

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

June 21, 2016

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 the Fairmont Hotel, 70 S. Market St., San Jose, CA 95113.

Board members present: Hammers, Mattson, Utic, Ortbal, Bartl, Ryan, Mussara and Kline.

Members absent: Messinger, Berg.

Also present were Executive Director Scott Knies, Operations Manager Eric Hon Business Development Manager Nate Echeverria, Street Life Project Manager Jason Su, Project Coordinator Stephanie Wong and Semu One Bear from Block by Block. Diane Milowicki and Rick Scott, City of San Jose Department of Transportation, also attended the meeting.

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

Minutes

The meeting minutes from April 22 were distributed prior to the meeting and approved unanimously.

President's Report

- Hammers discussed the vacant City Manager appointed seat on the PBID board of directors. Teri Killgore vacated the seat in May when she left the City of San Jose. The Office of Economic Development is recruiting for Kilgore's position and when that position is filled, the City Manager will appoint that individual to the PBID board as per the PBID bylaws.
- Hammers moved to the next topic, which is the board's conflict of interest policy which needs to be signed annually as part of the 990 filing process. He said each board member received the conflict of interest statement with their meeting materials in advance. The members in attendance signed their copies and staff will follow up and collect the remaining signatures.

New Business

- Hammers directed the group to the Street Life 2.0 budget proposal on page six of the meeting packet. He said many of these items have been discussed previously and maintenance costs are not included in this proposal because they are in a separate line item on the operational budget.
- Ortbal said the City Council approved the PBID's recommendation for a five percent increase in assessments for FY 2016-17 and the fact that this was part of the consent calendar reflects the overall confidence and awareness of the PBID.
- Knies said the board needs to be comfortable with this budget proposal because there are a lot of nuances as some projects are more complex and tied to grant funding.
- Mattson asked if there were any comments from PBID survey regarding Street Life Projects that may need to be considered. Hon said he went through the results and respondents continue to show strong support for PBID efforts.
- Su reviewed the various Street Life 2.0 line items and provided additional context for the "add-on" projects, which were included at the direction of the board.

- Su said items eight through 14 are priorities, but other projects will be queued up in case there are delays. Su asked the board for feedback on these priorities.
- Hammers asked how the add-on projects will be would be selected if something else stalled. Su responded that staff has reached out to the community and has a feel for what has interest/support. Knies added that since there is no formal process. Perhaps staff can bring this back to the board to revisit in six months. Utic said it makes sense to revisit in April (2017) to see if the priorities have changed.
- Utic asked if there's been any feedback now that the first round of art crosswalks has been installed. Su said that feedback has been positive. There was additional board discussion on art crosswalks.
- Hammers asked staff to research other products that could be used for this type of application. Knies said the cost of the thermo plastic is high, but the product is more durable. Staff will weigh the benefits of thermo plastic versus a lower cost, less durable option.
- Mattson asked if there are ways to inform people of the artist's inspiration for the art.
- Ortbal asked what the timing is for Street Life 2.0 add-ons; does staff envision those projects occurring in 2017? Knies said some could happen even quicker; for instance projects on private property and "pop-up" temporary projects. As an example, Knies said the PBID was looking to coordinate a project with DOT's St. John streetscape project, but that project is now delayed. Ortbal said he could provide an update at the next PBID meeting.
- Hammers referred back to the budget proposal and said the "heroic statue" needs a location that can be leveraged into a partnership. Hammers added that he is not married to the "pixel shark" and likes the idea of whimsical art somewhere, like the bow and arrow in San Francisco. Hammers asked "how does that happen?"
- Knies said San Francisco has public art funding in place with private development projects. In San Jose, private developers are not required to fund public art. Only public projects are asked to contribute one percent for public space art.
- More dialogue ensued and the board indicated its preference for light installations in the downtown.
- Ortbal asked for more information about the Fountain Alley line item on the budget proposal. Su explained the mural alley. The goal is to transform a problem area into a destination spot.

Business Development Report

- Echeverria said the downtown real estate tour is being scheduled for October 5. The route is being finalized and the goal is to conclude with a tour at the WeWork site. Other alternatives include a tour of 1 S. Market or possibly a tour of the Pierce project in SoFA.
- Echeverria said he will be visiting Detroit with the Knight Foundation and members of City Planning staff as part of a case study.
- Echeverria answered some questions of the downtown development map that was included in the board packet. He indicated that not all the projects get developed, but a lot are in the pipeline. The compelling story is about the future growth in downtown and is a good tool to recruit retailers.

Operations Report

- Hon provided updates on PBID operations. He spoke about his experience working with PATH, the downtown homeless outreach service provider. Groundwerx works closely with the PATH team, which is a stark contrast from other outreach providers in the past. Groundwerx's role is to identify and connect individuals interested in receiving services to PATH.

Some homeless individuals are not interested in services and the PBID SEU program is a tool that can be used to help mitigate disruptive street behavior.

- Groundwerx held it's inaugural "Safety Day" on June 2. Hon asked Groundwerx program director, Semu One Bear, to talk about the training his staff received. One Bear said the goal is to raise awareness about safety because work related injuries could often be avoided. When they do occur, it greatly impacts the program operations.
- One Bear said staff was really engaged and they are implementing a number of practices as part of their commitment to safety. Groundwerx was injury free for 256 consecutive days between 2015 and 2016.
- Hon also provided updates on Street Life projects that were not already discussed as part of the earlier dialogue about FY 16-17 projects.
- In honor of the San Jose Sharks appearance in the Stanley Cup Finals, the PBID incorporated the color teal into its lighting projects at the Circle of Palms and the San Pedro Square Arch. Other downtown buildings with light elements followed suit.
- Hon updated the board on the musical swings that will be making their way to Plaza de Cesar Chavez, from August 4 to October 2. Hon reminded the board that the PBID committed \$5,000 in support of this project and Groundwerx will also contribute \$5,000 worth of in kind support by having their ambassadors assist with the swings operations. This project is led by San Jose Jazz and the Office of Cultural Affairs.

Hammers thanked Mussara and the Fairmont Hotel for hosting the meeting. The meeting was adjourned at 9:55 a.m.