

Minutes of Regular Meeting
Board of Directors
San Jose Downtown Property Owners' Association

December 16, 2014

A regular meeting of the Board of Directors of the San Jose Downtown Property Owners' Association (POA), a non-profit California corporation, was held at SJDA office, 28 N. First St., Suite 1000, San Jose, CA 95113.

Board members present: Berg, Hammers, Cosgrove, Mattson, Ortbal, Wilcox, Kline, Souza, Utic and Ryan.

Member absent: Schneider.

Also present were Executive Director Scott Knies, Operations Manager Eric Hon and Business Development Manager Nate Echeverria and Jason Su, PBID Street Life Project Manager. Rich Mongarro from Block by Block and Rick Scott, Operations Manager for the City of San Jose's Department of Transportation, also attended the meeting.

Hammers called the meeting to order at 8:35 a.m.

Minutes

- The meeting minutes from August 26 distributed to the board prior to the meeting were unanimously approved.

President's Report

- Hammers said the PBID board of directors must elect its officers for 2015. He asked if any of the board members were interested in serving as an officer. When no one members volunteered, Hammers asked if the current officers were interested in continuing in their respective roles. The current officers stated that they would be willing to continue to serve in their respective capacities.
- Berg made a motion to elect the slate. Hammers (President), Utic (Vice President), Mattson (Secretary) and Ortbal (Treasurer) were all unanimously reelected.

New Business

- Hon provided an update on the downtown Automated Public Toilets (ATPs). Richard Keit from the Successor Agency to the Redevelopment Agency (SARA) has been searching for partners to keep the ATPs open. SARA has not paid for the ATP maintenance in two years and is concerned that JC DeCaux may close them. Keit reached out to the City Manager's Office, Department of Transportation, the Housing Department, VTA and the PBID for assistance. SARA proposed that each group assume an equal portion of the annual maintenance cost (\$31,200) to keep the toilets open through calendar year 2015, while City attorneys continue to negotiate with JC DeCaux on a long-term deal.
- Wilcox and Ortbal confirmed that their respective departments would contribute to the effort. Knies said VTA has also committed to supporting the toilets.
- Staff recommends the PBID participate and allocate the funds for the ATPs in the current budget. The downtown would be negatively impacted if the toilets were closed because there would be an increase in messes along the streets, alcoves and alleyways. Businesses would also be impacted by an increase in requests to use their facilities. The ATPs are an important downtown amenity to the downtown community.

- Knies said if the board elects to fund the toilets, the budget would be revised to show half of the funds coming from FY 14-15 and half from FY 15-16.
- The board discussed the recommendation briefly and unanimously agreed to contribute the PBID's portion, contingent upon the contributions from the other partners.

Street Life Report

- Hammers introduced Jason Su, who joined SJDA in October as the PBID Street Life Project Manager. Su gave a brief self-introduction and was welcomed by the board.
- Hammers said the board had identified art crosswalks as one of the priority Street Life elements. Staff had been working to get the first set installed on First and Second streets at the Paseo De San Antonio and were close to selecting a final design. The City's Public Art Committee, however, recommended slowing down the process last week and doing more outreach.
- Knies said subsequent conversations have taken place and the delay was a result of this being the PBID's initial foray into working in the public right of way and finding a comfort zone with City on implementation. City staff recommends forming a subcommittee to select an artist from the group who responded to the RFP.
- Su described the art crosswalk RFQ process and presented the proposals of four different artists. The designs reviewed by the board were the same designs shown to the Public Art Committee.
- Members discussed the art crosswalk approach at length. The PBID's preferred path is to select a design instead of an artist. A subcommittee comprised of PBID board members, stakeholders and City staff will identify and re-state the values and goals of the art crosswalk project and then reissue the RFP for designs. The goal is to present recommended designs to the Public Art Committee on February 17.
- Kline said he would participate on this committee given his experience in working with art at Adobe. Mattson also expressed an interest in participating on this committee. Su thanked the board members for volunteering and said he would circle back on January meeting dates.
- Su reported on other projects that he has taken the lead on upon his arrival. In addition to the art crosswalk RFP, he has been working with a structural engineer on developing the design of a mural corner prototype. Staff has identified the San Carlos Street parking lot, owned by Maxxum Leasing Corporation on the corner of S. Second and San Carlos streets for the first mural corner.
- Su has also been working on a new mural on S. First Street. The original mural, painted in 2008, has deteriorated and a panda scene is being painted.
- Su and other SJDA staff also submitted 16 proposals to the Knight Foundation as part of the Knight Cities Challenges.
- Su has also been corresponding with the Home Owners' Association at Axis, who have created a temporary dog park on a vacant lot at Carlisle Street. The group has volunteered their time and money to improve the site. The PBID plans to support these efforts by securing the fence. Members wanted PBID staff to reiterate that this will be a temporary use for the development site.

Operations Report

- Hon met with Block-by-Block to discuss the 2015 contract adjustments. The City's mandated living wage increased by 12.9 percent, which would increase the total contract by 4.56 percent if no other changes to the contract are made. Hon said he is confident that the two sides can come to agreement on an increase that works for both sides, but some minor changes must be made to the program hours.
- Hon said the bigger issue is the dramatic increase over the years in the living wage. The City's Office of Equality Assurance calculates the living wage rate by using a geographic adjustment factor (how much more it costs to live in San Jose). Hammers said these increases far outpace the growth of the PBID. The PBID cannot increase its assessment rates beyond five percent per PBID year. With our commitment to clean and safe services, the increase in living wage essentially comes out of Street Life projects. Since this is a City required wage, Hammers inquired about help from the City in collecting SARA delinquencies and boosting baseline funds.
- Ortbal said the City sees value in the PBID services and would be open to working with the PBID on options. One possibility may be to reinstitute an annual adjustment to the baseline funds. There may be other options as well and staff will vet those options with the City.
- Knies said once the new contract is finalized with BBB, the FY 2014-15 budget would be adjusted and presented to the board at the next meeting.

Business Development Report

- Echeverria reported on the on-going progress of the Holiday Pop-up Retail Project, which began in early November and will run until the end of March. Early indications show that several of the pop-up retailers will remain open beyond the end of the designated project period.
- Echeverria also gave an update about the past Downtown San Jose Real Estate Tour and on-going discussions with VTA regarding the Gross-Holmes building, just north of the corner of 1st and Santa Clara.

The meeting was adjourned at 10:05 a.m.