

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

October 12, 2018

The Annual meeting of the Board of Directors of the San Jose Downtown Association Business Improvement District (BID) and the Property Based Improvement District (PBID), non-profit California organizations, was held at the San Jose First United Methodist Church, 24 N. Fifth Street in downtown San Jose.

The following directors were present at the meeting: Corbett, De Bernardo, Gilbert, McClain, Marques, Matsushima, Naran, Neale, Nichols, Ramirez, Rewkiewicz, Serpa, Summers, Truong, Vuckovich and Wong.

The following directors were absent from the meeting: Bartl, Bates, Bentz, Buchholz, Burroughs, Fernandez, Jenkins, Lambert, Osuka, Randall and Silver.

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

Also present: Adam Mayberry, Adolfo Gomez, Alison Murray, Angel Rios, Angelica de la Barra, Anjee Helstop Alvarez, Ann Webb , Anthony Barnes, Artur Urbanski, Barbara Grover, Betty Yee, Bill Souders, Blage Zeliach, Blair Carson, Bob Martins, Brian Corbett, Brian E. Murphy, Brian Grayson, Carl Schmidt, Charlie Faas, Chris Enders, Chris Freise, Chris Neale, Chrissie Davis,, Christina Ruiz, Chuck Hammers, Chuck Reed, Cindy Ahola, Cyrus Jahanian, Dan McGowan, Dan Pulcrano, Dana Domingo, Dana Grover, Daniel Glaessl, Daniela Jimenez-Torres, David Dearborn, David Lera, David Neale, Denis Trofimov, Di Meng, Dominic Boitano, Don Imwalle, Eilbert Mirzapour, Ellie Smith, Ellina Yin, Eric Hon, Erik Schoennauer, Erin Salazar, Garrett Herbert, Garrett Perez, Gary Miller, Gene Campbell, Geoffrey Morgan, George Avalos, Gordon Johnson, Gretchen Baisa, Guy Zehavi, Hanh, X. Nguyen, Helen Hayashi, Henry Cord, Jasmine Lazzarino, Jeff Current, Jeremy Foy, Jim Salata, Joe Noonan, John Ristow, John Tortorra, Jonathan Rico , Juan Gallards, Kathleen Powell , Kathryn Funk, Kathryn Schmidt, Ken Binder, Ken Toyama, Kevin Franzman, Khaing Sabe, Kristina Brock, Kyle Hudson, Laurie Smith, Leah Toeniskoetter, Leslie Fisk, Lisa Hettler-Smith, Liz Cirone, Louis Macedo, Luci Gabel, Maddi Fleming, MarcoAntonio Flores, Mark Slitcher, Matt Cano, Maureen Dannel, Megan Stallworth, Melanie Harrell, Michelle Tan, Mike Pelletier, Nathan Pendleton, Nicholas Adams, Nicole Inamine, Nicolle Burnham, Raul Peralaz, Richard Keit, Rick Scott, Rick Sung, ,Rob Lindo, Roger Springall, Ryan Sebastian , Sal Alvarez, Samantha Dally, Sandra Torres , Sarah Mancuso, Sean Cottle, Semu One Bear, Shelby Burnett , Sherry Carroll, Sonja Lukin-Beck , Steve Cox, Tamiko Rast, Tatiana Coria, Teri Nguyen and Tiffany Bird.

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

Rewkiewicz thanked the San Jose First United Methodist Church for hosting the meeting, Elizabeth Truong, Lee's Sandwich Corp. for providing the breakfast, and Starbucks for providing the coffee.

Rewkiewicz welcomed special guests in attendance including past mayor Chuck Reed, Sheriff Laurie Smith, Public Works Director Matt Cano, Deputy City Manager Angel Rios and Councilman Raul Peralez.

Rewkiewicz reviewed the meaning of acronyms BID (Business Improvement District) and PBID (Property-Based Improvement District) as businesses and properties within the downtown boundaries contributing property and business tax assessments.

