

Minutes of Closed Meeting
Board of Directors
San Jose Downtown Association

July 13, 2007

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at San Jose State University, Engineering Building 285, 2nd floor, in downtown San Jose.

The following directors were present at the meeting: Bernstein, Coca, Conway, Doherty, Gagliardi, Gansheimer, Harlan, Knox, Leathers, Mauldin, Nicoletti, Ryan, Schneider, Skaggs, Sprintz, Sutton, Valenzuela, and Wong.

The following directors were absent from the meeting: Beechie, Bordelon, Casella, Chandler, Cord, Cottle, DiNapoli, Moore, Pulcrano, Randall, Sahn, Salata, Tibbils, and Williams.

The following were also present at the meeting: Scott Knies, Blage Zelalich, Helen Hayashi, Paula Saidy, Rick Jensen, Gretchen Knight, Diana Wiley, and Kristen Collins.

President Bernstein called the meeting to order at 8:25 a.m. He thanked Tony Valenzuela for sponsoring the meeting.

Minutes of the June 8 public board meeting were approved as distributed via email.

President's Report

- Bernstein reviewed the meeting packet. A calendar of upcoming meetings and events was included on page 2 behind the agenda. Page 5 contained committee meeting information including issues and projects the Association is currently involved in.
- Bernstein turned the floor over to Knies who explained the current status of the downtown building heights/airspace study. Two consultants have been hired for this joint study with the airport and Chamber of Commerce. The services and terms of the study are being shared by the consultants. 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 beginning 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.
- The floor was turned back over to Bernstein to discuss board retreat concepts for 07-08. The board retreat will be a time to review SJDA's strategic plan. Bernstein's idea is to hold the retreat on a Friday in late September with a half day in the afternoon, dinner afterwards with spouses and significant others, and then staying at a downtown hotel to experience and review the nightclubs' soft closing pilot program. Members embraced the retreat concept. Bernstein asked for volunteers for an ad-hoc retreat committee and Schneider, Nicoletti, Mauldin and Skaggs volunteered

Presentation by Kristen Collins, Events Sponsorship Manager

- Bernstein introduced Collins who gave a presentation on the SJDA event sponsorship program. Collins reviewed the 5-year history of sponsorships at SJDA and presented statistics. At the end of her presentation, Kristen proposed the idea of a sponsorship committee called Money Makers. A copy of her presentation is available for review.

Extended hour pilot project/Responsible Hospitality Institute (RHI)

- Bernstein introduced Zelalich who explained that work was being done with the police, the city and nightclub owners with help from RHI who is now under contract with SJDA to help with the soft closing pilot program and conduct a Hospitality Zone Assessment. SJDA has been working on these issues for over nine years. Zelalich invited the board to participate in the round-table meetings on August 13. She said the goal of the round-tables is to develop an action plan. She also announced the Hospitality Zone Assessment orientation for July 16 at the Chamber of Commerce. Zelalich thanked the board members for their help and input tracking this issue over the years.

Executive Director's report

- Knies thanked Valenzuela for hosting the meeting on campus and complimented Collins on her presentation. He reminded members to visit the Farmers' Market today from 10 a.m. until 2 p.m. as well as to attend the outdoor cinemas in San Pedro Square and St. James Park. He announced that Music in the Other Park was up more than 50% in sales from last year and that Music in the Park had a great start with the English Beat last night. He also had dinner last night with Edward Uhler from Chicago's Millennium Park who was impressed with downtown San Jose. At 11 p.m. last night as well, Knies watched one of the parking garages charge \$5 after 10 p.m. People were paying and "the sky did not fall." He closed with encouragement to members to keep up their good ideas. He looks forward to the board retreat in September.

Other matters

- Schneider announced the August 23 Compag Barbecue at History Park, and encouraged members to attend. She stated that this annual barbecue is a great way to network with politicians and businesses. Please see Schneider or Williams for more information.
- Harlan announced that Cirque du Soleil tickets are available to purchase now as pre-sale and will coordinate with SJDA staff for a performance date to offer to the Board.
- Bernstein reminded everyone to review the calendar of meetings on page 2 of the packet and that Councilmember Sam Liccardo will be the guest speaker at the next board meeting August 10.

Meeting Adjourned at 9:35 a.m.