

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

February 8, 2019

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at San Jose Improv, 62 S. 2nd Street, San Jose, CA.

The following directors were present at the meeting: Bartl, Buchholz, Burroughs, Cirone, Corbett, De Bernardo, Gilbert, Jenkins, McClain, Matsushima, Nichols, Perez, Pulcrano, Rewkiewicz, Serpa, Silver, Summers, Truong, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Calais, Fernandez, Lambert, Neale, Osuka, Ramirez, Randall and Tabatabaie.

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

Also present: Anjee Helstup Alvarez, Ann Webb, Artur M Urbanski, Ashley Pourroy, Autumn Young, Benjamin Rada, Blage Zelalich, Bob Martins, Brian Adams, Brian Clampitt, Brian Grayson, Carl Schmidt, Charlie Faas, Chris Arkley, Chris Enders, Christy Marby, Chu Chang, Daniel Glaessl, David Heindel, David Tran, DJ Edwards, Dominic Boitano, Doug Moody, Ellina Yin, Ellie Smith, Emily DeRuy, Erik Hayden, Erik Schoennauer, Erin Salazar, Estelle Kadis, Frank Ponciano, Gabriel Rios, Gene Campbell, Geoffrey Morgan, Jeff Arrillaga, Jim Ortbball, Joe Noonan, Joe Salvato, John Mitchell, John Razumich, Judy Ross, Kathy Finley, Kelly Kline, Larry Kuechler, Lisa Laymon, Mark Haney, Marina Bojovic, Marty Fatooh, Matt Mahan, Melina Iglesias, Mike Hubert, Nathan Donato-Weinstein, Nathan Pendelton, Nicholas E. Adams, Nick Goddard, Nikita Sinha, Patricia Curia, Paul Ring, Peter Torres, Phuong-Mai "Mai" Blasich, Ramona Snyder, Rebecca E. Möller, Rob Silva, Roland Lebrun, Ru Paster, Sal Pizarro, Sandy Torres, Sean Cottle, Semu One Bear, Sonja Lukin-Beck, Stephen McClain, Steve Borkenhagen, Tom Wohlmüt, Tony & Roseanna Lavia, Valerie Klopping, Will Schmidt and Xuan Ha.

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

Rewkiewicz thanked the San Jose Improv for hosting the meeting site and Urban Catalyst for sponsoring the continental breakfast provided by Zanotto's Catering.

Rewkiewicz introduce Sonja Lukin-Beck, Event Sales Manager, San Jose Improv who provided a brief background of the Improv's amenities and availability.

Business Introductions

Dave Heindel described HOTWORX as an innovative fitness studio for accomplishing workouts in less time at this new infrared sauna. HOTWORX is located at 54 W. Santa Clara Street.

SJDA Strategic Plan overview

President Rewkiewicz reviewed SJDA's Strategic Goals 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 Brand
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.

Downtown Airspace and Development Capacity presentation

Judy Ross, Assistant Aviation Director, City of San Jose outlined the Downtown Airspace and Development Capacity Study.

Ross described the study's goals to evaluate impacts that a change in height limits would have on airline and aircraft operations with safety as the top priority while providing data on the economic advantages of allowing taller buildings and the potential economic penalties of airlines off-loading freight or passengers.

The Project Steering Committee comprised diverse community, city and consultant representatives and studied multiple scenarios.

The recommendation is no OEI protection, FAA/TERPS only. The committee felt this option had the right balance of allowing building heights to increase while maintaining the key markets for SJC.

Ross encouraged members to attend the City Council meeting on Feb. 26.

San Jose Opportunity Zones

Nathan Donato-Weinstein, Sr. Executive Analyst, San Jose Office of Economic Development presented "Investing in Community" outlining San Jose Opportunity Zones.

The Eleven Opportunity Zones (OZ) identified in San Jose offer an opportunity to bring investment into communities through tax incentives for reinvesting capital gains in low-income areas.

Goals: Grow housing and jobs; Drive transit infrastructure; Diversify geography, land use and business base; Achieve 'spirit of the statute'

Josh Burroughs, Sr. VP of Development, Urban Catalyst presented on transforming opportunity into impact by investing capital gains into an Opportunity Fund dedicated specifically to downtown.

Incentives include:

- Deferral of capital gains
- Reduction of capital gains
- No taxes on Opportunity Fund profit

Opportunities to invest in new housing, offices, retail and restaurants will increase density and diversity, improve quality of life, and result in a thriving downtown.

Executive Director's Report

Downtown Ice recap

Director of Marcom & Events Bree Von Faith provided a summary of the 2018-19 Downtown Ice Season.

Von Faith thanks the SJ Sports Authority, Sharks, CFP, NHL, sponsors, seasonal staff, and SJDA and Groundwerx team members for their support.

President Rewkiewicz adjourned the meeting at 9:20 a.m.

Note: Minutes of the January 11 Board meetings were deferred to March 8 for approval.