State of the Downtown

SJDA Executive Director Scott Knies delivered the State of the Downtown address entitled "The Momentum Moment: Downtown San Jose's West Side Story," which focused on the Google opportunity and westside of downtown.

The speech is posted at sjdowntown.com.

PBID Report

Rewkiewicz introduced PBID President Chuck Hammers and thanked him for 11 years of service on the PBID Board. Hammers will be terming off the board end of year.

Chuck Hammers, Pizza My Heart owner and PBID Board of Directors President, reviewed the Property Based Improvement District's (PBID) mission to support initiatives to improve the downtown environment.

Hammers can see how PBID is actively "making downtown better" and highlighted the PBID programs, including: new retail space MOMENT at San Pedro Squared; mural projects; a fully staffed (12 SJPD officers) SEU program; new Groundwerx support equipment such as the bicycle mounted power sprayer, bicycle informational kiosk, and coming soon, the All-Terrain Litter Vacuum (ATLV).

Hammers outlined how the PBID's revenue at \$3.62 million reflected income of 75% from Property owner assessments, 10% from the City of San Jose and 15% from other contracts & misc. Expenses at \$3.65 million reflected a 36% focus upon Clean Teams; 34% on Street Life; 14% on Ambassador Teams; 10% on Management and administration; 4% on Business development, and; 2% on SEU police. PBID financial statements are included on pages 7-8 in the agenda packet.

Hammers announced that the PBID Board of Directors consists of 11 members and each year elects/re-elects 3 members. Incumbent Doug Bartl and new nominees Sarah Mancuso and Dan Phan were elected to 3-year terms. The complete PBID ballot was provided on page 9 in the agenda packet.

The following Committee Reports were presented in two-minute increments:

Downtown Foundation – Jeanne Serpa
St. James Park – Julie Matsushima
DCDC – Rob Lindo
Historic District – Erin Salazar
Food & Entertainment – Sam Ramirez
SoFA – Anjee Helstrup-Alvarez
Advocacy – Geri Wong
Commercial Properties – Sarah Mancuso
Downtown Design – Steve Cox
Downtown Parking Board – Henry Cord
San Pedro Square – Nick Nichols
Marketing – Bree von Faith

Financial and BID Report

Sarju Naran, of Hoge, Fenton, Jones & Appel, Inc. and SJDA Board Treasurer, presented the FY 17-18 BID and SJDA financial statements.

Naran outlined how the Association's revenue at \$3.8 million reflected income of 18% from BID, 12% from the City of San Jose and 70% from SJDA events, marketing and promotions. Expenses at \$3.59 million reflected an 82% focus upon events, marketing, promotions and beautification and 18% upon management and administration.

Naran commended the SJDA staff and Director of Finance & Administration Peggy Bradley for making all the numbers work, and members of the BID for leveraging the SJDA programs.

Naran encouraged members to join or attend the monthly Finance Committee meetings.

The financial reports were available on pages 11-12 in the agenda packet and statements are posted on www.sjdowntown.com.

Election of Board Members

Rewkiewicz announced that a quorum requirement of the BID membership eligible votes was achieved, electing 11 members to the 2019 BID Board of Directors. The complete SJDA ballot was provided on pages 13-14 of agenda packet).

Rewkiewicz welcomed the following 6 new board members: Ernst Calais, Adobe; Liz Cirone, Hopkins & Carley; Don Nguyen, Fremont Bank; Garrett Perez, Pinnacle Peak Advisors LLC; Dan Pulcrano, Metro Newspapers; Neda Tabatabaie, San Jose Sharks.

Incumbent members re-elected include: Brian Bates, SJ Statue University; Gino De Bernardo, Comerica, Inc.; Dalton "Chima" Osuka, downtown resident and small business owner; Sam Ramirez, The Continental Bar Lounge & Patio; Geri Wong, Newmark Cornish & Carey.

Rewkiewicz adjourned the meeting at 9:25 a.m.