

Central Attractions

Museum Month highlights downtown's culture

As all of San Jose pauses this month to celebrate its outstanding museum offerings, the downtown community celebrates the diverse museum exhibitions within its borders. Whether it's history, art, technology or textiles you're looking to study, downtown has something for the whole family.

The Perala Adobe and Fallon House sites, sitting at the north end of San Pedro Square, provide a direct link to San Jose's past, offering a look into the daily lives of the Gonzales, Perala and Fallon families. The oldest structure still standing in downtown, the Perala Adobe was constructed in 1797. This is the only building left originating from El Pueblo de San Jose de Guadalupe.

Thomas Fallon, one of the first mayors of San Jose, built his Victorian-style mansion in typical pre-civil war style. The Fallon House offers lessons about this historic San Josean, and the time in which he lived.

The American Museum of Quilts and Textiles is currently showcasing *It Seems Funny To Me*, an international exhibition of contemporary textile art. Fifty-three pieces were selected, including traditional quilts and other three-dimensional pieces. Entrants were asked to weave their sense of humor into their pieces, which are as diverse as their technique and expression. A special artists' reception will take place on April Fool's Day.

The Tech Museum of Innovation's popular Robot Zoo exhibit has been extended through April 19, featuring bigger than life robots imitating the characteristics of their real life counterparts. The *In the Know Zone* discussion series features **Bridget Landry** on April 15, offering the most recent updates on the Jet Propulsion Lab's Mars Project.

Technology enthusiasts are eagerly awaiting the opening of the Tech's new home this fall, and the bright mango paint job is already turning heads downtown. The new 132,000

Museums in the core

Perala Adobe & Fallon House
175 W. St. John Street at San Pedro
408-993-8182

The American Museum of Quilts & Textiles
60 South Market Street
408-971-0323

The Tech Museum of Innovation
146 San Carlos Street
408-279-7150, www.thetech.org

San Jose Museum of Art
110 S. Market Street
408-294-2787, www.sjmuseum.org

Children's Discovery Museum
180 Mor Way
408-298-5437

square foot facility will house four exhibit galleries focusing on Silicon Valley innovations, Earth, sea and space explorations, the emerging technology of the information age, and Life Tech, focusing on human performance and medical treatment. The new Tech will also feature a 300 seat IMAX Dome Theater, dubbed the "Capital Dome," solidifying downtown's central place in Silicon Valley.

The technology theme continues at the San Jose Museum of Art, as their *Alternating Currents: American Art in the Age of Technology* will also be on display this month, featuring selections from the permanent collection

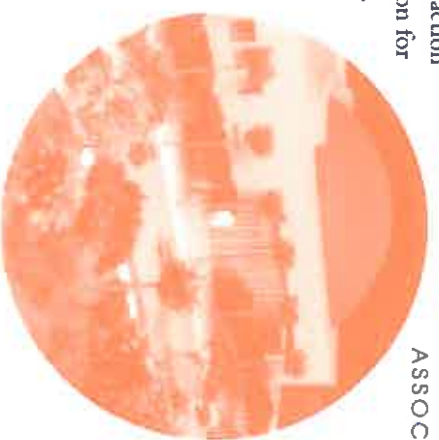
of the Whitney Museum of American Art. A series of photographs documenting the American Civil Rights era will also be featured in the *He Shall Overcome* exhibition.

From April 14 to 17, kids will be the artists, as they participate in hands-on wire sculpture, printmaking, oil pastel drawing, and weaving with yarn and fabric, taught by Museum of Art instructors.

The Children's Discovery Museum hosts a 3,000 square foot interactive exhibit, *Balancing Act: Playing with Alexander Calder*, through April 15. The 3,000 square foot interactive exhibit stimulates the senses with an exploration of color, shape, movement and balance through the eyes of the artist recognized as the inventor of the mobile.

April is also the month of the young child, which is of special significance to the Children's Discovery Museum, as they join the City of San Jose in celebrating the tenth annual Children's Fair, April 19 in Guadalupe River Park. Several other classes aimed at early childhood development take place regularly at the museum, including action stories, conflict resolution for toddlers and messy play.

The San Jose Historical Museum and the Rosticrucian Egyptian Museum and Planetarium complete the seven museums of San Jose. Call each museum for more information on its activities and special discounts in conjunction with Museum Month.



The Tech Museum's new facility is slated for a fall 1998 opening.

Profile

A whole new Agenda

Jacek Rosicki has been in the restaurant/bar businesses for almost 20 years. Known to many for his venture in Palo Alto, The Edge, Rosicki looked to open a nightclub in the SoFA District. Rosicki and his wife, **Ann Chin**, saw downtown's potential for growth in real estate values when they originally purchased their building in 1993.

