

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

November 9, 2018

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The Continental, San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Buchholz, Burroughs, Corbett, De Bernardo, Gilbert, Jenkins, McClain, Marques, Matsushima, Naran, Neale, Nichols, Ramirez, Rewkiewicz, Serpa, Silver, Truong, Vuckovich and Wong, and Board-elect members Calais, Pulcrano and Nguyen.

The following directors were absent from the meeting: Bentz, Fernandez, Lambert, Osuka, Randall, Summers.

Also present were SJDA staff: Amy Anderson, Jonathan Borca, Corinna Dixon, Rick Jensen, Scott Knies, Danielle Ratliff, Derrick Seaver and Chloe Verrey.

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

Minutes of the September 14 and October 12 Board meetings were unanimously approved as distributed to Board members.

Rewkiewicz thanked Ramirez for hosting the meeting and providing breakfast.

President's report

a) Welcome Board-elect members

Rewkiewicz welcomed three of the six 2019 Board-elect members in attendance: Ernst Calais, Dan Pulcrano and Don Nguyen.

b) Year-in-Review Meeting – Dec. 14

The Friday, Dec. 14 Year-in-Review Membership Meeting at Hammer Theatre will feature Knies' annual slide show, Golden Nail Awards presentation and farewell to term-limited board members (Marques, Naran, Vuckovich) and PBID board members (Chuck Hammers and Bill Ryan). Co-sponsored by Hammer Theatre Center and SJSU Alumni Association. Members were encouraged to invite guests.

c) Downtown Ice / College Football Championship Suite

Rewkiewicz reminded members that Downtown Ice will open to the public on Nov. 16 with Opening Ceremony and VIP Reception featuring Kristi Yamaguchi on Nov. 20 at 5:30 p.m. Members are encouraged to attend.

Rewkiewicz announced that Christmas in the Park will be closing early this season (on Dec. 25) in order to transition Plaza de Cesar Chavez Park into the "Championship Campus' Quad area" (Jan. 4 thru Jan. 6). Downtown Ice will be branded as "Championship Ice" (Jan. 4 thru Jan. 7) and will remain open two weeks longer (thru Jan. 27) for the NHL All-Star game.

Borca advised that as part of SJDA's Downtown Ice sponsorship with the College Football Championship Bay Area Host Committee, a luxury suite at the Levi's Stadium game on January 7, 2019 is available for sale by SJDA. Amenities include: Private VIP only entrance to Levi's Stadium; 20 guests; 5 Premium Parking Passes; Fully inclusive food and beverage; In-suite Catering Credit (\$1,500 credit); and Concierge Services.

Total investment is valued at \$70,000 with retail value at \$100,000. This suite can be sold by SJDA, but cannot be marketed publicly. Sale of \$50,000 minimum is needed to meet sponsorship goal.

Members discussed strategy of sale timing: sell suite now or wait until late December after the two playing teams are announced.

Board members were asked to pitch this opportunity to their contacts.

A pdf of the suite information was distributed to members via email.

New Business

a) 2019 Executive Committee

Rewkiewicz reported that the following three Exec. Members are terming off and served on the nominating committee: Marques, Naran and Vuckovich.

Vuckovich presented the 2019 Executive Committee slate (page 17 in packet) as proposed by the Nominating Committee and approved by the Executive Committee on Nov. 1.

| | |
|------------------------------|--------------------|
| President | Michael Rewkiewicz |
| Vice President of Operations | Katia McClain |
| Vice President of Marketing | Sam Ramirez |
| Treasurer | Doug Bartl |
| Secretary | Nick Nichols |
| Members | |
| | David Buchholz |
| | Brian Corbett |
| | Chris Neale* |
| | Jeanne Serpa |
| | Elizabeth Truong* |
| | Stan Vuckovich** |
| | Geri Wong |

*Recommended two members appointed by President
**ex-officio as immediate past president

On motion from Bates, and second by Serpa, the Board unanimously approved the 2019 Executive Committee slate as proposed.

Rewkiewicz thanked the Board and Executive Committee for their service and is pleased to continue to serve as President.

b) Naming the Downtown BART Station

Seaver reported that VTA is engaging with the Downtown Community Working Group to name four future BART Phase II stations:

- Alum Rock / 28th Street in Little Portugal
- Downtown core between 1st St and Market St.
- Downtown Diridon station area
- Santa Clara

The Executive Committee has acknowledged that the naming of both downtown stations is important to branding, should involve community outreach and be tied to wayfinding and directional indicators and seeks the Board's input on the matter.

VTA has proposed "1st Street/SJSU" for the downtown core station. As the station would be located blocks from SJSU, members didn't agree with this proposal. Pulcrano proposed "DTSJ/SJSU"; Jarrod hopes naming will reflect the business core of San Jose; Burrows proposed differentiating between downtown "Center" and "West;" Wong would like naming to convey information to those travelers unfamiliar with downtown; Knies said the main station entrance is at Market Street, not First Street.

Members were encouraged to reflect and provide additional input to Knies or Seaver. The Marketing Committee was suggested as SJDA entity to lead discussion regarding the naming / branding of the Downtown BART Stations.

c) BART Business Interruption Fund update

Seaver reported that now that a BART construction method has been determined, SJDA is advocating for a Business Interruption Fund.

Councilmember Peralez and Supervisor Chavez, both members of the VTA Capital Program Committee (CPC), are presenting a memo on the hiring of a business interruption fund (BIF) consultant at the November 30 meeting. The Chair of our Advocacy Committee, along with a committee member and staff, plan to attend the meeting to advocate on its behalf. This represents an important step that, along with the single-bore tunneling decision of earlier this year, demonstrates the great success that SJDA has achieved on its two signature goals around BART Phase II that were laid out earlier this year.

d) Nov. 6 Election Results

The Advocacy Committee had approved SJDA positions on the following California and San Jose Ballot Propositions.

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|--------------------|-------------------------|------|
| CA Prop 6 | SJDA Position – OPPOSE | WIN |
| CA Prop 10 | SJDA Position – OPPOSE | WIN |
| San Jose Measure T | SJDA Position – SUPPORT | WIN |
| San Jose Measure V | SJDA Position – SUPPORT | LOSS |

Rewkiewicz adjourned the meeting at 9:15 a.m.