

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

December 14, 2018

The Year End meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The Hammer Theatre Center, 101 Paseo De San Antonio, San Jose, CA.

The following directors were present at the meeting: Bartl, Buchholz, Burroughs, Corbett, Jenkins, Lambert, McClain, Marques, Matsushima, Naran, Ramirez, Rewkiewicz, Summers, Truong, Vuckovich and Board-elect members Cirone, Pulcrano and Perez.

The following directors were absent from the meeting: Bates, Bentz, De Bernardo, Fernandez, Gilbert, Neale, Nichols, Osuka, Randall, Serpa, Silver and Wong.

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

Among the audience: Abdie Ahmed, Abi Tamraz, Adam Mayberry, Allison Fessenger, Ann Webb, Arian Colleen, Artur Urbanski, Autumn Young, Bill Harrington, Bill Ryan, Bill Souders, Blage Zelalich, Bob Schmelzer, Bob Staedler, Brandi Calderon, Brendan Hayes, Brendan Rawson, Brian Corbett, Brian Grayson, Bruce MacKenzie, Caanan, Carl Salas, Carmen Meacham, Chris Burrill, Chris Eldemir, Chris Enders, Chris Freise, Chris Hall, Chrissie Davis, Chu Chang, Chuck Hammer, Chuck Reed, Cindy Ahola, Corinne Okada Takara, Dan McGowan, Dan Phan, Dana Grover, Daniel Glaessl, Daniela Jimenez-Torres, David Allen, David Bini, David Bruner, David Dearborn, David Lera, David Sykes, David Tran, Deanna Bolin, Dennis Kearney, Dennis Skaggs, Don Imwalle, Doug Moody, Ed Lambert, Ellie Smith, Emilio Lopez, Emilio Todescato, Eric Heckman, Eric Weider, Erik Schoenhauer, Estella Kadis, Fil Maresca, Fred Sharkey, Gary Dillabough, Geoffrey Morgan, Gordon Johnson, Gordon Smith, Grace Car Lee, Greg Forrest, Gretchen Baisa, Harvard Sung, Helen Hayashi, Holly Shen, Hung Tu, Jake Heindel, Janet Braden, Janet Verin, Javier Quezada, Jeff Arilliga, Jerad Ferguson, Jessica Zenk, Jill Gibson, Jim Ortbal, Jim Reed, Jody Meacham, Joe Noonan, John Ciulla, John DiNapoli, John Mitchel, John Poch, John Ristow, Joshua Moss, Juan Borelli, Kathleen Podasky, Kelly Kline, Kelly Snider, Kent Mather, Khaing Sabe, Kim Mesa, Kim Walesh, Kyle Hudson, Laura Monczynski, Leslie Fisk, Lisa Hettler-Smith, Lola Torney, Marie Millares, Marissa Han, Mark Haney, Mark Silver, Mary Hammers, Matt Cano, Matt Mahood, Max Schultz, Melanie Samay, Melissa Cerezo, Meris Ota, Michael Ogilvie, Michelle Huttonhoff, Mike Armstrong, Mike Messenger, Mike Pelleter, Nanci Williams, Nathan Pendleton, Nicole Inamine, Noemi Wyss, Norman Koepernik, Patricia Curia, Patricia Ernstrom, Phong-Mai Blasich, Ramona Snyder, Randy Musterer, Raul Peralez, Rebecca Baer, Rebecca Moller, Renee Mclaughlin, Rich Braugh, Rich Truempler, Richard Berg, Robert Manford, Ron Golem, Rosalynn Hughey, Roseanna Lavia, Ru Paster, Sal Alvarez, Sal Pizarro, Sara Westing, Sayre Batton, Scott Giddens, Semu One Bear, Shawn Oles, Sherry Carroll, Sonja Lukin-Beck, Sophia Lai, Steve Cox, Teresa Alvarado, Tim Silva, Tammy Turnipseed, Tiffani Tu, Tom Edsell, Tony Lavia, Tricia Lee McNabb, Wolfram Schneider, Xuan HA and Zulma Maciel.

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

Rewkiewicz thanked Orange Barrel Media for demonstrating the Ike Smart City interactive digital downtown San Jose wayfinding kiosk.

Rewkiewicz thanked The Hammer Theatre Center for hosting the meeting site and SJSU Alumni Association for sponsoring the continental breakfast provided by SJSU Spartan Catering.

Amongst the audience, Rewkiewicz acknowledged: City Manager David Sykes, Director of Planning Rosalynn Hughey, Director of Economic Development Kim Walesh, Deputy City Manager Jim Ortbal, Director of Public Works Matt Cano, former mayor Chuck Reed, Director of San Jose SPUR Teresa Alvarado and President of SVO Matt Mahood.

President's Report

- Santa Run Silicon Valley
Rewkiewicz announced that the 7th Annual Santa Run Silicon Valley will be held on Sunday, December 16.
- 2018 Officers and Executive Committee
Rewkiewicz thanked SJDA's current Board members for their service and recruitment of new members. The 2019 list of Officers and Executive Committee members was provided on page 2 of the agenda packet.