Originally constructed in 1908, the two-story brick building at 399 South First Street was well-known as the home of the punk club Marsugi's in the 1980's. The renovations they envisioned were far-reaching, and Agenda owners found themselves knee-deep in construction for two years.

necessary for compliance with seismic retrofiting requirements, the owners also pulled in new elevators, and completely redid the roof, plumbing, electrical and HVAC systems. "The building has brand new guts with the old heart and skin," explains Rosicki.

The finished product consists of a hi-level entertainment experience: diverse musical performances on the second floor, a 100-seat upscale restaurant featuring regional California cuisine at street level, and the basement space doubles as a host to large dining parties and a dance venue with live music on weekends.



Jacek Rosicki

President's Column



Members bid a fond farewell at the March Board meeting to Promotions and Community Relations Director **Nga Trinh-Halperin**. Trinh-Halperin originally joined the staff in January 1994, as a San Jose State intern. Now a Masters of Public Administration candidate at SJSU, she is going the way of former Communications Manager **Miguel Salinas** and former Promotions Coordinator **Kevinna Finley** just a few blocks away to the Tech Museum. Trinh-Halperin is now the Tech's Advertising and Promotions Manager, just in time for the grand opening of the new facility this fall. "I just don't know what I'll do without Nga," said Board Member and DCP Chairperson **Jan Schneider**, complimenting Trinh-Halperin's thoroughness and unfailing poise. "She always made me look good."

One of the Bay Area's singular experiences, the Napa Wine Train, will feature a guest chef appearance by **Ernie Mooser** on April 12 as part of his SoFA Restaurant's year-long 25th anniversary celebration.

The required environmental process for the Valley Fair expansion and Town and Country development has shined a light on the immense cumulative impacts of both Stevens Creek projects. Even with planned road widenings, new lanes and signals, several of the area's major intersections will experience "loss of service" — traffic engineer lingo for "longer and more frequent delays." The EIR documents find that the freeway jams around the notorious 1280/890 weave are "unmitigatable" — translated to "the traffic's already bad and it's going to get worse."

"The quality of the issues don't balance out in the Town and Country EIR," said Advocacy Committee Chairman **Larry Wallerstein**. "The project could be of great use to the entire valley if it increased its housing component and decreased its retail component. There is a dramatic shortage of housing to serve business in this region, but no lack of retail of the type envisioned by this project. This project could be turned into a 'win-win' for the developer and for San Jose."

SJDA News

St. James Park Initiative: The next community meeting has been scheduled for April 14 at 3 p.m. in St. James Park, at the McKinley monument. Participants will discuss the upcoming concert scheduled for St. James Park in June. Music in the Other Park. Members will also discuss potential capital improvements to the park and the surrounding neighborhood, automatic public toilets and future options for social service concerns. In case of rain, gather at the St. James Senior Center at the park's northeast corner, in Room 5. **Noelle Knell** has further information.

In other St. James Park neighborhood news, the *Schoolhouse Rock Live!* production opens this month at the former Cassis building. The finishing touches are now being applied to the 250-seat theater, in time for the production's downtown debut on April 25 at 8 p.m. Call 294-ROCK for ticket information.



New face at SJDA: **Astrid Thompson** will assume the Promotions & Community Relations Director position on April 6, veiled by **Nga Trinh-Halperin** (See Downlowner

Astrid Thompson column). Thompson is a graduate of the University of Georgia, with a degree in Speech Communications, and is currently enrolled in the Executive MBA program at St. Mary's College. She most recently served as the Executive Director of the Central Business Association in Mountain View.

At SJDA, Thompson will manage SJDA events along with Promotions Coordinator **Michelle Ignacio**. Thompson will also staff the DCP SoFAC, Entertainment Zone, RAD and BHAD Committees, and assist Executive Director **Scott Knies** in addressing members' concerns relative to parking, transportation, public safety and housing.

Home sweet home: The doors open in celebration at the new SJDA-owned office condominium on the 10th floor of the Commercial Building at 28 N. First Street. An open house will take place Friday, April 24 from 4 to 6 p.m. Enjoy refreshments provided

improvements, working capital, equipment and other needs. A percentage of the funds available is set aside for merchants in downtown. Loans range from \$10,000 to \$100,000 and are leveraged with private capital. For more information on the RLF and other loans available, call Susan Arpan at 277-3618.

