

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

January 11, 2019

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Oracle, 488 Almaden Blvd., San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Buchholz, Burroughs, Calais, Cirone, Corbett, De Bernardo, Gilbert, Lambert, Matsushima, Nichols, Perez, Pulcrano, Randall, Rewkiewicz, Serpa, Silver and Tabatabaie.

The following directors were absent from the meeting: Fernandez, Jenkins, McClain, Neale, Osuka, Ramirez, Summers, Truong, Vuckovich and Wong.

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

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

Rewkiewicz thanked Bartl for hosting the meeting and providing breakfast.

Minutes of the November 9 (pgs. 3-5) and December 14 (pgs. 7-9) Board meetings were unanimously approved as distributed to Board members.

Rewkiewicz reviewed the Committee Report (pgs. 11 – 13 of the packet), encouraged members to engage on a committee and be involved in the downtown community, and reminded members that Downtown Ice is open thru Jan. 27.

President's report

a) SJDA Strategic Plan 2018-2020

Rewkiewicz reviewed the Strategic Plan 2018-2020 as updated for 2019.

1. Downtown Plan and Vision / Westside / District Connections

Goal: To create a Downtown Vision with a focus on strengthening districts and connectivity within Downtown.

2. BART / BIF

Goal: To support BART coming to Downtown San Jose and to advocate on behalf of our membership for least impactful construction process.

3. Safety

Goal: To have people feel safe when they are downtown.

4. Downtown Branding & Identity

Goal: To improve the perception of Downtown San Jose and create an authentic brand identity.

5. Minimize Impact of Homelessness

Goal: Use advocacy, education and partnerships to minimize the impact of homelessness for Downtown business and property owners, residents and visitors.

(Detailed plan provided on pgs. 15-16 of the packet)

b) Board Buddy Program

Rewkiewicz reviewed that the Board Buddy Program is designed to enhance the experience and encourage participation of Board members.

"Buddies," new or newer Board members that could benefit from this opportunity, are strategically paired with experienced Executive Committee member "Bigs."

(Program overview and roster provided on pgs. 17-18 of the packet)

c) Board annual signature forms

Rewkiewicz encouraged all Board members to review, sign and return the following documents (as distributed):

- Board Member Requirements
- Board Financial Commitment
- Board of Directors Conflict of Interest Policy and Disclosure

New Business

a) SJDA organizational overview

Von Faith led the members in an ice-breaker activity and members briefly introduced themselves.

Knies introduced SJDA's new Accounting Manager Cheuk Law (replacing Director of Finance and Accounting Peggy Bradley) who started on Jan. 2 and has been training under Bradley who was retained on transition contract.

Knies introduced SJDA's new Director of Policy & Operations Michelle Azevedo (replacing Derrick Seaver) who will start on Jan. 22.

Knies shared a 15 min. 1989 SJDA promotional video recounting downtown development and the formation of the Downtown Association.

Director of Marcom and Events von Faith, PBID Operations Manager Verrey, Street Life Manager Su, Business Development Manager Le Blanc and Executive Director Knies presented "The Fundamentals of SJDA:"

- Strategic Plan (pgs. 15-16 of the packet)
- Revenue Sources and BID Membership
- DCDC
- Property Owner's Association (PBID): Service Boundaries, Groundwerx, Street-Life, Small Business Support, Advocacy.
- What We Do: Marketing and Communications, Promotions and Events, SJ Downtown Foundation.
- What You Do: Get Involved, Engage other Members, Encourage new Members, Shape the Future, Join a Committee, Spread the Word.
- Time & Treasure: BID Fees, Membership, Give-Get

Executive Director's Report

a) Downtown Ice status report

Von Faith advised that smoke and rain days have impacted attendance at Downtown Ice. Since opening on Nov. 16, admissions revenue is down ~\$125,000 compared to last year.

Christmas in the Park closed early (Dec. 25) to make room for College Football Championship (CFP) activation at Cesar Chavez Park.

Attendance at the rink declined by an estimated 18 percent the week between Christmas and New Years.

A Social Media campaign launched on Instagram, Twitter and Facebook was aimed at building #DTSJ brand image during the College Football Playoff (CFP).

CFP rebranded Downtown Ice as "Championship Ice." Rebranding will also occur for NHL All Star Game being played at SAP Center on Jan. 26. Ice will remain open until Jan. 27.

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