Year in Review 2018

Knies delivered the Year in Review presentation for 2018.
(the presentation is posted at <http://sjdowntown.com/sjda/>)

Golden Nail Awards presentation

Steve Cox, chair of the Downtown Design Committee, reflected that although an unprecedented number of development proposals were in the entitlement process this year, no major projects actually opened. The committee turned their attention to a small but exciting project with unique and interesting architecture that opened in May, MOMENT at San Pedro Squared.

San Pedro Squared is a very unique project that required a lot of communication between this year's honorees, along with SJDA Street Life Manager Jason Su and the operators, San Jose Made. Danny Harris and The Knight Foundation provided key funding, and TiCO Construction built-out the space.

The City of San Jose's Department of Transportation were integral to the process, allowing this unique concept in their parking garage, showing a commitment to activating San Pedro Street and giving entrepreneurs an opportunity in the market place. **Arian Collen**, accepted the Golden Nail Award on behalf of the Department of Transportation.

Gensler's San Jose office supplied the initial concept designs, dreaming up a distinctive and bright initial concept. Their pro-bono work helped spark the imagination of everyone involved, and proved to be the jumping-off point that helped bring the design into reality. SJDA Board member **Brian Corbett** and **Emilio Todescato** accepted on behalf of Gensler

Eaton Hall Architecture took Gensler's vision and supplied the final drawings that were the backbone of the beautiful final design. **Chris Hall's** commitment to the project was invaluable to the staff as they navigated the complexities of installing these shops in the public garage.

Acknowledgement of term-limited SJDA Board member

Rewkiewicz announced that three veteran Board members had reached their term limit of six years and were recognized and presented with commemorative clocks.

Sarju Naran, Hoge Fenton Jones & Appel

Naran reflected upon the present-day "position" of downtown with an increase of construction cranes, new high-rises, scooters as alternative transportation, and pending arrival of Google and BART and acknowledged the challenges that lay ahead to be dealt with seriously and responsibly. Naran looks forward to continuous engagement with SJDA.

Gumby Marques, Hero Matial Arts

As a small business owner in the SoFA district, Marques focused his time on the Board as a champion for small businesses. In this critical time to shape the future of downtown, Marques reminded members that they "can't afford not to get involved" to effect change.

Stan Vuckovich, KBM-Hogue

Vuckovich expressed his appreciation to and urged public officials to continue to give SJDA their time and to work together to make San Jose a better place to live, work and play.

Acknowledgement of term-limited PBID Board member

PBID Board member **Chuck Hammers** recognized **Bill Ryan**, of SWENSON, as one of the founding, visionary members of the PBID 11 years ago.

Ryan acknowledged Knies' presentation schedule, and as this is his "fourth time terming off" the various boards, Ryan will return to serve on yet another board. Ryan was presented with a crystal award and custom dog bowl planter.

Deputy City Manager and PBID board member **Jim Ortbal** recognized Chuck Hammers as one of the founding members of the PBID 11 years ago. Hammers leadership in getting property owners to tax themselves and gaining trust with public and private sector partners during the Great Recession and RDA cut-backs was instrumental in launching the PBID initiative.

Hammers' pizza restaurant empire expanded during his 11 years as the PBID's one and only President ... a correlation to his belief that if the communities where he has businesses located thrive, his business thrives, too. Hammers' expectation that Groudwerx was going to aim for "Disneyland quality" cleanliness downtown set the bar high for PBID services.

On behalf of all the PBID Board of Directors and members, Ortbal thanked Hammers for his leadership and presented Hammers with a crystal award and custom dog bowl planter.

Ortbal invited San Jose City Councilmember **Raul Peralez** of downtown District 3 to the stage. Peralez acknowledged the importance of recognizing all of the great individuals that have served on the PBID board and that Hammers' leadership and influence as Board President helped establish the downtown San Jose PBID as one of the top clean, safe and beautiful programs in the country. Hammers' pizza patterned shoes will be very big ones to fill.

On behalf of the Mayor and himself, Peralez presented Hammers with a Commendation from the City of San Jose. Hammers thanked Peralez for his service and support to downtown.

Chuck Hammers recounted the start of his pizza business downtown in 1985. Although there were more vacancies than businesses, Hammers could see the promise for growth.

The formation of the SJ Downtown Association with Dan Pulcrano of Metro News got him involved. The City Redevelopment Agency contributed half a million dollars in 1987 and Knies was hired as Executive Director. "The Great Taste" food/music event, featuring the Doobie Brothers, re-introduces the public to downtown in 1988 and launched other events coordinated by SJDA.

After 11 years serving on the PBID Board Hammers appreciates that "whatever impacts your life, you should give back to" and that there are still very exciting opportunities for downtown.

Hammers adjourned the meeting at 9:43 a.m.