

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

October 9, 2020

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 via teleconference (Zoom Webinar) and broadcasted to the public via Facebook Live.

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

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

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

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

Also present were over 120 members of the public via Zoom webinar; and SJDA staff Julie Carlson, Archana Dalgleish, Corinna Dixon, Dori Gao, Rick Jensen, Scott Knies, Nate Le Blanc, Marie Millares, Chloe Shipp, Bree von Faith, Nathan Ulsh, Jessica Vuong, Autumn Young and Dennis Yu.

President McClain called the Zoom and Facebook Live meeting to order at 8:15 a.m.

McClain thanked Urban Catalyst and Steinberg Hart for co-sponsoring today's Annual meeting.

McClain welcomed members "back" to downtown with opportunities: Downtown Farmers' Market every Friday through Dec.; Downtown Doors artwork; Dine Downtown 2.0 Oct. 1 – Nov. 15; Up on the Roof outdoor movies; and shared the Google vision for Downtown West comprised of office space, housing units, active use and parks, plazas and green spaces.

State of the Downtown

SJDA Executive Director Scott Knies welcomed members to the first virtual Annual Meeting and delivered the State of the Downtown address entitled "Reinvention and Revitalization." Knies remains optimistic that the thought leaders of downtown are committed to community, the environment, equity and opportunity to overcome the current disruptions and create an even stronger downtown together. The entire speech is posted at sjdowntown.com.

PBID Report

McClain expressed her gratitude to PBID and the Groundwerx team for keeping downtown safe and beautiful including Program Director Chris Kendrix, Operations Supervisor Brian Dehart and Shift Supervisor Johnathan Lopez. McClain 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: groundbreaking; Street Life program "Love Downtown SJ"; Our City Forest tree plantings; Groundwerx response to ensure downtown was clean and safe following COVID-19 closures; partnership with Local Color to provide artistic responses to civil unrest; partnerships with homelessness service providers and Downtown Streets Team job training opportunities; Al Fresco dining; business development services to facilitate new business openings; and vacant store-front window paintings by Hella Gardens. Bartl's call to action was to encourage members to get involved, ask questions, and download the Groundwerx Everywhere app.

Bartl announced that P.U.M.A. (Progressive Urban Management Associates) has been hired to design the next iteration of PBID services with the renewal process for the district.

Bartl reviewed that the PBID was fortunate to end the fiscal year 2019-20 in a very strong position with over \$100,000 in revenue added to the reserves.

PBID financial statements are available in today's e-meeting packet.

Bartl announced that the PBID Board of Directors consists of 11 members and each year elects/re-elects 3 members. Incumbents Eric Kline and Dan McGowan and new nominee Benjamin Egge were elected to 3-year terms. The complete PBID ballot is available in today's e-meeting packet.

McClain welcomed special guests in attendance including Councilmember Raul Peralez, DOT Director John Ristow, Housing Director Jacky Morales Ferrand, Councilmember elect Matt Mahan, Downtown Director Blage Zelalich, Kelly Kline from the Mayor's office and Deputy City Manager Jim Ortbal.

Financial and BID Report

McClain introduced Finance Committee member Brian Bates.

Bates, Associate Vice President of Alumni and Community Engagement and Executive Director of the Alumni Association at San Jose State University presented the FY 2019-20 BID and SJDA fiscal statements on behalf of the Finance Committee.

Bates said the year ended with a positive year-end balance. Armanino accountants have conducted a review of the financial statements and presented a clean conclusion on the books. In total SJDA had ~\$3.6 million in revenue and ~\$3.52 million in expenses.

Budget for BID reflects a drop from budget of \$770,000 to actual of \$572,600 for FY 2019-20 due to COVID-19 with significant reductions of in-person events such as Downtown Ice and Music in the Park. Rebound to \$700,000 is likely overly optimistic and budget will be closely monitored.

Bates commended the SJDA Finance Committee and Accounting Manager Dori Gao for the financial oversight.

The financial reports are available in today's e-meeting packet and statements are posted on www.sjdowntown.com.

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

Downtown Design – Brian Corbett
Downtown Foundation – Ramona Snyder
San Pedro Square – Dave Mulvehill and Randy Musterer
SoFA – Gumby Marques
Advocacy – Dave Buchholz
Homelessness – Sarah Mancuso
Commercial Properties – Julie Garcia
Historic District – Eric Nielsen
Downtown Parking Board – Henry Cord
St. James Park Advisory – Julie Matsushima

Election of Board Members

McClain introduced Board Secretary Nick Nichols.

Nichols, Director of Operations at Symphony San Jose, announced that approximately one-third of the Board of Directors seats are up for election at each Annual Meeting. Directors are permitted to serve two consecutive three-year terms. BID members were contacted via email and encouraged to submit their votes electronically this year via SurveyMonkey.

Nichols thanked all members who submitted their ballots and announced that the following individuals were selected to receive an appreciation gift for voting:

1. Marc Joseph Pena of Pacific Motor Inn
2. Ashley Pourroy of Urban Community
3. Garrett Herbert of Deloitte

A quorum requirement of the BID membership eligible votes was achieved, electing the following 12 members to serve a three-year term on the San Jose Downtown Association Board of Directors beginning January 1, 2021.

Incumbent members re-elected include: Breanna Gilbert, Downtown Resident; Katia McClain, Steinberg Hart; Chris Neale, The Core Companies; Jeanne Serpa, Republic Services; Elizabeth Truong, Lee's Sandwiches.

Nichols welcomed the following seven new board members: Dap Ashaolu, Nirvana Soul; Anjee Helstrup-Alvarez, MACLA; Daniel Mars, Hoge Fenton; Hanh Mo, Downtown Resident; Eric Nielsen, 55 South/SP2; Emily Ruvalcaba, Bridge Bank; Thoi Trinh, The Good Spot.

President McClain encouraged members to join SJDA on social media, attend the Dec. 11 Year-in-Review Meeting and adjourned the meeting at 9:14 a.m.