

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

February 20, 2020

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The Tabard Theatre, 29 N. San Pedro St., San Jose, CA.

The following directors were present at the meeting: Bates, Cirone, Clack, Corbett, Gilbert, Jenkins, Lambert, McClain, Matsushima, Nguyen, Serpa, Truong and Wong.

The following directors were absent from the meeting: Bartl, Burroughs, Calais, De Bernardo, Goddard, Lituchy, Mahood, Neale, Nichols, O'Rourke, Osuka, Perez, Pulcrano, Ramirez, Randall, Rewkiewicz, Summers, Tabatabaie and Vuckovich.

Also present were SJDA staff: Michelle Azevedo, Julie Carlson, Corinna Dixon, Dori Gao, Rick Jensen, Scott Kries, Nate LeBlanc, Chloe Shipp, Bree von Faith, Jessica Vuong and Dennis Yu.

Also present: Amanda Rawson, Andrew Becerra, Artur Urbanski, Blage Zelalich, Brendan Rawson, Brian Adams, Bridget Brown, Carl Schmidt, Chris Burrill, Chris Kendrix, Christina Ruiz, Collin Bruce, David Allen, David Tran, Douglas Crockford, Frank Farshidi, Gary, Geoff Morgan, Gordon Johnson, Javier Gonzalez, Jeffrey Buchanan, Jessica Neideffer, Jim Ortbal, Joe Noonan, John Burroughs, John Cordes, John Poch, Kelly Kline, Ken Toyama, Lisa Hettler-Smith, Lynne Stephenson, Marie Mai, Mathew Reed, Matthew Niksa, Michael Hecht, Mick Greco, Nathan Pendleton, Patt Curia, Paul Latter, Ramsey Nijmeh, Raul Peralez, Robert Manford, Ron Golem, Rosalynn Hughey, Ryan Sebastian, Sam Dougherty, Sam Lee, Scott Colson, Semu One Bear, Shawn Jones, Tim Woloshyn, Timothy Rood and Zachary Waldren.

President McClain called the meeting to order at 8:25 a.m. and welcomed special guests Rosalynn Hughey, Director of the Department of Planning, Building and Code Enforcement (PBCE) and Deputy City Manager Jim Ortbal.

McClain thanked Production Manager and incoming Executive Artistic Director of The Tabard Theatre Company Jonathan Williams for hosting the meeting and Jeanne Serpa, Republic Services for sponsoring the breakfast.

Williams welcomed guests and encouraged them to help change the perception of Tabard as the "best kept secret" of downtown.

**President's report**

McClain expressed appreciation for the opportunity, provided by the role of SJDA President, to meet with City officials and Councilmembers and work towards the common goal to make downtown a vibrant place to live, work and play and is looking forward to updating members throughout the year.

**Downtown Vision presentation**

SJDA Director of Policy and Operations Michelle Azevedo and Business Development Manager Nate LeBlanc presented "Vision and Policy Goals:

Downtown San Jose" as compiled by Gensler and a diverse group of "downtown experts" and stakeholders.

The vision document is at <https://sjdowntown.com/vision/>.

Members were encouraged to join in Advocacy Committee discussions regarding the next steps to making this vision a reality.

Councilmember Raul Peralez in conversation with SJDA Executive Director Scott Knies.

- 1) Beginning your sixth year now as councilmember, is there one accomplishment you would like to highlight – besides getting married and having a son while in office?

Collaborative efforts of the City and County on the construction and opening of the first two Permanent Supportive Housing developments (Villas on the Park; 2<sup>nd</sup> Street Studios) in D3.

- 2) You have served on VTA Board and were a champion in getting BART Phase II in a single bore subway beneath Santa Clara Street. What is the biggest hurdle you now see in bringing BART to downtown?

Funding for BART. Single bore will be more expensive and requires multiple entrances/exits and high-speed elevators to reach depth of eight-stories.

- 3) The number one constituent issue in both our offices is homelessness. What policies do you think should be put in place to address this issue and what role does Downtown San Jose play?

There is a need for better collaboration and cooperation to address permanent housing and alternative permanent (not short-term) solutions to the homelessness crisis.

- 4) Another issue our members would like to talk about is development, particularly in Downtown San Jose. While it seems that there is some movement on this front, there are still few cranes in the sky, especially compared to other large cities in the U.S. Why is this? What can be done?

Development downtown faces unique challenges such as adherence to California Environmental Quality Act (CEQA); costs; workforce shortages; One Engine Inoperative (OEI) building height limitations.

- 5) Can you tell us why you voted against renewing the downtown high-rise incentives in September?

Although not against the incentive itself, supportive of new policy that provides incentive with the stipulation that something is provided in return. (Ex. worker training to stimulate a pipeline of jobs for those in need)

- 6) Thinking about two large issues for San Jose – the proposed Google Downtown West project and housing – what do you think the Google effect will be on housing?

Negotiation parameter regarding development of 3,000-5,000 housing units are in place with Google so as to not exasperate current housing crisis.

How can we ensure the downtown has room for everyone – students, service workers, artists – anyone who wants to live and work here?

By incentivizing developers to incorporate affordable housing into their initial designs could result in community diversity within developments and making downtown a place where everyone can afford to live.

- 7) D3 has many active community organizations and neighborhood groups. We hear a lot about public/private partnerships and doing more with less. How does collaborating with an organization like SJDA help the city?

There is a greater ability to make things happen through partnerships between different organizations. The City depends on community members to provide feed-back, host events, and assist in providing momentum to what is already being done.

- 8) We've been talking about vision this morning. What is your vision for Downtown San Jose and what are you doing to make this a reality?

Envision downtown as a place where everyone can afford to live; a community of income level diversity; a job hub for the south bay; a vibrant safe fun place; and a return to being the "safest big city."

- 9) Lightning round

Your go-to place in district for breakfast?

Tostadas on E. Santa Clara @ 7<sup>th</sup> St.

4<sup>th</sup> Street Bowl

San Jose Giants or San Francisco Giants? San Jose Giants

Best concert you've seen downtown?

Ozomatli at Music in the Park in St. James Park

Darius Rucker at Rodeo Club

Strong mayor or council-manager form of government? Strong mayor  
Favorite downtown mural?

Sophie Holding the World Together at CDM

Oaxacan mural at Mezcal by artist Francisco Franco

Bernie or Bloomberg? – neither or either

Describe a date night downtown with your wife (You've got a babysitter)

Attending CMT Annual Gala and work-related outings

President McClain adjourned the meeting at 9:30 a.m.