: Reach consensus for top 4-5 priorities for 2018-2020 and explore key tactics for priorities. (see pg. 2 in packet)

1. Members received an overview of the results of the Board survey.

In response to the following survey question, the Board identified the top 8 issues/priorities:

What should SJDA's Top Priorities be for 2018-2020?	# of votes
Homelessness: Minimize Impacts	27
BART planning and construction mitigation*	24
Downtown Plan / Vision*	19
Westside of Downtown / Diridon / Google*	17
Downtown brand / Identity / Marketing	15
District / Neighborhood Connections*	11
Public Safety	10
Business outreach / Retail	10

*Indicates "new" topic not included in 2016-2017 top priorities

2. Members met in (4) small groups to discuss results and refine priorities.

Each group was comprised of one Executive member, 4-5 Board members, and 1-2 staff members.

3. Small groups reported and Top Priorities were identified.

Group 1	Group 2	Group 3	Group 4
Plan/Vision + Westside	Homelessness	BART	Homelessness
BART	BART	Westside	BART
Homelessness/Safety	Branding/Outreach	Homelessness	Safety
Branding	Westside/Districts	-	Branding/Marketing

4. Members met in (5) self-selected groups to discuss tactics for achieving priorities for the following Top Priorities as identified above.

1) Downtown Plan/Vision / Westside / District Connections (12 participants)
Tactics:

- Build team focused on downtown vision
- Be lead on putting vision forward
- Incremental advocacy: OEI; Wayfinding; DT Design Guidelines; Transportation / Connectivity

- 2) BART / BIF (4 participants)
Tactics:
 - Single vs. Twin – what happens next?
 - Is the looming reality of BART surprising tenancy on Santa Clara St. now?
 - Advocacy points if Twin
 - Attend BART Board mtgs. on April 12 and April 26
 - If single ->celebrate less impact / If twin ->spin as good for future
 - BIF consultant
 - Groundwerx role
 - Side streets
 - Messaging & Communications
 - Despite all of this, BART is great for DTSJ
 - Parking
 - Don't forget Diridon/SAP Station

- 3) Safety (6 participants)
Tactics:
 - Lighted Storefronts / Street Life
 - Police -> brand ambassadors (training)
 - Benchmarking other cities
 - Step-up PBID secondary enforcement
 - Safety poles for emergencies for PBID & SJPD
 - Emergency

- 4) Downtown Branding / Identity / Outreach (7 participants)
Tactics:
 - Change the messaging to focus on big things
 - Understand why these big events come to SJ
 - Brand from grassroots level
 - Business recruitment
 - Identify who we are & benefits of downtown
 - Hearts & Minds campaign
 - Build key messages
 - Wikipedia pages for Districts
 - New Ideas: Taste of San Jose; Big Food Faire; Nighttime Parade; BrewHaha

- 5) Homelessness (5 participants)
Tactics:
 - Increase Groundwerx
 - Policy & Advocacy
 - Storage
 - Enforcement
 - Leverage partnerships

President Rewkiewicz thanked the members and staff for taking the time to participate in the strategic planning process and adjourned the meeting at 10:02 a.m.