Downtown restaurants highlighted at IHC event: The Hospitality Management Department at SJSU hosts their seventh annual International Hospitality Celebration on April 30. Enjoy an evening of progressive food and wine tasting and live musical performances starting at the new wing of the San Jose Museum of Art, and continuing in the ballroom of the Fairmont Hotel. Teske's Germania, Il Fornello and Miro's Mediterranean Cafe are among the restaurants participating. Proceeds benefit the Hospitality Industry Advisory Board. For ticket information, call 291-8551.

Recovering bad checks: The Santa Clara County District Attorney's Bad Check Resolution program helps merchants seek recovery of lost funds and related charges resulting from bounced checks. Since the program's inception in 1992, over 1.3 million dollars have been recovered for merchants in Santa Clara County. Representatives of District Attorney George Kennedy's office are available to present program information to interested business people. For more information, call Vicki Vozza at 297-9711.

Public art on the Transit Mall: Three public workshops have been scheduled to gather community input on the public art plan for the Transit Mall area. Led by a team of urban and public art consultants, the meetings will be hosted by the City of San Jose. Public Art Program, in conjunction with SJDA. The resulting recommendations will be submitted to the City's Public Art Committee for consideration by the Arts Commission. The dates have been set for April 6, April 21 and May 4, all at 6 p.m. at the Office of Cultural Affairs, 4 N. Second Street, Suite 450. For more information, call Noelle Knell.

Committee Roundup

SOFAC: Members were updated on the progress of the upcoming neighborhood brochure. **Abi Maghamfar** reported on the construction of new downtown parking facilities. The first to be considered will be the public lot under the annex to the Fairmont Hotel, followed by the garage on Fourth and San Fernando Streets, which will accompany the Civic Plaza complex. Study data should be available in April pinpointing parking needs in the SoFA District. Plans for the downtown parking shuttle were also reviewed. Contact **Michelle Ignacio** for details.

San Pedro Square: **Steve Borkenhagen** of Blake's Steakhouse reported on the downtown parking shuttle proposal. The group discussed plans to produce an updated neighborhood brochure which will be distributed at hotels in Santa Clara County.

the Convention Center, and downtown business and events. Peter Monaghan of RSVP discussed options for developing a website for the neighborhood. Businesses can link individual home pages directly to the site, or participate in the directory. **Julie Carlson** has more information.

At the Convention Center

April 15-16

HSMAI's Affordable Meetings West

Estimated attendance: 1,000

April 20-24

Fire Rescue West '98

Estimated attendance: 8,000

April 26-29

AM/FW International Annual Conference '98

Estimated attendance: 3,000

Mark Your Calendar

Marketing Committee, April 1, 9 a.m.

Board of Directors Retreat, April 10, San Jose Arena, 525 W. Santa Clara Street, 8:30 a.m. to 3 p.m. (Board members only)

Downtown Arts & Dining, April 14, Camera Cafe, 288 S. Second Street, 2:45 p.m. (Committee members only)

Saint James Park Initiative, April 14, McKinley monument at Saint James Park (in case of rain: Saint James Senior Center, 199 N. Third Street Room 5), 3 p.m.

Downtown Center Plaza, April 15, 9 a.m.

San Pedro Square, Blake's Steakhouse & Bar, 17 N. San Pedro Street, 2 p.m.

SoFAC, April 16, 4 p.m.

Downtown Today, April 24, Casa Castillo, 200 S. First Street, 8:15 a.m.

CBD Committee, April 28, San Jose Silicon Valley Chamber of Commerce, 180 S. Market Street, 4 p.m.

All meetings held at San Jose Downtown Association offices, 28 N. First Street #1000 unless otherwise indicated. Call 279-1775 to confirm meeting dates.



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SJDA Online: www.sj-downtown.com
San Jose org: www.sanjose.org

General News

SJSU joins Sale Place program: San Jose State recently became the newest downtown site to participate in the Sale Place program, which provides immediate help or safety for young people in crisis 24 hours a day, seven days a week. Only the second university in the nation to participate, SJSU will be working with the Bill Wilson Center in Santa Clara, the area headquarters for Sale Place. For more information, call 243-0222.

Light Rail status: The VTA Policy Advisory Board, chaired by Council Member **David Pandori**, will get an update this month on the additional engineering work on the Yessona Light Rail line downtown alignments. A decision to choose a downtown route — San Fernando or Delmas — was delayed until the complexity of the utility relocation on San Fernando Street could be further studied. The meeting is set for April 6 at 4:30 p.m. at San Jose City Hall, Room 204.

Loan funds targeted at downtown businesses: The Revolving Loan Fund (RLF) program of the City's Office of Economic Development has funds available to help small businesses with tenant



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