

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

June 8, 2018

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Uproar Brewing Company, 439 S. 1st Street, San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Buchholz, Burroughs, De Bernardo, Horrigan, Jenkins, Marques, Naran, Neale, Nichols, Rewkiewicz, Silver, Truong, Vuckovich and Wong.

The following directors were absent from the meeting: Bentz, Corbett, Fernandez, Gilbert, Ismail, Lambert, McClain, Matsushima, Osuka, Ramirez, Randall, Serpa and Summers.

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

Also present: Allyn McAuley, Ash Kalra, Ashley Shawlee, Betty Faultner, Bill Souders, Blage Zelalich, Bow Rodgers, Brian Grayson, Charlie Faas, Corinda Wong, Dan Pulcrano, Danny Harris, Darlene Tenes, David Gillam, DJ Edwards, Douglas Crockford, Ehsaneh Sadr, Elizabeth Wilson, Ellie Smith, Ellina Yin Estelle Kadis, Glenn Rock, Gordon Smith, Gregory Adler, Helen Ebert, Helen Hayashi, Henry Cord, Jaime Chavez, Jaye Bailey, Jim Ortbal, Joe Noonan, Johnny Khamis, Juan Borrelli, Laura Monczynski, Leanna Li, Linda Mullins, Lisa Hettler-Smith, Maria Bones, Marilyn Cahill, Mark Recine, Markus Pistauer, Mary Papazian, Max Schultz, Michael Pelletier, Nathan Pendelton, Neil Rieger, Nick Goddard, Patt Curia, Paul Dhillon Paulina Tsagaris, Pilar Furlong, Raul Peralez, Rebecca E. Möller, Roger Springall, Roseanna Lavia, Ryan Sebastian, Sal Alvarez, Sarah Adeel, Steve Vandewater, Ted McMahon, Teresa Alvarado and Teresa Gomez.

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

Rewkiewicz welcomed special guests in attendance including D3 City Council Member Raul Peralez, D10 City Council Member Johnny Khamis, Director of Transportation Jim Ortbal, Knight Foundation Program Director Danny Harris and SPUR San Jose Director Teresa Alvarado.

Rewkiewicz thanked Steve Vandewater of Uproar Brewing Company for hosting the meeting and Gumby Marques of Hero Martial Arts for sponsoring the breakfast.

President's report

a) New Business Introductions

- Skewers and Brew offers an impressive range of late-night, affordable BBQ Skewers including a handful of vegetarian options to be paired with locally crafted beer from the East Bay.
Location: 65 S. First Street
Owner: Mark Recine
- Meteora, formerly 2nd Story Bakeshop, provides quality baked good, breakfast items, coffee, and baking classes.
Location: 138 E. Santa Clara Street
Owner: Paulina Tsagaris

Minutes of the May 11 Board meetings were unanimously approved as distributed to Board members.

b) SJDA Summer Events

Director Marketing & Events Von Faith presented highlights of "Downtown for the Summer"

- Music In The Park. After-work concerts, 5-9 p.m. in Plaza de Cesar Chavez.
- Downtown Farmers' Market. Every Friday through November 16.
- MOMENT at San Pedro Squared opened May 18.
- Starlight Cinemas. Free outdoor movies in St. James Park on 3rd Saturdays.
- Dine Downtown Restaurant Week. July 13 - 22.
- City Dance "Dance Now Think Later." Open dancing and lessons, live music and beer garden in Plaza de Cesar Chavez Thursday nights Aug. 16 - Oct. 4.

Please visit the Committees Calendar at www.sjdowntown.com/sjda

Dr. Mary Papazian, San Jose State University President

Papazian introduced CFO Charlie Foss, VP for Organizational Development Jaye Bailey, and Associate VP of Alumni Engagement and Annual Giving Brian Bates and acknowledged SJDA's Street Life Manager Jason Su as an SJSU Alumni and excellent role model.

As the 30th president of San Jose State University, Dr. Papazian is firmly committed to student success; open, transparent and inclusive leadership; fostering a culture of curiosity and discovery; and building enduring campus and community partnerships.

To exemplify, Papazian reviewed:

- SJSU as a vibrant part of downtown and the "heart of where we are."
- SJSU as the largest land owner (~160 acres) and largest employer (over 5,000 faculty and staff) downtown.
- SJSU's commitment to build leadership to sustainably address issues.
- SJSU's student body of over 35,000 of which ~4,200 are housed on-campus with an increasing number living off, but near, campus. Goal to build another ~2,000 units for students on-campus.
- SJSU's mission to create opportunities for students, exemplified thru: its standing as the only public university serving Silicon Valley; an increasing number of first-generation college attendees; its regional and national rankings; high performance and honor roll statistics; an ongoing engagement with employers to design programs and develop skills of students.
- SJSU's educational alignment with the needs of San Jose thru public partnerships (such as Hammer Theater management) and relationship with Mayor Liccardo.
- SJSU's recent expansion of its South Campus golf facility, tennis courts, soccer and softball fields and future plans for its volleyball, baseball, track & field facilities, and football stadium. Also, a new 8-story Science and Innovation Complex at 4th/San Carlos Street is planned to break ground next year.

Papazian responded to questions from the audience:

Downtown businesses are always looking for ways to market to the campus population. Are there any key opportunities you see for businesses reaching students and staff?

A: SJSU is looking to hire a new Director of Student Affairs to work with SJDA to develop strategies to engage students and staff with downtown businesses and develop a marketing campaign, app and other tools.

Do you have plans to increase SJSU facilities in the downtown – for instance, a Spartan bookstore outlet on the ground floor of the Hammer Theater?

A: SJSU encourages such ideas and hopes to expand into the downtown.

How can downtown neighbors and businesses learn about what is going on on campus?

A: SJSU is working on a joint communications strategy with the City of San Jose to develop an on-line events calendar.

How will SJSU continue to develop on- and off-campus housing?

A: SJSU is mindful of the high costs of developing housing and will continue to look at strategies and partnerships in order to afford and build future housing.

Ash Kalra, California State Assemblyman, 27th District

Elected in November 2016 to represent the 27th Assembly District which encompasses downtown San Jose, East San Jose, Evergreen and parts of South San Jose, Kalra reviewed the following issues:

- BART – Joined the City of San Jose and VTA in urging BART to consider single-bore tunneling in downtown. Working with the Mayor to apply for Federal funding for construction.
- Transportation – Supports a public transportation bill to allocate \$5 million towards regional funding.
- Arts – Working with the Governor to budget \$21 million towards funding the arts.
- Affordable Housing – Last year's Assembly Bill budgeted \$500 million towards housing and services for homeless. This year's intentions are to negotiate \$1.5 billion.
- Assembly Bill 2843: *Mental Health Services Fund* – Supports bill to release funds not utilized by one county to other counties.
- Assembly Bill 1971: *Mental health services: involuntary detention: gravely disabled* – Supports bill to allow emergency personnel to evaluate for conservatorship.
- Homelessness – Goal to bring resources to the local level to address the issue of homelessness.

Kalra expects that the next California Governor will support some level of statewide return to redevelopment and build upon investments to spur urban growth and development.

President Rewkiewicz adjourned the meeting at 9:30 a.m.