

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

April 13, 2018

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at 3Below Theatres & Lounge, 288 S. 2<sup>nd</sup> Street, San Jose, CA.

The following directors were present at the meeting: Bartl, Bentz, Buchholz, Burroughs, Corbett, De Bernardo, Gilbert, Horrigan, Lambert, Lerman, McClain, Marques, Naran, Pence, Randall, Rewkiewicz, Silver, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Fernandez, Ismail, Matsushima, Neale, Nichols, Osuka, Ramirez, Serpa, 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.

Also present: Acharya Ruchita, Adam Mayberry, Anthony Morales, Antonea Colon, Ashley Chesson, Betty Yee, Blage Zeliach, Blair Beekman, Bob Martins, Brian Adams, Brian Clampitt, Brian Grayson, Christina Ruiz, Christophe C, Christopher Murphy, Corinda Wong, Corinna Salas, Danny Harris, Diana Clapp, DJ Edwards, Ellie Smith, Erik Schoennauer, Fil Maresca, Gene Campbell, Glenn Rock, Gretchen Baisa, Haley Waterson, Heather Miranda, Helen Hayashi, Jeff Arrilliga, Joe Noonan, John Mitchel, Juan F. Borrelli, Karen Luebben, Kathleen Podrasky, Kayla Blakley, Liz Hasenberg, Matt Cano, Meagan Eaton, Nate Guido, Patt Curia, Rashmi Guttal, Rebecca E. Möller, Sean McFeely, Semu One Bear, Shannon Guggenheim, Steve Borkenhagen, Steve McHarris, Susan Rebagliati, T. Corona, Virginia Thomas, Willett Moss and Yu-Wen Huang.

President Rewkiewicz called the meeting to order at 8:20 a.m.

Rewkiewicz thanked 3Below for hosting the meeting and Ed Lambert, Bridge Bank for sponsoring the breakfast.

Rewkiewicz introduced 3Below / Guggenheim Entertainment Vice President Shannon Guggenheim who welcomed guests and thanked the City of San Jose for the generous grant towards renovating downtown's "social spot for stage, screen, music, comedy, family fun and events." Show schedule can be found at [3belowtheaters.com](http://3belowtheaters.com)

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

Rewkiewicz highlighted SJDA's process in identifying five Strategic Objectives for 2018-2020 as outlined in the March 9 Board meeting minutes (pages 3-5 in agenda packet); and the May 4 opening of Downtown Farmers' Market and May 18 San Pedro Squared grand opening as outlined in the April Events / Committee Report (pages 7-9 in agenda packet).

## President's report

### a) New Business Introductions

- Formula Nutrition offers a wide variety of vitamins and supplements (available wholesale and retail) for any individual with any goal.  
Location: 15th N. 2nd Street  
Owner: Chris Murphy
- Bishops Cuts/Color is a unisex, full-service hair salon offering a-la-carte style services at affordable prices in a fun environment. In April, bring any concert ticket or music festival ticket and you will get 20% off your services.  
Location: 1 S Market Street, Suite 30  
Store Manager: Megan Eaton (owner Ramraj Gottiparthy)

### b) BART tunnel decision

Official vote supporting BART's phase 2 subway to be designed as a single-bore tunnel (keeping the construction mostly below Santa Clara Street, and minimizing business disruption) came from VTA on April 5.

Rewkiewicz acknowledged BART single-bore tunnel decision "win" and credited VTA CEO Nuria Fernandez for pointing out alternative tunneling method.

The final federal funding portion of the project will be determined following BART's final vote on April 26.

### c) Santa Run Silicon Valley check presentation

Christmas in the Park and Downtown Ice are beneficiaries of "Santa Run Silicon Valley" proceeds as raised by the Silicon Valley Leadership Group Foundation (SVLGF).

Ashley Chesson and Heather Miranda of SVLGF presented SJDA with a check for \$32,500.

## Measure C: City sponsored Charter Amendment

Seaver provided an overview of the June 5 ballot measure adopted by the City Council in March entitled "An Act to Limit Urban Sprawl and the Fiscal and Environmental Effects of Specified Development in Outlying Areas." <http://www.sanjoseca.gov/DocumentCenter/View/75643>

Measure C is in response to Measure B entitled "Evergreen Senior Homes Initiative" which proposes overriding General Plan zoning from employment lands to housing at the ballot box in June.

Measure C applies to "Threatened Employment Lands" / Qualifying Parcels of five acres or greater in size that are partially or wholly located inside of the City of San José Urban Growth Boundary in the following five Planning Areas: Evergreen, Coyote, San Felipe, Almaden, and Calero.

Without Measure C, Measure B may set a precedent for developments or projects approved via voter initiative. As a city-wide issue, such measures indirectly impact the downtown.

Additional information can be found at [www.sanjoseca.gov/DocumentCenter/View/7564](http://www.sanjoseca.gov/DocumentCenter/View/7564)

## St. James Park Presentation

- Park overview – Matt Cano, San José Department of Parks, Recreation and Neighborhood Services (PRNS) Assistant Director, thanked SJDA for advocating for the St. James Park Revitalization and provided an overview of the plans for the seven-acre historic park.

The revitalization strategy is a multi-pronged approach incorporating:

- Community Engagement & Communications
- Park Activation
- Park Safety & Street Life Outreach
- Park Governance & Sustainable Funding
- Capital Vision, Operations & Maintenance

- New design – CMG Landscape Architecture, San Francisco

Willett Moss, CMG Founding Partner, presented the “Remember / Imagine” redesign plan that acknowledges and celebrates the history and future of the park which is celebrating its 150<sup>th</sup> anniversary in 2018.

The plan intends to allow for flexible use while incorporating both historic and contemporary design elements, such as: celebrating the “historic edge” with Victorian-style gardens; activating a “contemporary core” with lawn/meadow areas, an interactive fountain, playgrounds, plazas, picnic areas and dog parks; and integrating a “monument walk” linking current monuments and the future Levitt Pavilion. Design elements were considered and incorporated based on community outreach and survey responses.

CMG will continue to work on design elements, plan phases and cost estimates. PRNS and City Council decisions will determine the construction timeline (anticipated for construction to begin June 2019).

- Levitt Pavilion – Friends of Levitt Pavilion San Jose

Fil Maresca introduced Friends Of Levitt Pavilion San Jose as a 501(c)3 not-for-profit with the mission of Building Community Through Music and The Arts.

Levitt Foundation, est. in 1974, has a mission to permanently partner with city and local nonprofit to transform neglected outdoor spaces into welcoming family destinations. There are currently six Levitt Pavilions operating nationwide and 3 scheduled to open 2018–2020. San Jose would be the tenth.

A Levitt Pavilion in St. James Park would provide:

- 50 FREE family friendly concerts – GUARANTEED
- Average 1,000 – 2,000 people per show
- OPEN LAWN seating
- No fencing or walls, park remains open for all
- State of the art sound and lighting
- National level performers
- Local cultural performances
- Locally operated, with national support

Speakers responded to questions from the audience:

Q. What will happen to the current play structure?

A. Current play structure has served its intended design duration and may not be compliant with current safety codes. Donation of structure will be considered, otherwise it will be recycled.

Q. When will construction begin?

A. Projected construction start date is in approximately two years. Design finalization and securing of funding will proceed until then.

President Rewkiewicz adjourned the meeting at 9:20 a.m.