

The Organizational Issues / Committee Snapshots February 1, 2010

Police/Downtown Entertainment Committee

Chairperson: John Conway ph. 408-245-3085 john@johnconwaylaw.com

The City Manager's Downtown Advisory Committee met on January 14. Agenda items included a review of the Entertainment Permit Amendment Process and a presentation on the potential use/benefit of an ID scan program between nightculture venues. The city's Downtown Liaison hosted a city-wide community meeting on January 28 to discuss the process of amending San Jose's Public Entertainment Permit Ordinance and receive broader input regarding the direction of the new ordinance. The entire process is scheduled to last approximately three months, with a revised ordinance before City Council late March/April. Meeting with SJPD regarding Mardi Gras operations on February 3.

Marketing Arts & Dining

Chairperson: John Price ph. 408-294-2204 thegrillonthealley@yahoo.com

The committee met on January 12 and discussed the preliminary planning of downtown's second annual restaurant week, Dine Downtown San Jose. The 11 day event will be held June 2-12 and once again kick off with a City Bites Sampler Day. The arts groups proposed developing an arts certificate to tie in and/or cross promote with the Downtown Dining Gift Certificate promotion. The group also talked about ideas for refreshing the Discover Downtown San Jose Card, as well as the early closing of Christmas in the Park and the impact it had on downtown during the holidays.

San Pedro Square Committee

Co-Chairpersons: Margaret Handyside ph. 408-278-1400 downtownbritarms@yahoo.com & Cathy Spielberg Cassetta ph. 408-813-8502 cathy@tabardtheatre.org

The committee met on January 13 at Theatre on San Pedro Square to hear an updated presentation on the San Pedro Square Public Market project. Barefoot Coffee has signed a letter of intent as the market's first anchor tenant. The Public Market is currently scheduled to open in Summer/Fall 2010. Other agenda items included an update and call for content and pictures for the redesign of the neighborhood website - www.sanpedrosquare.com.

Historic District

Chairperson: Todd Trekell ph. 408-938-6335 ttrekell@barryswensonbuilder.com

The committee's next meeting on Feb. 17 will bring in a representative from S.C.O.R.E. to discuss ways to access capital for small businesses. Also, staff has followed up with police and will discuss security issues.

Finance Committee

Chairperson: Sean Cottle ph. 408-287-9501 sac@hogequenton.com

Met January 27 to review December financial statements, ice rink FY 09-10 projected actuals, status of line of credit, Board of Directors/staff short-term revenue goals and FY 09-10 revised budget. Next meeting is February 24.

SOFA (South First Area) Committee

Co-chairs: Richard Berg rberg@scu.edu & Ben Soriano bensoriano@gmail.com

SoFAC met Jan. 27. Members discussed strategies to fill empty storefronts along South First Street. Examples include discussions with landlords to clean up properties, filling spaces with nonprofits, and reducing lease rates. Members also looked to greater activation of SoFA in 2010, with more Jazz events and a possible Halloween event. Next meeting is Feb. 24, 4 p.m., at Meeting Room K of the Convention Center.

Downtown Parking Board/Parking Committee

Co-chairs: Diana Beechie dianabeechie@forestcity.net & Troy Tibbils troyt@zanottos.com

The parking board did not meet in January. City staff concluded its negotiations for potential sale of the city-owned Third Street garage with Legacy Partners and could not reach agreement on terms. The DOT

staff is moving forward with multi-space meter proposal around the arena and the new meters were installed in mid-December. The RDA will borrow \$8.4 million from the Parking Fund to balance their budget. The Parking Board meeting is Feb. 3.

PBID Board of Directors

President: Chuck Hammers ph. 408-280-0707 chuck@pizzamyheart.com

The PBID Board of Directors met on January 19. The BOD decided to move forward with the next beautification Project (Phase 3) in FY 2009-10. The beautification subcommittee will meet Feb. 17 to identify the Phase 3 location and budget. The beautification subcommittee will also discuss improvements for Phase 1. Staff presented the 2010 proposal for the Hwy 87 clean up project, which the BOD approved pending financial commitments from the City of San Jose and other community partners. The BOD discussed tree trimming obligations downtown and city/RDA representatives are researching options for the PBID. The next PBID BOD meeting will be March 16.

Promotions & Events

Chairperson: Chris Cabrera ph. 408-977-3132 ccabrera@xactlycorp.com

The committee met January 26 to review the Downtown Ice final projected numbers, sponsorship and promotions recaps - as well as the need for resolution with Christmas in the Park regarding next year's dates to extend through New Year's 2011. SJDA promotions and events staff presented new proposals for increasing revenue for the Music in the Park Series by \$50K, which include an upgraded VIP tent option; a change to the concert lounge area, and programming adjustments with the bands and radio stations. Staff will summarize the options and Chairperson Cabrera will present these recommendations to the Board in March.

Advocacy

Chairperson: Henry Cord ph. 408-283-7292 cord100@aol.com

The Advocacy Committee met Jan. 26 and had a discussion with DOT's Acting Director Hans Larsen about High-Speed Rail routes through downtown. Advocacy also discussed problems that high-rise condos are having with the sign code - city planners say they are making adjustments. SJDA to follow sign code changes to the City Council. Next meeting is Feb. 23.

Downtown Foundation

Chairperson: Diana Beechie dianabeechie@forestcity.net

At the January 26 meeting, an update regarding door site sponsors and grants was given. A \$2,000 grant was awarded from The Rotary Club of San Jose North and several other Rotary Clubs have been contacted regarding sponsorships: the Rotary Club of San Jose, Campbell Rotary and The Rotary Club of Cupertino. A \$4,000 grant was submitted to Applied Materials. Additionally, research for additional grant opportunities has increased. Sponsorships from banks and past sponsors are still in process. A school site visit is scheduled for February 12 at Cupertino High School. Possible reception locations were discussed, and June 4 was selected for the date. The trustees began the conversation regarding elevating the foundation's profile.

Board Organizational Committee

Chairperson: Tore Saso ph. 408-283-3112 tore_saso@ml.com

The committee met January 22. Agenda items included finalizing the committee's scope and beginning a discussion as to whether mandatory "give or get" requirements should be placed on SJDA board members. Attendees agreed that board funding mechanisms, board membership and recruitment, board/executive committee election processes, enhancement of board organizational vision and values and building camaraderie between SJDA board and staff should be the committee's focus. Committee members decided the full board should be surveyed as to what benefits they'd like to receive in exchange for a mandatory financial contribution. Committee members will review this survey in advance of the March 12 board-only retreat and prepare recommendations for the board to consider. The committee's next meetings are tentatively scheduled for February 18 and March 3.