

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

July 23, 2020

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held via teleconference.

The following directors were present at the meeting: Bates, Bartl, Burroughs, Calais, Cirone, Corbett, Goddard, Jenkins, McClain, Mahood, Marques, Nguyen, Nichols, Pulcrano, Serpa, Vuckovich and Wong.

The following directors were absent from the meeting: De Bernardo, Gilbert, Lambert, Lituchy, Matsushima, Neale, Perez, Ramirez, Randall, Rewkiewicz, Summers, Tabatabaie and Truong.

Also present were guests Brad Segal and Daniel Makela of PUMA and SJDA staff: Donna Butcher, Julie Carlson, Corinna Dixon, Scott Knies, Nate LeBlanc, Marie Millares, Chloe Shipp, Nathan Ulsh, Jessica Vuong and Dennis Yu.

President McClain called the meeting to order at 8:31 a.m.

Minutes of the June 12 Board meeting were unanimously approved as distributed to Board members.

President's report

a) Meeting in July!

McClain stated that the SJDA BOD has never/rarely held meeting in July ... and wished Knies a happy birthday.

McClain shared slides featuring highlights of SJDA's Rebuild Downtown Campaign

- Rebuild Downtown Fund – Distribution of financial assistance checks to downtown businesses impacted by protest caused property damages.
- Hanging Plants – Groundwerx ongoing efforts to clean and beautify downtown.
- Circle of Palm Lights – Continues to be enjoyed by the public.
- Downtown Doors 2020 – Installation of student art.
- Al Fresco Tree Move – Thanks to Jay Paul's assistance, potted trees from City View Plaza were relocated to San Pedro St. which has been activated (closed) for Al Fresco outdoor dining.
- Recovery Campaign – Marketing & Communications team is developing messaging and logos.

b) Resolution

McClain explained the board needs to update its authorization for the Executive Director to execute contracts on behalf of SJDA.

On motion from Pulcrano, and seconded by Jenkins, the Board unanimously approved the Resolution authorizing ED to execute contracts on behalf of SJDA.

## Stabilization Plan draft: presentation by PUMA

Brad Segal, President of PUMA (Progressive Urban Management Associates) reviewed that SJDA has engaged his company to develop a stabilization plan to best manage the next 6-12 months of largely unknowns, post pandemic business model beyond 12 months, and means of adapting to changing world.

Segal provided an overview of the process they are undertaking to develop the Plan.

- Conducted series of interviews with property owners, business owners, policymakers, partners, SJDA staff and board, etc.
- Online public survey received 1,240+ responses.
- Draft Stabilization Plan Report of near- and long-term framework and implications presented.

Segal reviewed Interview Common Themes: Near-Term and Longer-Term Challenges, Opportunities and Implications for both Downtown and SJDA.

Online Survey Summary reflected:

- How comfortable survey participants would be in the next two months visiting downtown to attend various establishments and events.
- Areas of Improvement for near- and long-term.
- Most important long-term vision for downtown.
- Demographics of survey participants.

Key Implications:

1. PBID & Groundwerx are core strengths of SJDA
2. SJDA needs to be the leader in nurturing the storefront economy
3. Marketing, promotion and events should be repositioned
4. SJDA can be an innovator, problem-solver and implementor
5. SJDA is in need of an update to its business model

Near-Term Implications (next 6-12 months)

- Clean and Safe – Groundwerx
- Small Business Support
- Marketing, Promotions and Communications

Longer-Term Implications (beyond 12 months) / Emerging Framework

◆ Two redefined Business Centers:

1. Environment

- Clean and safe
- Greening & beautification
- Public Space Conservancy

Funding: PBID, service contracts, 5021c3 non-profit

2. Experience

- Small business support
- Events & activation
- Promotions & communications

Funding: PBID, BID, memberships, event sponsorships, parking revenue

◆ Project Management Principles

- Equity & inclusion
- Innovation
- Action through implementation

◆ Organizational Implications

- PBID Renewal
- Revenue enhancement
- Realign staffing structure
- Diversify boards
- Simplify committee structure
- Leadership transition/succession timeline

Executive Director's report

Knies thanked the Board and SJDA staff for their response to today's Stabilization Plan presentation and encouraged them to provide additional thoughts by July 31. Feedback will also be received from the Knight Foundation (funding source). The final Stabilization Plan will include more details on collected survey data.

SJDA will conduct its first virtual public meeting on Aug. 14 featuring PUMA's presentation of the SJDA Stabilization Plan. Board and staff are welcome to 'attend' via a password protected Zoom session. The public will be invited to 'attend' via Facebook Live.

The Stabilization Plan is intended to be a public document and a communications plan is being developed for its "roll-out"

President McClain adjourned the meeting at 9:42 a.m.