

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

May 11, 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, Buchholz, Burroughs, Corbett, De Bernardo, Fernandez, Horrigan, Jenkins, McClain, Marques, Naran, Nichols, Osuka, Randall, Silver, Truong, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Bentz, Gilbert, Ismail, Lambert, Matsushima, Neale, Ramirez, Rewkiewicz, Serpa and Summers.

Also present were SJDA staff: Peggy Bradley, Corinna Dixon, Scott Knies, Nate LeBlanc, Danielle Ratliff, Derrick Seaver, Chloe Verrey and Bree von Faith.

After an extended networking period, Past-President Vuckovich called the meeting to order at 8:45 a.m.

Vuckovich thanked Nichols for hosting the meeting and providing breakfast. Nichols announced that The Tabard Theatre Company is celebrating its 10th year of being the resident and managing theater company of Theatre on San Pedro Square and is officially transitioning to the name of The Tabard Theatre Company.

Minutes of the April 13 Board meetings were unanimously approved as distributed to Board members.

President's Report

a) Board composition

Vuckovich announced recent Board resignations from Stephanie Pence of Iron Construction and Michael Lerman of AC Hotels.

He introduced new board member Jarrod Jenkins of Facebook and downtown resident who was interviewed by the Executive Committee on May 31 and appointed to the Board of Directors.

b) BART

Vuckovich acknowledged the past two years of meetings between SJDA and San Jose leaders regarding BART. The single-bore decision is a huge victory for SJDA and downtown businesses. See May *Downtown Dimension* "It's Single Bore!" for further details.

FY 2018-19 Budget approval

Board Treasurer Naran acknowledged Bradley as a "rockstar" for her annual budget preparations and management of finances. Naran asked for volunteers to participate in the Finance Committee.

Naran reported both the Finance and Executive Committees have reviewed the FY 2018-19 budget (pages 11-12 in agenda packet) and recommended approval by the Board.

The proposed FY 2018-19 Budget is balanced at \$3,728,500.
The proposed Budget reflects Revenue Net of \$7,500 on cash basis
Additional \$100,000 from City-OED is expected to be confirmed in next
couple weeks. (Revenue 17-18/C8)
Proposed increase for Marketing & Advertising to \$280,000 with the
additional \$100K City-OED support to drive Strategic Initiative to brand
downtown. (Expenses/F42)
Realistic expectation set for 18-19 Ice Rink season with \$20,000
anticipated revenue increase due to extended season for NHL All-Star
game. (Revenue/F21)
Anticipate revenue increase for 18-19 MIP season revenue based on ticket
price increases. (Revenue/F18)
\$100,000 anticipated from Mayor's Budget Message to be applied toward
Ice Rink capital repairs. (Revenue/F9)

Jenkins asked about increase in Marketing budget. Von Faith replied the
additional \$100K in City ask to support branding initiative are
reflected in this line item.

On motion from Buchholz and second by Bartl the Board of Directors
unanimously approved the FY 2018-19 Budget as presented.

Board of Directors Strategic Planning 2018-2020

Von Faith presented SJDA Draft Strategic Plan 2018-2020 (pages 13-14
in agenda packet) which outlined five Initiatives with goals, outcome
indicators, tactics & timeline, and staff and board champions:

1. Downtown Plan and Vision / Westside / District Connections
2. BART / BIF
3. Safety
4. Downtown Branding & Identity
5. Minimize Impact of Homelessness

Von Faith led discussion of each of the five initiatives and suggestions
by members how to measure success.

On motion from Randall and second by De Bernardo the Board of Directors
unanimously approved the Strategic Plan 2018-2020 as presented.

Executive Director's report - MOMENT at San Pedro Squared

Knies presented on the conversion of 12 parking spaces in the City-
owned Market Street Garage and five on-street parking spaces into a
new retail incubation concept and public parklet.

Members were encouraged to attend the grand opening event on May 18 at
11 a.m. followed by a reception at Olla Cocina.

Vuckovich adjourned the meeting at 9:33 a.m.

A tour of the new MOMENT at San Pedro Squared facility was provided.