

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

September 14, 2018

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Poor House Bistro's Studio, 87 S. Autumn Street, San Jose, CA.

The following directors were present at the meeting: Bartl, Buchholz, Burroughs, Corbett, De Bernardo, Fernandez, Gilbert, Jenkins, McClain, Marques, Matsushima, Naran, Nichols, Rewkiewicz, Summers, Truong, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Bentz, Lambert, Neale, Osuka, Ramirez, Randall, Serpa and Silver.

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

Also present: Adam Mayberry, Alex Ghanavati, Alison Murray, Anjee Helstrup-Alvarez, Ann Webb, Antonea Colon, Betty Yee, Blage Zelalich, Brent Pearse, Brian Stanke, Bruce Labadie, Casey McBrian, Chu Chang, Corinne Okada Takara, Dan Hudson, Dana Grover, Dang Mady, Daniel Glaessl, David Allen, DJ Edwards, Donna Butcher, Doug Moody, Elisabeth Handler, Ella Smith, Emily Christensen, Ernst Calais, Gayle Frank, Gordon Smith, Jake Lake, Jay Meduri, Jeff Arrillaga, Jeff Sobrato, Jessica Zenk, Jim Hughes, Jim Ortbal, Joanne Price, Joe Noonan, John DiNapoli, John Mitchell, John Poch, Juan Carlos Araujo, Kathleen, Podrasky, Kelly Kline, Ken Toyama, Kristen Pfund, Larry Kuechler, Larry Stone, Laura Monczynski, Lisa Laymon, Liz Hasenberg, Lucas Ramirez, Maria Aji, Marilee Jennings, Mary Cahill, Max Schultz, Mike Gutierrez, Pete Larko, Rachel Flynn, Ramona Snyder, Rich Truempner, Rosalynn Hughey, Sal Alvarez, Sean McFeely, Sonja Lukin-Beck, Tammy Turnipseed, Valarie Klopping, Vic Fanie, Wisa Uemura and Yusuf Clack.

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

Rewkiewicz thanked Poor House Bistro for hosting the meeting and Katia McClain of Steinberg Hart for sponsoring the breakfast.

Rewkiewicz welcomed special guests in attendance including County Assessor of Santa Clara County Larry Stone, City of San Jose Director of Transportation Jim Ortbal, Executive Director of San Jose Sports Authority John Poch, and Executive Director of the Children's Discovery Museum Marilee Jennings.

Minutes of the August 10 Board meetings were unanimously approved as distributed to Board members.

Rewkiewicz acknowledged the efforts of the SJDA staff towards making the past Music in the Park season a success and reminded members that the Downtown Farmers' Market remains open Fridays through November 16.

President's Report

a) New Business Introductions

- Pageboy Salon is a warm and inviting, high-end boutique salon.
Location: 30 Post Street
Owners: Jasmine Lazzarino, Blair Carson
- Spread Deli & Bottles offers delicious sandwiches made from the highest quality ingredients paired with craft beers & local wines.
Location: 110 Paseo De San Antonio
Owners: Jordan Trigg, Charlie Mann

b) SJDA Annual Membership Meeting

Members were invited to attend the Annual Meeting on Oct. 12, 8 a.m. at the SJ First United Methodist Church, 24 N. 5th Street.

Diridon Station Area (DSA) planning efforts by City

Presented by Deputy City Manager Kim Walesh

- Diridon Station Area and New Transit Services
 - Expansion of downtown westward into DSA's 240 acres
 - Expect transit station passenger increase 9-10 fold
 - City Council has adopted the 2014-19 Good Neighbor Visioning Committee recommendations for DSA plan to:
 - ✓ Establish Diridon Area as a major destination
 - ✓ Foster a lively public realm that supports walking and bicycling
 - ✓ Create a new intermodal station of architectural significance
 - ✓ Encourage high-density land uses that support high transit ridership
 - ✓ Use art to create a strong sense of place
 - ✓ Reflect Silicon Valley's spirit of Innovation and San Jose's rich history through distinctive architecture and civic spaces
- Potential Google Development
 - Google, as the anchor developer, is working with the City and Committees to develop a cohesive plan
 - The City has negotiated SARA and City owned property sales to Google
 - Phase I: Concept Development and Land Sale (2018)
 - Phase II: Project Approval (2019-2020+)
- Community Engagement Process
 - 38 member Station Area Advisory Group (SAAG) meets monthly.
 - Community Forums, Open Houses, Walking Tours, Pop-up Workshops
- Opportunities and Challenges
 - Overcome our Jobs Deficit, and Become a More Balanced City
 - Create a new Kind of Urban Tech Workplace, Integrated into City Life
 - Address Displacement, and Create Opportunity for Local People and Business
 - Create and Improve Public Spaces To Connect People, Neighborhoods, and Nature
 - Collaborate to Co-Create Our Future

Members were encouraged to "Stay Tuned"

Next SAAG Meeting: Sept. 27, 6 p.m.

Next Pop-Up Booth: Sept. 23 at Viva Calle

Next Community Meeting: Sept. 25, 6 p.m. at Mexican Heritage Plaza

FAQ's/Online Feedback Forum: www.diridonsj.org

Questions/Comments: lori.severino@sanjoseca.gov, kim.walesh@sanjoseca.gov

2019 College Football Playoff (CFP) National Championship
Presented by Patricia Ernstrom, Executive Director CFP Host Committee

CFP is the highest rated event on cable TV and ESPN will cover
Championship Weekend 24/7.

Approximately 150,000 Bay Area residents and visitors from across the
country are expected to participate in a four-day, San Jose based,
celebration.

Friday-Sunday, January 4-6:

- The opening of Playoff Fan Central at the San Jose Convention Center. This interactive event will feature youth clinics, appearances by sport's legends, pep rallies, marching band performances and hands-on experiences for all ages.
- Discovery Meadow will be home to one of the largest annual traveling music festivals
- Plaza Park will become The Quad (ESPN broadcasting live). Beer garden, games and food.

Saturday, January 5

- Media Day at the SAP Center. This free event will provide fans the unique opportunity to watch and listen as members of the national media conduct interviews with coaches and student-athletes from the two participating teams.

Saturday-Sunday, January 5-6:

- The Extra Yard for Teachers Summit at the San Jose Convention Center

Sunday, January 6

- In the morning, the Extra Yard 5K, which will wind its way through the streets of downtown San Jose.
- In the evening, the Taste of the Championship, featuring some of the top chefs from across the Bay Area and the nation, will serve up a foodie's delight at The Tech.
- Media day party at the SPS Market.

Monday, January 7 - Game Day at Levi's Stadium

- Championship Tailgate will be staged from 10 a.m.-4 p.m. adjacent to the stadium.

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