

Minutes of Board-only Meeting
Board of Directors
San Jose Downtown Association

January 11, 2008

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Britannia Arms, 173 West Santa Clara Street in downtown San Jose.

The following directors were present at the meeting: Avila, Beechie, Bernstein, Casella, Conway, Cord, Cottle, Doherty, Leathers, Mather, Neale, Penrose, Ryan, Sahn, Saso, Skaggs, and Valenzuela.

The following directors were absent from the meeting: Bordelon, Cabrera, Chandler, Coca, DiNapoli, Harlan, Nicoletti, Pulcrano, Reavis, Randall, Salata, Schneider, Sutton, Tibbils, Williams, and Wong.

The following were also present at the meeting: Scott Knies, Blage Zelalich, Alanna Garbarino, Jamie Fischer, Helen Hayashi, Paula Saidy, Rick Jensen, Gretchen Knight Baisa, Amy Anderson-Glanz, Eric Hon, Kristen Collins, Randy Knox, Ken Middlebrook, and Jack Young.

President Bernstein called the meeting to order at 8:20 a.m. He thanked Conway for hosting the meeting and Harlan for sponsoring.

Minutes of the December 14 public board meeting were approved as distributed via email.

President's Report

- Bernstein went through the agenda packet, noting items such as committee, calendars and board roster, board buddies and 2008 meeting schedule. Board buddies are board members assigned to executive committee members. Members are invited by their buddies to attend one executive committee meeting during the year.
- Bernstein reported that Mayor Reed will be giving his State of the City address on January 16. The Association has purchased a table of 10 seats and is offering tickets to board members on a first come, first served basis. Currently there are three seats still available.

San Jose Railroad Museum Project

- Bernstein introduced Ken Middlebrook, Vice President of the California Trolley & Railroad Corporation (CTRC). The CTRC is interested in the preservation of rail transportation in Santa Clara Valley for the educational and recreational benefit the area. The CTRC is currently in the beginning stages of securing property for the Railroad Museum in the Coleman loop area and attempting to gain stakeholder support. The board members showed interest in the project and asked what they, as possible stakeholders, could offer the project. Middlebrook responded that a letter of support for the project would be helpful and that he would be around after the meeting to meet with any board members interested in further information.

2008 SJDA agenda

- Per the September board retreat, four subcommittees (Advocacy, San Jose Downtown Foundation, Promotions/Events/Marketing, and Board Organization) were formed at the November 2007 board meeting. The four subcommittees have met individually to discuss their agenda items and prepared reports that were distributed prior to the meeting via email. Each subcommittee chair gave a brief report to the board updating current status. Action items are included in the written summaries.

Executive Director's report

- Knies introduced PBID Operations Manager Eric Hon and new Administrative Assistant Jamie Fischer to the board.
- The ice rink crew is preparing for the teardown of the rink as it closes this Sunday. The weather was exceptional this season (until January 3), allowing the rink to surpass last year's record overall admission sales. The rink exceeded 42,000 skaters this season.
- Page 18 – 19 of the meeting packet included two organizational charts about the PBID and its relationship with SJDA. One chart showed the flow of revenue, and the other chart illustrated the contractual relationships. Knies announced that PBID services will begin on January 28. Notice has been given to the current city contractor and staff is working to prepare equipment, hire workers, conduct training and prepare for service delivery. The contract between SJDA/PBID/city is on the January 15 City Council agenda for approval.

Other Matters

- A new board member orientation luncheon will be held at Il Fornaio on January 25 at noon.
- The next board meeting will be held at the San Jose Museum of Art. Vice President Sahn will lead the meeting, as President Bernstein will be out of town. Redevelopment Agency Executive Director Harry Mavrogenes will be the guest speaker.

Meeting Adjourned at 9:40 a.m.