

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

October 11, 2019

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: Bartl, Buchholz, Burroughs, Cirone, Corbett, De Bernardo, Jenkins, McClain, Matsushima, Nichols, Randall, Rewkiewicz, Silver, Summers, Truong, Vuckovich and Wong.

The following directors were absent from the meeting: Bates, Calais, Gilbert, Neale, Osuka, Perez, Pulcrano, Ramirez, Serpa, Lambert and Tabatabaie.

The following PBID directors were present at the meeting: Bartl, Mancuso, McGowan, Ortbal, Phan and Zelalich.

The following PBID directors were absent from the meeting: Freise, Kline, Lambert, Messinger and Schneider.

Also present were SJDA staff: Julie Carlson, Corinna Dixon, Dori Gao, Caitlin Hartley, Rick Jensen, Scott Knies, Nate LeBlanc, Marie Millares, Danielle Ratliff, Chloe Shipp, Bree von Faith, Tierney Yates and Dennis Yu.

Also present: Abdi Ahmed, Adam Mayberry, Alex Shoor, Amy Anderson, Amy Ross, Asbury Lockett, Ashley Pourroy, Autumn Young, Bhavesh Parikh, Bob Staedler, Brandi Calderch, Brendan Hayes, Brian Adams, Caleb Carter, Carl Salas, Catherine Walker, Charlie Faas, Christina Ruiz, Chuck Hammers, Connie Martinez, Dan McGowan, Daniel Glaessl, Dante Jordan, David Heindel, David Neale, David Tran, Derek Czarkowski, Derrick Seaver, Dev Davis, Donna Butcher, Downtown Gary, Ed Bautista, Eddie Garcia, Ellie Smith, Eric Heckman, Eric Hon, Erik Schoennauer, Estelle Kadis, Evin Wieser, Fil Maresca, Frank Nguyen, Gary Shara, Gene Campbell, Geoff Morgan, George Avalos, Gordon Johnson, Grace Hase, Gretchen Baisa, Gumby Marques, Henry Cord, Huy Quach, Jack McGovern, Jason Su, Janikke Klein, Jaye Bailey, Jaymer Delapena, Jenn Wadsworth, Jessie Miniz-Roth, Jill Gibson, Jim Reed, Jim Salata, Joe Miller, Joe Noonan, John Bracco, John Cordes, Johnny Khamis, Jose Ruano, Joshua Moss, Kathryn Exon Smith, Katie Lauer, Katy Martin, Keith Blaine, Kelly Kline, Kirsten Grado, Kurt Anderson, Kyle Martinez, Kylie Smith, Lan Diep, Lily Delgado, Lisa Hettler-Smith, Marcy Kamerath, Marie Mai, Martha Black, Martin Zargari, Matt Mahan, Melissa Cerezo, Michelle Huttenhoff, Mick Greco, Mona Onstead, Monse Barrita, Nadia Lopez, Nicolle Burnham, Norman Koepernik, Pieter Smith, Rami Haddad, Ramona Snyder, Ramraj Gottiparthi, Ramsey Nijmeh, Rebekah Ross, Ricardo Benavidez, Rich Truempfer, Rick Holden, Rick Scott, Rob Deck, Rob Lindo, Robert Manford, Ron Golem, Ryan Melchiano, Ryan Sebastian, Sal Pizarro, Sarah Mancuso, Sarju Naran, Scott Kellogg, Scott Strickland, Sean Cottle, Sean McFeely, Semu OneBear, Sherry Carrol, Staci Lares, Steve Borkenhagen, Tara Grady, Tim Gill, Tim Rood, Todd Trekell, Valerie Merklin, Walter Lin and Xuan Ha.

President Rewkiewicz called the meeting to order at 8:26 a.m.

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

Rewkiewicz welcomed special guests in attendance including D6 Councilmember Dev Davis, D10 Councilmember Johnny Khamis, D4 Councilmember Lan Diep, D10 Council Candidate Matt Mahan and SVCcreates CEO Connie Martinez.

State of the Downtown

SJDA Executive Director Scott Knies delivered the State of the Downtown address entitled "The fight to save San Jose's municipal soul". The speech is posted at sjdowntown.com.

