

Minutes of Open Meeting
Board of Directors
San Jose Downtown Association

August 10, 2007

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Crowne Plaza, 282 Almaden Blvd., in downtown San Jose.

The following directors were present at the meeting: Casella, Chandler, Cord, Cottle, Doherty, Gagliardi, Gansheimer, Harlan, Mauldin, Pulcrano, Ryan, Sahn, Skaggs, Sutton, and Wong.

The following directors were absent from the meeting: Bernstein, Coca, Conway, Beechie, Bordelon, DiNapoli, Knox, Leathers, Moore, Nicoletti, Randall, Salata, Schneider, Sprintz, Tibbils, Valenzuela, and Williams.

The following were also present at the meeting: Scott Knies, Blage Zelalich, Alanna Garbarino, Diana Wiley, Helen Hayashi, Paula Saidy, Rick Jensen, Gretchen Knight, Kristen Collins, Dean Ackermann, Jim Crawford, Eric Heckman, Todd Trekell, Dan Fenton, Jim Ortbal, Sam Liccardo, Malik Cin, Jeff Kramer, Luis Jordan, Brandi Childress, Jim Wagner, Charles Hackett, Dennis King, Meghan Horrigan, Nancy Avila, Ruth Cuento, Ruben Guerrero, Alex Erickson, Mike Allen, Gina Gates, Rick Friedman, Norman Klur Mike Sterner, Laurie Gund, and Roma Dawson.

Vice President Sahn called the meeting to order at 8:25 a.m. He thanked Cord for sponsoring the meeting.

Minutes of the July 13 board-only meeting were approved as distributed via email.

Vice President's Report

- Sahn introduced new downtown business owners John Powell of Mole Busters and Louis Jordan of Go Mobile.
- Sahn announced that the city received 62% of all possible PBID ballots, where 90% of the returns voted "yes." The city council then approved the PBID, which will begin services in January 2008. A nominating committee will be formed to establish an 11-person PBID board of directors. Sahn thanked Knies, staff, Bernstein, DiNapoli and Sutton for all their hard work over the last year.
- The Association will be holding a Board Retreat September 21. A strategy session will be held from 1 - 5 p.m. at St. Joseph's Cathedral, food and beverages will be served at Il Fornaio at 5:30. Afterwards, everyone is invited to observe downtown nightlife including the newly implemented 3 a.m. soft closing procedures. Those attending the strategy session are invited to stay at the Hotel Montgomery, compliments of The Association. The retreat would be in lieu of the September board-only meeting.
- Sahn recognized SJPD Sergeant Dean Ackerman, who oversees downtown during the daytime. He will be available after the meeting to answer questions.

Councilmember Sam Liccardo

- Sahn introduced District 3 Councilperson Liccardo. Liccardo thanked the Association for all their support during his race for council. He noted that he would like to have downtown become the focus for enticing young, creative talent where people can live, work and play. Liccardo addressed the Big Deals and Small Wonders from the First 500 Days. The

city is currently studying the potential of making Bank of America the BART Grand Central portal entrance. Bank of America is very interested, however private money must be raised in order to renovate the building and get it up to seismic code. Liccardo has been successful in holding off the VTA from using another location as the main portal site. Liccardo announced that BEA Systems will be moving into the Sobrato building sometime next spring and Accenture has decided to make downtown it's headquarters. He is interested in defining the districts downtown in collaboration with 1st ACT. Regarding a downtown medical facility, there is a slim chance that a hospital will be built downtown in the next 10 years due to lack of funding and private sector interest. In lieu of the hospital, Liccardo plans to explore opening a 24-hour urgent care center. Liccardo thanked Zelalich for her instrumental part in securing the soft closing pilot program. He also noted that the newly elected PBID will help to provide clean and safe streets. He added that the parking fund is in great shape now that additional fees have been implemented. Per a question regarding the new weekend parking fees, Liccardo noted that he voted for the fees because of the need to acquire more money to increase cleaning and security in city garages. He added that if the nightclub businesses are severely impacted, the fee will be re-evaluated in the future. After being asked a question regarding the future of Grand Prix, Liccardo responded that like most events downtown, the race needs to function without the city's financial support. He also answered a question regarding the general downtown plan and responded that he is working toward permissive downtown height restrictions with the airport, as he would like to protect office development. He also noted that the permitting process for downtown businesses needs to be streamlined and the mayor is committed to changing this. Liccardo ended with agreeing to help improve downtown's public relations by being a spokesperson for downtown.

Executive Director's Report

- Knies explained the current status of the downtown building heights/airspace study. Two consultants have been hired for a joint study with the airport and Chamber of Commerce. The consultants are sharing the services and terms of the study. A meeting was held last month with the consultants, city reps, airport officials and private development representatives. The study should be completed as proposed around the end of September. The airport will pay half of the total \$170K study cost while the other half will be split between the San Jose Silicon Valley Chamber of Commerce and SJDA.

Other Matters

- Sahn announced that the SJDA organization issues are included in the agenda packet. Members are encouraged to join a committee and attend meetings. Also included in the agenda packet was a calendar listing all upcoming meetings. The Money Makers is a new committee formed by Event Corporate Relations Manager, Kristen Collins to formulate new ideas to entice corporate sponsors.

Meeting Adjourned at 9:14 a.m.