

Minutes of Open Meeting
Board of Directors
San Jose Downtown Association

February 9, 2007

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Adobe Systems, 345 Park Avenue in downtown San Jose.

The following directors were present at the meeting: Bernstein, Casella, Coca, Cord, DiNapoli, Doherty, Florian, Gansheimer, Harlan, Knox, Nicoletti, Ryan, Sahn, Salata, Schneider, Skaggs, Sprintz, Sutton, Tibbils, Williams and Wong.

The following directors were absent from the meeting: Bordelon, Chandler, Conway, Gagliardi, Kong, Leathers, Mauldin, Moore, Pulcrano, Randall, and Valenzuela.

The following were also present at the meeting: Scott Knies, Blage Zelalich, Alanna Leverenz-Garbarino, Eric Trautmann, Amy Anderson-Glanz, Joan Malana, Diana Wiley, Helen Hayashi, Jenna Mabalatan, Paula Saily, Rick Jensen, Todd Trekell, Sam Liccardo, Pierluigi Oliverio, Steve Tedesco, Dennis Hickey, Pat Forst, Lisa Jensen, Nick Nichols, Jean Kraus, Sean Cottle, Nate Phillips, Pearl Tom, Eric Heckman, Stewart Slater, Kerri Williams, Jim Ortbal, John McEnergy, and Kathy Muller.

President Bernstein called the meeting to order at 8:30 a.m. Bernstein thanked Knox for hosting and sponsoring the meeting. Knox spoke briefly of Adobe's achievement as the first company to receive three platinum certifications from the U.S. Green Building Council – their highest honor. He added that today's meeting room, the Gallery Café, is available for public use. Bernstein noted the contents of the agenda packet: calendar of meetings, committee status report, a copy of an ad in the Business Journal thanking Adobe for their recent downtown property purchase, and PBID information.

Minutes of the January 12 board-only meeting were approved as distributed via email.

President's Report

- Bernstein congratulated board member Harlan for receiving the Executive Leadership Award of Excellence from the National Network for Youth in Washington D.C.
- Bernstein has been "making the rounds" at city hall. He has met with Council Members Nora Campos, Madison Nguyen, Pete Constant, and Sam Liccardo. Bernstein acknowledged Liccardo, who was in the audience.
- Former board member Dennis Hickey spoke about the San Jose Medical Center Stakeholders Advisory Committee. There are fifteen members in the committee representing neighborhoods, businesses, and the medical industry. All meetings are open to the public. The next meeting is February 21. Bernstein added that the medical center is one of the 10 priorities in the "First 500 Days" proposal.

Property Business Improvement District (PBID) update

- Bernstein stated that SJDA has been going through the gradual process of determining whether to create a PBID in the downtown. Many focus groups have been held with those the PBID would effect. In each of these meetings, stakeholders gave the PBID either green or yellow

lights (no red lights). Sahn described the PBID proposal and process and reviewed the map, boundaries, description and assessments included in the packet. The PBID is intended to create a cleaner and safer downtown by providing regular clean teams, information ambassadors and image enhancement through capital investment in beautification projects. The PBID will be governed by an owner's board that will contract with SJDA to manage the services. The PBID will consist of two zones: premium and basic. Those in the premium zone would pay double the assessments and receive double the services than that of the basic zone. Also included in the packet is a letter from City Manager Les White commending the PBID and committing the city to putting money into clean services downtown. The process for approval is rigorous, requiring first a majority of petitions presented to the City Council and then a majority of votes by returned ballot. If approved, the PBID will be in effect for 5 years beginning January 2008. Three public forums on the PBID draft management plan will be held on February 22. Once the SJDA Board of Directors formally approves the plan on March 9, the petitions will then be distributed to all property owners. If all goes as planned, the PBID services will begin January 2008.

District 6 Candidate's forum: Pierluigi Oliverio & Steve Tedesco

- Oliverio and Tedesco briefly introduced themselves to the audience. They then answered questions from moderator Cord. Questions were on such issues such as priorities for downtown, one-engine down procedures proposed by city staff that would reduce new building heights downtown, and PBID impressions.

Executive Director's report

- No report given.

Other Matters

- Next Board meeting is Friday, March 9 at Asqew Grill.

Meeting Adjourned at 9:24 a.m.