

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

December 11, 2020

The Year End meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held via teleconference (Zoom Webinar) and broadcasted to the public via Facebook Live.

The following SJDA directors were present at the meeting: Bates, Bartl, Burroughs, Calais, Cirone, Corbett, Gilbert, Goddard, Jenkins, Matsushima, McClain, Marques, Neale, Nguyen, Nichols, Perez, Pulcrano, Randall, Serpa, Summers, Tabatabaie and Vuckovich; and 2021 board-elect members: Trinh, Nielsen, Mo, Marsh, Helstrup-Alvarez and Ashaolu.

The following SJDA directors were absent from the meeting: De Bernardo, Lambert, Lituchy, Ramirez, Rewkiewicz, Truong and Wong; and 2021 board-elect member Ruvalcaba.

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

The following PBID directors were absent from the meeting: Lambert and Mancuso.

Also present were over 200 members of the public via Zoom webinar and SJDA staff: Julie Carlson, Archana Dalglish, Corinna Dixon, Dori Gao, Eric Glader, Rick Jensen, Scott Knies, Nate Le Blanc, Marie Millares, Chloe Shipp, Bree von Faith, Nathan Ulsh, Jessica Vuong, Autumn Young and Dennis Yu.

1. President McClain introduced herself, called the Zoom and Facebook Live meeting to order at 8:15 a.m., welcomed members, and reviewed the meeting agenda.

McClain welcomed special guests in attendance including Councilmembers Raul Peralez and Johnny Khamis, Councilmembers-elect Matt Mahan and David Cohen, former Mayor Tom McEnery, DOT Director John Ristow, Deputy City Manager Kim Walesh, PBCE Director Rosalynn Hughey, SJSU Chief of Police Gina DiNapoli, SJDF Board President Ramona Snyder, PBID Board President Doug Bartl and County Assessor Larry Stone.

a) President's Report

McClain reflected upon the past year of challenges as SJDA Board President and leader of architectural firm Steinberg Hart: the impacts upon construction, education, health care, economy, and relationships; and the importance of looking after one's own health and wellbeing.

The SJDA Stabilization Plan provided directives for the coming years. The priorities of a clean and safe downtown and support for small businesses became clearer to us all during 2020.

b) 2021 SJDA Officers and Executive Committee

McClain thanked SJDA's current all-volunteer Board of Directors and committee members for their service. The SJDA Board reflects and represents the diversity of downtown and McClain looks forward to serving a second year as President and employing the principles of equity, inclusion and innovation and action for implementation.

The 2021 list of Officers and Executive Committee members was provided.

Katia McClain	President
N. California Managing Principal, Steinberg Hart	
Jarrold Jenkins	Vice President of Operations
Product Policy Associate Manager, Facebook, Inc.	
Frank Nguyen	Vice President of Marketing
Owner, Academic Coffee	
Brian Bates	Treasurer
Executive Director, SJ State University Alumni Association	
Elizabeth Truong	Secretary
Vice President, Lee's Sandwiches Corp.	
Michael Rewkiewicz	Immediate Past President
Partner - Audit & Assurance, Frank, Rimerman & Co., LLP	
Anjee Helstrup-Alvarez	
Executive Director, MACLA	
Alan "Gumby" Marques	
Owner / Head Instructor, Heroes Martial Arts	
Dan Pulcrano	
CEO / Executive Editor, Metro Silicon Valley	
Jeanne Serpa	
Municipal Relationship Manager, Republic Services	
Neda Tabatabaie	
Vice President, Business Intelligence, San Jose Sharks	
Geri Wong	
Senior Managing Director, Newmark Knight Frank	

2. Year in Review 2020

Knies delivered the Year in Review presentation for 2020.
(the presentation is posted on SJDA's website <https://sjdowntown.com/>)

3. Golden Nail Awards presentation

McClain introduced Downtown Design Committee (DDC) Committee Chair Brian Corbett of Gensler Architects who reviewed that the DDC advocates for design excellence and vibrancy downtown and also actively reviews projects going thru the entitlement process and construction.

The DDC presented the 2020 Golden Nail Element of Distinction Award to The Alley @ Modera San Pedro Square developed as part of a midsize residential development. The Alley provides a pedestrian link thru the block that promotes socialization, walkability and connectivity that encouraged bars and restaurants along Santa Clara Street to activate rear yards.

Don Peterson of Mill Creek and Rob Steinberg of Steinberg Hart accepted the Golden Nail award via video submissions and acknowledged support received from former Mayor Tom McEnery, Mayor Liccardo, Councilmember

Peralez, the City of San Jose staff, Steinberg Hart and the Mill Creek team members.

4. Acknowledgement of term-limited SJDA Board members

McClain reviewed the SJDA bylaws regarding Board term limits and thanked those members terming off for 2020 and introduced their video submissions: Michael Rewkiewicz; Julie Riera Matsushima; Dennis Randall; and Nick Nichols.

Knies provided a background of the Property Business Improvement District (PBID) formed in 2007 as a property assessment district to help keep downtown clean, safe and beautiful. The PBID Board was formed with nine members elected by the property owners and two appointed by the City Manager. One of the original appointments was Jim Ortbal, then Assistant Director of the DOT. Ortbal is retiring as Deputy City Manager and stepping off of the PBID Board.

A short video was played with expressions of gratitude for Ortbal from original PBID Operations Manager Eric Hon; PBID board members Elizabeth Mattson and Richard Berg, and former Groundwerx Manager Semu One Bear.

Ortbal thanked his fellow PBID and SJDA "family" members and expressed gratitude for the past 31 years of experiences "working with a lot of people doing a lot of really good things under challenging circumstances to accomplish a lot." Ortbal recognized the PBID as one of the foundations of downtown and acknowledged several individuals that have supported it.

President McClain advised guests that a recording of today's meeting will be posted on SJDA's website <https://sjdowntown.com/> and adjourned the meeting at 9:25 a.m.