

Minutes of Regular Meeting
Board of Directors
San Jose Downtown Association

January 12, 2007

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Guadalupe River Park and Gardens, 438 Coleman Avenue in downtown San Jose.

The following directors were present at the meeting: Bernstein, Casella Chandler, Coca, Conway, Doherty, Florian, Gagliardi, Gansheimer, Leathers, Nicoletti, Randall, Sahn, Schneider, Skaggs, Sprintz, Sutton, and Wong.

The following directors were absent from the meeting: Bordelon, Cord, DiNapoli, Harlan, Knox, Kong, Mauldin, Moore, Pulcrano, Ryan, Salata, Tibbils, Valenzuela, and Williams.

The following were also present at the meeting: Scott Knies, Blage Zelalich, Gretchen Knight, Alanna Leverenz-Garbarino, Eric Trautmann, Amy Anderson-Glanz, Joan Malana, Diana Wiley and Kathy Muller.

President Bernstein called the meeting to order at 8:20 a.m. Bernstein thanked Salata for sponsoring the meeting and Muller for providing the location. Muller gave a brief introduction of Guadalupe River Park and Gardens. Bernstein then introduced SJDA's version of "speed dating" where everyone picked a partner to interview and then introduced them to the board and staff.

President's Report

- Bernstein announced that the updated board calendar and last month's meeting minutes are included in the packet. Also included is the updated committee report, board contact sheet, and board buddy list. He explained how the board buddy systems works.
- Minutes of December 8 public meeting were approved as distributed via email.
- Bernstein and Knies have been arranging meetings with the new mayor and city council members.

2007 SJDA Agenda

- Bernstein announced that the First 500 days project was completed and submitted to the new mayor in his conference room yesterday. This project began at the end of 2006 where SJDA met with other non-profits, business groups, and neighborhood associations in an attempt to come up with 10 top priorities for the downtown core organized around First Act's "Big Deals" and "Small Wonders." Bernstein also noted the great effort from staff, namely Knight, to complete this project in a timely manner. Bernstein is planning on meeting with Sam Liccardo separately to discuss the progress of the proposal.
- Knies announced that the PBID steering committee will meet with Brad Segal of PUMA on Tuesday. Agenda items for the meeting include determining boundaries for the PBID, both for the basic service and premium service areas. Other issues include governance structure, outreach process to members, and whether to keep the BID or not. Per a question from Doherty, Bernstein noted that we will be holding the city accountable for the services they have agreed to provide.
- Sahn gave a summary of the status of the downtown height restrictions issue: the city staff and airlines' have proposed height restrictions in the downtown. The height restrictions would be to accommodate

airplanes with engine failure on take-off in certain weather conditions. The airlines are suggesting limits even lower than the FAA standard. This would allow the airport to more easily recruit international flights. Many buildings in downtown, especially the Arena-Diridon area, would be reduced in height under the new proposal. SJDA is partnering with the Chamber and the airport to explore alternatives other than reducing the height of new buildings downtown. SJDA will be contributing money for a consultant to perform a study to determine alternatives. An update will be given to the board in 3-4 months.

Executive Director's report

- Knies reported that by the end of this week we will have 40,000 skaters on the ice this season (last year was 34,000).

Other Matters

- Next Board meeting is Friday, February 9 at Adobe Systems. District 6 candidates Pierluigi Oliverio and Steve Tedesco will be debating.

Meeting Adjourned at 9:25 a.m.