

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

January 10, 2020

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Oracle, 488 Almaden Blvd., San Jose, CA.

The following directors were present at the meeting: Burroughs, Calais, Cirone, Clack, Corbett, De Bernardo, Goddard, Jenkins, Lituchy, McClain, Mahood, Matsushima, Neale, Nguyen, Nichols, Perez, Pulcrano, Rewkiewicz, Serpa, Summers, Truong, Vuckovich and Advocacy Committee Chair David Buchholz.

The following directors were absent from the meeting: Bates, Bartl, Gilbert, Lambert, o'Rourke, Osuka, Ramirez, Randall, Tabatabaie and Wong.

Also present were SJDA staff: Michelle Azevedo, Corinna Dixon, Dori Gao, Caitlin Hartley, Rick Jensen, Scott Knies, Nate LeBlanc, Chloe Shipp, Bree von Faith, Jessica Vuong and Tierney Yates.

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

McClain thanked Bartl and Oracle for hosting the meeting and providing breakfast.

Minutes of the November 8 and December 13 Board meetings were unanimously approved as distributed to Board members.

President's report

a) Welcome and Introductions

McClain introduced herself as the incoming Board President and each Board and staff member introduced themselves in turn.

b) Board Buddy Program

McClain explained the Board Buddy Program is designed to enhance the experience and encourage participation of Board members. "Buddies," new or newer Board members, are strategically paired with experienced Executive Committee members. All members are encouraged to engage in at least one of the several Committees.

c) Board annual signature forms

McClain encouraged all Board members to review, sign and return the following documents (as distributed):

- Board Member Requirements
- Board Financial Commitment
- Board of Directors Conflict of Interest Policy and Disclosure

New Business

a) Member Survey – Perception Shifts Year Over Year: 2019

Von Faith reviewed the results of 2019 downtown member survey which reflects difference between SJDA member and public perceptions and directly influences SJDA Strategic Plan objectives.

b) SJDA Strategic Plan Check-in

SJDA staff presented the Strategic Plan 2018-2020 as updated for 2020.

1. Downtown Plan and Vision / Westside / District Connections

Presented by Director of Policy and Operations Michelle Azevedo.

Goal: To create a Downtown Vision with a focus on strengthening districts and connectivity within Downtown.

2. BART / BIF

Presented by Business Development Manager Nate Le Blanc.

Goal: To support BART coming to Downtown San Jose and to advocate on behalf of our membership for least impactful construction process.

3. Safety

Presented by PBID Operations Manager Chloe Shipp.

Goal: To have people feel safe when they are downtown.

4. Minimize Impact of Homelessness

Presented by PBID Operations Manager Chloe Shipp.

Goal: Use advocacy, education and partnerships to minimize the impact of homelessness for Downtown business and property owners, residents and visitors.

5. Downtown Branding & Identity

Presented by Managing Director Bree von Faith.

Goal: To improve the perception of Downtown San Jose and create an authentic brand identity.

c) Group Discussions

Members broke into small groups to discuss specific topics:

1. What we can accomplish or impact in the next six months?

2. What should continue to be part of the strategic plan?

3. What is missing or should be changed given the current landscape?

Executive Director's Report

a) Downtown Ice status report

Von Faith reviewed Downtown Ice which opened on Nov. 15 and will close on Jan. 12. Ice is the largest of SJDA's events. Over 1,000 students attended Ice under the Schools on Skates program and Kristi Yamaguchi's literacy event presented LeapFrog tablets to each child. Queens on Ice and Tots on Ice events drew different audiences.

Von Faith thanked the SJDA staff for supporting the endeavor and looks forward to next year's 25<sup>th</sup> Anniversary Season.

President McClain adjourned the meeting at 9:32 a.m. Happy New Year!