

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

June 14, 2019

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The San Jose Fire Museum, 201 N. Market Street, San Jose, CA.

The following directors were present at the meeting: Bates, Buchholz, Burroughs, Cirone, Corbett, Gilbert, Jenkins, Perez, Randall, Rewkiewicz, Silver, Summers, Tabatabaie and Wong.

The following directors were absent from the meeting: Bartl, Calais, De Bernardo, Lambert, McClain, Matsushima, Neale, Nichols, Osuka, Pulcrano, Ramirez, Serpa, Truong and Vuckovich

Also present were SJDA staff: Michelle Azevedo, Corinna Dixon, Dori Gao, Caitlin Hartley, Rick Jensen, Nate LeBlanc, Chloe Verrey and Bree von Faith.

Also present: Alex Powell, Ana Calero, Andre Luthard, Ann Webb, Artur M Urbanski, Ben Henderson, Bill Shouders, Blage Zelalich, Bob Martins, Brendan Hayes, Brendan Rawson, Brian Adams, Christina Ruiz, Courtney Rico-Tinajero, Dan McGowan, Daniel Glaessl, Douglas Crockford, Ellie Smith, Eric Weider, Eric Eidlin, Eric Heckman, Eric Hon, Estelle Kadis, George Avalos, Gordon Johnson, Gretchen Baisa, Holly Shen, Jeff Arrillaga, Jerad Ferguson, Jessica Zenk, John Burroughs, John Cordes, John Mitchell, Johnny Khamis, Kelly Kline, Kelsi Auday, Kim Welsh, Lloyd Alaban, Louie Ruvane, Lucas Ramirez, Maria Lamas, Mark Haney, Mark Ritchie, Miguel Gonzalez, Nanci Klein, Nathan Pendelton, Nicholas E. Adams, Norman Koepernik, Patricia Curia, PH Smith, Rich Braugh, Sandra Amaral, Sean Cottle, Sean Yamagiwa, Semu One Bear and Tara Grady.

President Rewkiewicz called the meeting to order at 8:25 a.m. Rewkiewicz thanked Dennis Randall of Insight Realty for sponsoring the continental breakfast and The San Jose Fire Museum for hosting the meeting.

Rewkiewicz introduced retired Assistant Chief and Fire Museum President John McMillan, and retired Deputy Chief and Fire Museum Vice President Jim Carter. McMillan welcomed guests and provided a brief background about the history of the San Jose Fire Department, Museum collection and plans for future exhibitions and remodel of Old Fire Station One. The Museum will open to the public in August.

#### SJDA Summer Events

Director Marketing & Events Von Faith presented highlights of "Downtown for the Summer"

- Downtown Farmers' Market. Every Friday through November 1.
- Music In The Park. After-work concerts, on June 21, July 19, Aug. 1, Aug. 23, 5-9 p.m. in Plaza de Cesar Chavez.
- Starlight Cinemas. Family friendly, free outdoor movies on Saturdays in St. James Park.
- Dine Downtown Restaurant Week. July 19-28. Experience prix fixe menus; chef specials; food & drink pairings.
- City Dance. Open dancing and lessons, live music and beer garden in Plaza de Cesar Chavez Thursday nights Aug. 15 - Oct. 3.
- Brews & Bites. Sept. 14 at Circle of Palms.

Please visit the Committees Calendar at [www.sjdowntown.com/sjda](http://www.sjdowntown.com/sjda)

Rewkiewicz welcomed special guests in attendance: Deputy City Manager Jim Ortbal; Deputy City Manager Kim Walesh; Downtown City Manager Blage Zelalich; and D10 Councilmember Johnny Khamis

**Sam Liccardo, San Jose Mayor**

Mayor Liccardo presented his priorities for downtown San Jose.

Changing Skyscape

- Housing on the way: The James; Sparq; Graduate; MIRO Towers; Bay View Development; and Modera.
- Co-living new housing concepts to increase density: Starcity.
- Changing Skyscape – more than seven million sq. ft. of Office & Hotel development in the pipe-line: Adobe Towers; 200 Park Avenue; City View Plaza; Platform 16; Museum Place; Almaden Plaza; Oh... and... Google.

Re-shifting Silicon Valley's Center of Gravity to the South: Cohesity; WeWork; ThreatMetrix, Deloitte; Oracle; Okta; Zoom; Adobe; and PwC.

Downtown's Growing Out, Too ... potentially expanding boundaries South along 1<sup>st</sup> Street and West toward Diridon Area.

Bold, Architecture will soon replace SJ Convention Center South Hall.

New Solutions for Homelessness: Destination Home public-private partnership pilot program; 80 Tiny Homes at two community locations; employment opportunity pilot program with Downtown Streets Team and Goodwill.

Reimagining Our Parks: Guadalupe and St. James

Street Life enhancement and beautification opportunities

**Jim Ortbal, San Jose Deputy City Manager**

Ortbal provided an overview of the Diridon Station design project as an opportunity to bring world class transportation into the heart of the city.

Partnership between CA High-Speed Rail Authority (HSR), CalTrain, City of San Jose and VTA to co-create an integrated project (i.e., tracks, station, development) at Diridon Station.

Philosophy for the Future Station: The vision is to deliver a world-class transportation hub that provides seamless customer experience for movement between transit modes within the station and into the surrounding neighborhoods and Downtown.

Currently seeking public feedback on Phase I of the Diridon planning process. Next steps:

- Outreach on Possible Layouts Spring/Summer 2019
- Draft Preferred Layout Late Summer 2019
- Direction from Partner Agency Boards Fall 2019

Phase I of planning consists of:

Big Moves

- Vertical Platform Position: At Grade / Elevated
- Station Location: San Fernando St. / Santa Clara St./ Stover St.
- North Alignment: Existing N. Corridor / New N. Corridor
- South Alignment: Existing S. Corridor / I-280 & Existing / New S. Corridor

The Kit of Parts

- Pedestrian & bikes
- Light rail
- VTA bus
- BART
- Airport Connector
- Intercity Buses
- Company shuttles
- Parking
- Taxis, TNC, automated vehicles, pick up & drop off

The four partners will utilize Mixing & Matching process to select and integrate elements for the first stage of planning of Diridon Station.

Evaluation Criteria will consider operational requirements; multi-modal integration; access; urban integration; development potential; community effects; environmental effects.

Next Steps: Outreach to gather feedback on layout options which will result in a preferred layout by late Summer / early Fall.

#### New Business Introductions

Rewkiewicz introduced Community Manager Courtney Rico-Tinajero of **CommonGrounds**. Located at 18 S. Second St., just south of Santa Clara Street, CommonGrounds provides flexible work space solutions for companies of all sizes. Their scalable, modern layout offers spacious, furnished private offices and co-working spaces, as well as video-ready meeting rooms. CommonGrounds' vibrant environment cultivates collaborating, learning and socializing.

President Rewkiewicz reminded guests to visit the Downtown Farmers' Market on San Pedro Street today (open 10 a.m. - 2 p.m.) and adjourned the meeting at 9:38 a.m.

Note: Approval of the minutes of the May 10 Board meeting were deferred.