

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

November 9, 2007

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at YWCA Silicon Valley, 375 South Third Street in downtown San Jose.

The following directors were present at the meeting: Beechie, Bernstein, Casella, Chandler, Coca, Conway, Cord, Cottle, Doherty, Gagliardi, Harlan, Knox, Nicoletti, Ryan, Salata, Schneider, and Skaggs.

The following directors were absent from the meeting: Bordelon, DiNapoli, Gansheimer, Leathers, Moore, Pulcrano, Randall, Sahn, Sprintz, Sutton, Tibbils, Valenzuela, Williams, and Wong.

The following were also present at the meeting: Blage Zelalich, Alanna Garbarino, Diana Wiley, Helen Hayashi, Paula Saily, Rick Jensen, Gretchen Knight, Amy Anderson-Glanz, Tore Saso, Chris Cabrera, Frank Penrose, Nancy Avila, Chris Neale, and Annette Reavis.

President Bernstein called the meeting to order at 8:16 a.m. He announced that Knies would not be at the meeting per a medical procedure.

Minutes of the August 10 public board meeting and October 12 annual meeting were approved as distributed via email.

President's Report

- Bernstein announced he will be having coffee with Tom McEnergy on Monday to discuss downtown issues recently posted on SanJoseInside.com. Bernstein invited board members to attend. Harlan and Schneider volunteered.
- Bernstein passed around a sign up sheet asking each board member to sponsor a 2008 board meeting.
- Bernstein introduced new board members-elect Penrose, Neale, Saso, Cabrera, Avila, and Reavis.

Election of 2008 Officers and Executive Committee

- Cord announced that he, Knox and Bordelon met and the nominating committee recommends that board officers remain the same in 2008 and that Cottle be added to the executive committee as Mauldin resigned in October per the report in the board packet. Next year, three seats on the executive committee will be available as those members term off the board. Motion was seconded and approved unanimously.

Board Retreat Follow up

- Bernstein asked Cord and Zelalich to provide additional information on the Coalition for Jobs Now and the San Jose Downtown Foundation, as requested at the retreat. Cord explained that the Coalition for Jobs Now was created during the Gonzales administration to counter balance a labor proposal called the community benefits initiative. Leadership for the coalition came primarily from SJDA and the Chamber of Commerce. Schneider added that much of the momentum for the formulation of the coalition was in reaction to the proposed community benefits agreement and although this momentum has subsided perhaps the business community should revive the coalition to be proactive regarding issues affecting the city business climate. Cord agreed, specifically citing the upcoming council district elections and the need for the business community to familiarize itself with the candidates. Zelalich reported on the San Jose Downtown Foundation, a 501(c)(3), which was formed in

1995. The foundation was to be an option for attracting downtown funding otherwise not available to SJDA as a 501(c)(6). For the past five years the foundation's sole project has been Downtown Doors, the brainchild of former SJDA Deputy Director, Judy Stabile. The foundation's chairperson, Jackie Rose, is no longer able to effectively lead the foundation's board of trustees due to health problems. The activity of the foundation has been primarily SJDA staff driven the last two years and needs to be revisited by the board to determine its relevance and relationship with SJDA. Gagliardi announced that as an outgoing board member, he would be interested in working on the foundation, especially since is active in many downtown neighborhood associations. He would also like to formulate ideas as to how the foundation could tie into 1stACT. Schneider added that involving residents in the foundation is a great idea. Members agreed that the Coalition for Jobs Now should be addressed under the advocacy subcommittee and a separate subcommittee should be formed to address the foundation.

- A brief summary of the top priorities identified during the September board retreat was provided by members representing each group - advocacy/city policy, promotions/events/marketing, board of directors' duties, and PBID. Zelalich then reminded everyone that some members had already volunteered for assignments during the retreat, however could now change their choice if they desired. The following self-assignments were made:
 - Advocacy/City Policy: Chandler, Cord, Cottle, Knox, Neale, Penrose, Reavis, Salata, and Schneider (Wong, Mather and Sutton were not in attendance but requested this assignment before the meeting)
 - Promotions, Events, Marketing: Avila, Cabrera, Casella, Coca, Conway and Doherty (Leathers and Sahn were not in attendance but requested this assignment at the September board retreat)
 - Board Duties: Beechie, Bernstein, Nicoletti and Saso (Pulcrano and Valenzuela were not in attendance but requested this assignment at the September board retreat)
 - PBID: Bill Ryan
 - Foundation: Gagliardi, Harlan, Skaggs
 - Not assigned: Bordelon, DiNapoli, Williams, Randall, TibbilsSubcommittee members were asked to huddle immediately following the adjournment of this morning's meeting to set a date and time for their first sub-committee meeting. Each subcommittee will be asked to report on the following at the next board-only meeting in January: 1) committee chair 2) prioritization of issues to be discussed 3) general committee work plan.

Executive Director's Report

- Zelalich reported that Downtown Ice opens next Friday at 5 p.m. An "early bird" discount was emailed to the board. SJDA is still soliciting sponsorships, group skating coupon parties and schools on skates sponsors for the rink. The official opening ceremony is November 23.

Other Matters

- Schneider announced that the annual SJDA holiday party will be at the home of Georgie Huff in Naglee Park on December 14.
- Harlan announced that Cirque du Soleil tickets could be purchased through the Bill Wilson Center at \$125 for "category one" seats.
- Skaggs announced that the Latin International Film Festival opened last night at Camera 12 Cinemas. It has been moved back downtown this year from Santana Row.

Meeting Adjourned at 9:19 a.m.