

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

May 10, 2019

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Enoteca La Storia Downtown, 320 W. St. John Street, San Jose, CA.

The following directors were present at the meeting: Bartl, Calais, Cirone, Gilbert, Matsushima, Nichols, Perez, Pulcrano, Randall, Rewkiewicz, Serpa, Silver, Summers, Truong, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Buchholz, Burroughs, Corbett, De Bernardo, Jenkins, Lambert, McClain, Neale, Osuka, Ramirez and Tabatabaie.

Also present were SJDA staff: Michelle Azevedo, Julie Carlson, Corinna Dixon, Dori Gao, Caitlin Hartley, Nate LeBlanc, Jason Su, Chloe Verrey and Bree von Faith, as well as special guests County Supervisor Cindy Chavez and Chief of Staff Scott Strickland.

President Rewkiewicz called the meeting to order at 8:12 a.m.

Rewkiewicz thanked Enoteca for hosting the meeting. Perez of Pinnacle Peak Advisors sponsored the breakfast.

Rewkiewicz introduced Caitlin Hartley as SJDA's new Events and Promotions Manager. Hartley joined the team on April 23.

Minutes of the March 8 (pgs. 3-6) and April 12 (pgs. 7-9) Board meetings were unanimously approved as distributed to Board members.

Rewkiewicz commended the SDJA staff for stepping-up during Knies' sabbatical.

New Business

FY 2019-20 Budget approval

Bartl thanked the Finance Committee for their support and presented the FY 2019-20 budget (pgs. 15-16) as reviewed by the Finance and Executive Committees and balanced at \$3,818,500.

Von Faith noted that the City DOT increased funding under Parking & Transportation from \$70K (line 10/E) to \$170K for FY 19-20 (line 10/F) and a "New Event" has been identified and budgeted (line 52/E) for \$80K.

Overall Revenue Net of Expenses for FY 19-20 is zero (line 59/F).

On motion from Vuckovich and seconded by Serpa the Exec. Committee unanimously approved the FY 2019-20 Budget as presented.

Downtown Branding

Von Faith presented on SJDA's 2018-2020 Strategic Initiative to "improve the perception of Downtown San Jose and create an authentic brand identity."

The refreshed Marketing Committee conducted research on two questions: Who are our competitors and what are the key differentiators for Downtown San Jose.

Native Digital has conducted questionnaire based surveys to identify key descriptor words to inform creation of authentic, identity-now collection of brands to power a positive narrative and pride for downtown San Jose.

Von Faith presented Native Digital's draft logos for each District and received open feed-back from members.

Von Faith announced the following new events for 2019:

- Downtown Week powered by Yelp: Sept. 8-15
 - Highlighting authentic Downtown San Jose
- Brewed & Bites: Sept. 14
 - Craft Brews, Small Bites, Local Music

Von Faith announced the schedule / line-up for Music in the Park 2019:

- June 21 - The Delfonics
- July 19 - Ozomatli
- Aug. 1 - Cuco
- Aug. 23 - J Boog

Potential Changes to Light Rail Services in Downtown San Jose

County Supervisor Cindy Chavez shared with the members her desire to "look at the big picture" of Light Rail (LR) and receive input on the question of "Does the route still work?"

The following items were presented and discussed:

- With the Diridon Station future opportunity, might one consider aligning LR closer to 87?
- How might current LR service speed be increased? And might that increase ridership?
- Could transit malls and rails along First and Second Streets be removed?
- Might one preserve/maintain the right of way for eventual future new technology?
- Might LR serve downtown as a destination by connecting to, but not thru, downtown?
- How will downtown as a further job center create more ridership?
- How might one continue to serve supportive housing concentration's dependency upon LR?
- Is a direct connection with the airport possible? (funding for studies to access airport access is available under Measure A)
- Might improving the character of LR increase ridership? (e.g. Holly Trolley)
- Might establishing a pedestrian area downtown with free transit around the business district connecting to VTA transit options be feasible? (e.g. "City Circle Tram" Melbourne, AU)

Supervisor Chavez advised that VTA is working with the Mayor to review the overall technical aspects of the current system and also consider options to increase transit speeds. An analysis of rerouting major routes to align with Diridon Station may provide opportunity to add connections or extensions. Chavez encouraged SJDA to engage on this issue, particularly on ideas regarding public transportation in downtown and areas for further study.

California Legislative updates

Verrey provided background information about the California Downtown Association (CDA) as representing 40+ member downtown associations, cities, chambers of commerce, business districts, supportive vendors and consultants with a primary purpose to exchange information pertinent to business districts and to formulate solutions to mutually shared problems.

As a CDA Board member, Verrey presented CDA's positions on the following Legislations:

Supports SB 23 – Unlawful Entry of a Vehicle

Makes forcibly entering a car with the intent to commit a theft a crime.

Supports SB 50 – More Homes Act

Allows for increased density in neighborhoods within ½ mile of a transit or jobs rich area.

Opposes SB 516 – Authority to Remove Vehicles

Eliminates the ability for cities to: 1) "immobilize," or place a boot on a vehicle, for motorists who have five or more unpaid parking tickets, 2) remove vehicles with expired registration that are operating illegally; and 3) remove vehicles in violation of parking time restrictions.

Opposes SB 518 – California Public Records Act update

Would increase the cost to public agencies during California Public Records Act disputes by eliminating the Section 998 settlement officers within CPRA.

Opposes SB 1184 – Public Records Requests

Would require public agencies to maintain all transmitted emails for 2 years, including emails like out of office replies, auto-replies, etc. Currently, non-public record emails like these are subject to the public agency's adopted retention policies. Would increase cost of data storage for many public agencies.

Watching 36 proposed bills, ranging from homeless programs and temporary housing, extension of bar hours, streamlining multi-family development approvals processes and transportation funding.

Rewkiewicz encouraged members to please advise if there are any specific topics they would like to discuss at future Board meetings.

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