

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

June 10, 2016

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Colliers International, 450 W. Santa Clara Street, San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Buchholz, Burroughs, Corbett, Cord, Kuprina, Marques, Matsushima, Naran, Nichols, Randall, Rewkiewicz and Vuckovich.

The following directors were absent from the meeting: Bentz, Gomez, Hattley, Hyland, Millares, Neale, O'Connor, Osuka, Ramirez, Serpa, Springall Vail and Wong.

Also present were: Peggy Bradley, Corinna Dixon, Nate Echeverria, Eric Hon, Rick Jensen, Scott Knies, Danielle Ratliff and Jason Su.

President Vuckovich called the meeting to order at 8:20 a.m.

Vuckovich thanked David Buchholz and Colliers International for providing the meeting space and catering the continental breakfast.

Minutes of the May 13 public meeting were unanimously approved as distributed to Board members.

President's report

- New Board member

Vuckovich announced that Brian Corbett, Studio Director/Senior Associate at Gensler, was interviewed by the Executive Committee on May 26 and appointed to the Board of Directors filing an unexpired term through Dec. 31, 2016.

- Stanley Cup finals activations

Communications Director Rick Jensen shared a slide show presentation of Shark's activation downtown during the Stanley Cup finals. Highlights included: business and store-front signs and displays; activation of San Pedro Square and Chavez Plaza Park; and teal lights at Circle of Palms, City Hall rotunda, Santa Clara Street underpass, etc.

New Business

- Election re-cap

Measure B passed – City of San Jose to enact a quarter cent sales tax. (SJDA supported)

Measure C did not pass - A citizens' initiative on Medical Marijuana, would replace the City's current medical marijuana program regarding where businesses are allowed to locate and rules businesses must follow. (SJDA opposed)

SJDA will hold general election City Council candidate forums at future public Board meetings:

- Aug. 12 – District 6 candidates
- Sept. 9 – Districts 2 and 8 candidates

Silicon Valley Leadership Group CEO Carl Guardino will speak about the transportation measure on the November ballot at the Aug. 12 public Board meeting.

- Budget FY 2016-17 approval

Rewkiewicz acknowledged the diligent efforts of Accounting Manager Peggy Bradley, Knies, and the Finance Committee and presented on behalf of the Executive Committee the FY 16-17 budget for approval. (pages 7-8 in agenda packet) Balanced "break-even" budget reflects SJDA's strong governance as a non-profit and goal to stay within means.

Revenue line items reviewed:

- 8. OED Contract – \$350,000 includes \$100,000 from FY 14-15 OED contract (line 10) Consolidated in FY 15-16 and FY 16-17. This amount of support from City contract services has been flat for four years.
- 12. PBID Grants – \$298,000 secured new funding sources for Street Life/Almaden Blvd. Exercise Loop program
- Schedule A- 7. BID – \$777,000 from assessment district
- Schedule A- 21. Ice Rink – \$1 million as conservative projection (FY 2015-16 reflects revenue of \$1 million from an extended season)

Expense line items reviewed:

- 42. St. James Park – \$25,000 as a place-holder, no activation planned yet
- 44. Marketing – \$195,000 inclusive of hiring of part-time staff
- 49. PBID Grant – \$298,000 equals Revenue line item 12.

On motion from Cord and second by Bates the FY 2016-17 Budget was unanimously approved as submitted.

Vuckovich said he has met with Mayor Liccardo and several Councilmembers to discuss proposed business tax increase on November ballot. City staff presented the proposal to double the current business tax at last month's board meeting. Since 100 percent of this potential tax will be paid by businesses, it as been suggested the City Council consider a provisional spending plan that directs some/most of the tax back to business-building programs and positions in the City. Echeverria described a couple positions in Planning Dept. that would be helpful to small business and suggested a tenant improvement grant program. Vuckovich requested suggestions from Board members for other SJDA funding requests of the City to present to Mayor Liccardo. Members discussed:

- Staff positions in City to assist businesses with City permitting process
- Staff position in SJDA to support business development
- Additional Marketing services
- Support of PBID services

Executive Director's report

Knies encouraged members to partake in:

- Dine Downtown Restaurant Week June 10-19
- Farmers Market at San Pedro Street on Fridays through November
- Music in the Park concerts featuring Los Lobos on June 24, AC/DShe on July 14 and Ozomotli on July 14

Vuckovich adjourned the meeting at 9:30 a.m.