

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

February 10, 2015

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, Utic and Ryan.

Members absent: Schneider, Souza, Kline and Wilcox.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Operations Manager Eric Hon, Business Development Manager Nate Echeverria and Jason Su, PBID Street Life Project Manager. Semu One Bear from Block by Block also attended the meeting.

Hammers called the meeting to order at 8:30 a.m.

Minutes

- The meeting minutes from December 16 distributed to the board prior to the meeting were unanimously approved.

President's Report

- Hammers introduced Semu One Bear, who is the new Groundwerx Program Director. One Bear has been with Groundwerx since 2009, starting as an ambassador before being promoted to Operations Supervisor in 2010. One Bear takes over for Rich Mongarro who transferred to Block by Block's Union Square account.
- One Bear introduced himself to the board and spoke about the transition process and his vision for the program.

New Business

- Hammers directed the board to the budget page of the meeting packet. He said the mid-year budget is very close to the approved budget. Hammers noted some updates to the mid-year budget, such as a new line item for the PBID's support of the JC DeCaux public toilets. The PBID's contribution is spread across the current fiscal year and FY 2015-16.
- Hammers also pointed out that the SEU security program budget would be under spent. Hon added there are many unfilled secondary employment jobs due to a lack of officers.
- Lt. Anthony Matter is the new PBID coordinator and one of his primary objectives is to help fill the open positions and develop a list of potential fill in candidates. Hon said the SEU schedule should begin filling out by March.
- The board began a discussion about the downtown security issues. There was general consensus that there has been an influx of transients since the Story Road encampment was closed in December.
- Hammers said the PBID's 990 was completed and is available for all board members. The officers authorized SJDA executive director, Scott Knies, to sign 990 filings on behalf of the PBID.

- Berg asked about the City's living wage requirement. At the previous meeting, staff reported that the living wage increase for 2015 was nearly 13 percent.
- Hammers said the PBID has been fortunate that Block by Block has been able to absorb the costs thus far, but Block by Block cannot be expected to do so every year. Likewise, the PBID cannot increase assessments by more than five percent each year, so something needs to be done because there is no limit to the living wage increases.
- Ortbal said he was speaking with the City's budget office regarding the baseline funds. When the PBID was formed, the baseline funds were adjusted on an annual basis, but when the contract with the City was renewed in 2012, the annual adjustment was halted.

#### Operations Report

- Hon said the 2015 Block by Block contract was finalized in January. The total contract increase was just under three percent (2.965%) and in addition to the mandated living wage increase, non-living wage positions received a one and a half percent increase. Groundwerx's administration hours were reduced to 20 hours per week to keep the total contract adjustment below three percent.
- In addition to having a new program director, Grounderx is also looking to fill the open operations supervisor (lead supervisor) position. Internal candidates have been interviewed but some additional external candidate interviews are scheduled. The operations supervisor position is a critical position because this individual provides direct support to the program director.
- Hon said staff is currently putting together a submission to Kaiser Permanente for their Community Grants program. The PBID is requesting funding for the Almaden Boulevard exercise loop. The grant process includes submitting a formal letter of intent in February and if selected the PBID will be invited to submit a full proposal in March.
- Su provided the board with updates on Street Life Projects. He said staff submitted 16 ideas as part of the Knight Cities Challenge and was invited by the Knight Foundation to submit full proposal for San Pedro Squared. San Pedro Squared involves converting the bottom floor of the Market Street garage into retail storefronts facing San Pedro Street.
- Other Street Life project highlights include restoration/reimagining of the panda mural on South First Street and the PBID's support of the volunteer interim park on Notre Dame.
- Su said the art crosswalk request for qualifications is about to be released. The art crosswalk subcommittee identified values for the Paseo de San Antonio and is ready to proceed with the call for artists. Once the call is completed, the PBID will identify an artist to work with and design the crosswalk. Installation is tentatively scheduled for May.
- The board was also provided updates on other projects that the PBID is assisting with, such as the Exhibition District's downtown mural project.

#### Business Development Report

- Echeverria reported on Pop-up retail. The Pop-ups started in November and were supposed to end in January, however, the timeline has been extended to March given the success of the program. One of the retailers, There There, is actually about to sign a lease at their Second Street location.
- Echeverria is also working with the City's Office of Economic Development on the Storefronts Initiative for more funding and other projects aimed at reducing vacant downtown retail space.

- SJDA staff and the Downtown Design Committee have reviewed and provided feedback on several major real estate development projects.
- This group is also working on expanding the Downtown Commercial zoning designation, changes to various design and development guidelines and advocating for expanded allowable uses in the Downtown Commercial zoning designation.

The meeting was adjourned at 9:35 a.m.