PBID Report

Rewkiewicz announced that the SJDA and PBID Board of Directors met jointly for the first time in September, reviewed the missions of BID (Business Improvement District) and PBID (Property-Based Improvement District) as businesses and properties within the downtown boundaries contributing property and business tax assessments and acknowledged Chuck Hammers for his numerous years of service as the PBID Board Past-President.

Rewkiewicz introduced current PBID President Doug Bartl.

Bartl, Facilities Director of Oracle and PBID Board of Directors President, reviewed the PBID mission to support initiatives to improve the downtown environment. Bartl highlighted PBID programs, including: Groundwerx and the Downtown Streets Team; ATLV (all terrain litter vacuum); SJPD SEU (Secondary Employment Unit); MOMENT on San Pedro St.; beautification; and business development. Members were encouraged to download the new Groundwerx App for iPhones or Android to report situations or clean-up needs.

Bartl outlined how the PBID's revenue at \$3.44 million reflected income of 80% from Property owner assessments, 11% from the City of San Jose and 9% from other contracts and misc. Expenses at \$3.21 million reflected a 43% focus upon Clean Teams; 20% on Street Life; 16% on Ambassador Teams; 10% on Management and administration; 4% on Business development, and; 7% on SEU police. PBID financial statements were included on page 5 in the agenda packet.

Bartl announced that the PBID Board of Directors consists of 11 members and each year elects/re-elects 3 members. Incumbents Chris Freise and Wolfram Schneider and new nominee Nathan Guido were elected to 3-year terms. The complete PBID ballot was provided on page 7 in the agenda packet.

Members were encouraged to join or attend the monthly Finance Committee meetings.

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

Downtown Foundation – Ramona Snyder

DCDC – Rob Lindo

Historic District – Ryan Summers

Food & Entertainment – Nate LeBlanc

SoFA – Gumby Marques
Advocacy – Dave Buchholz
Homelessness – Liz Cirone
Commercial Properties – Sarah Mancuso
Downtown Design – Brian Corbett
Downtown Parking Board – Henry Cord
San Pedro Square – Ryan Sebastian
Marketing – Julie Carlson

Financial and BID Report

Rewkiewicz stated that leadership and financial stability is crucial to the success of an organization such as SJDA and that during the Executive Director's 4-month sabbatical in 2019, the organization continued to successfully move forward.

Rewkiewicz commended the SJDA staff and Accounting Manager Dori Gao for the financial oversight, and members of the BID for leveraging the SJDA programs.

Rewkiewicz presented the FY 18-19 BID and SJDA financial statements.

Rewkiewicz said the year ended in a slight negative on the accrued basis and slight positive on cash basis. He outlined how the Association's FY 18-19 revenue at \$3.62 million reflected income of 20% from BID, 16% from the City of San Jose and 64% from SJDA events, marketing and promotions. Expenses at \$3.64 million reflected an 81% focus upon events, marketing, promotions and beautification and 19% upon management and administration. Actual BID expenses for FY 18-19 (\$719K) were less than budgeted (\$760K). The BID budget for FY 2019-20 will only increase \$10K (\$770K).

The financial reports were available on pages 9-10 in the agenda packet and statements are posted on www.sjdownatown.com.

Election of Board Members

Rewkiewicz announced that a quorum requirement of the BID membership eligible votes was achieved, electing 11 members to the 2020 BID Board of Directors. The complete SJDA ballot was provided on page 11 of agenda packet).

Rewkiewicz welcomed the following 6 new board members: Yusuf Clack, ClackFit; James Cummins, Hoge Fenton; Nick Goddard, Colliers International; Matt Lituchy, Jay Paul Company; Matthew Mahood, The Silicon Valley Organization; Frank Nguyen, Academic Coffee.

Incumbent members re-elected include: Doug Bartl, Oracle; Joshua Burroughs, Urban Catalyst; Brian Corbett, Gensler; Jarrod Jenkins, Facebook; Ryan Summers, Good Karma Artisan Ales & Café.

Rewkiewicz adjourned the meeting at 9:35 a.m.