

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

June 23, 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: Hammers, Utic, Wilcox, Cosgrove, Mattson, Schneider and Ryan.

Members absent: Berg, Ortbal and Kline.

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. David Tran from Councilmember Peralez's office, Kevin O'Connor and Rick Scott from the City's Department of Transportation and Semu One Bear from Block by Block also attended the meeting.

Hammers called the meeting to order at 8:34 a.m.

Minutes

- The minutes from April 24 were distributed to the board prior to the meeting and were unanimously approved.

President's Report

- Hammers said the overall results of the 2015 member survey were very encouraging. Property owners continue to give high marks to PBID services.
- Hammers did point out that there were a lower number of business and commercial property owner responses this year.
- The board discussed strategies on getting more completed surveys from these two groups. Knies said staff has not been very aggressive in pursuing completed surveys.
- Schneider suggested commercial property owners may be happy with current downtown conditions which could explain the low response rate. She added that downtown residents will always tend to be more vocal and it is a good sign that the PBID has strong approval ratings.
- Utic asked if there was a way to track responses. Hon said a tracking number could be added to surveys.
- Ryan asked if the new members of the downtown residential community were participating. Knies said they are and recently Zelalich met with a group of residents. Zelalich said there are different groups of residents and associations for each building. Staff is currently working on identifying the best method to communicate with these groups.
- Hammers asked staff to breakdown the different groups of ratepayers within the PBID. This information will then be use to ensure the board's composition is still representative of its members.
- Hammers also wanted staff to continue working through its communications, look at the survey and other tools.

New Business

- Hammers reminded the board of its current open seat, vacated by Legacy Partners representative, Andria Souza. Hammers said after open solicitation, Doug Bartl representing Oracle expressed his interest in joining the PBID board of directors.
- Knies said the board has the option to elect a new member or leave the seat open until the Annual Meeting election in October, along with two other seats.
- Schneider said it makes sense to have a large commercial property owner representative that is local. Wilcox agreed and said Almaden Boulevard is a key downtown corridor and should continue to be represented.
- Cosgrove made a motion to appoint Bartl to the PBID board. The motion was approved unanimously.

Street Life Report

- Su presented the board with updates on Street Life projects. He said the San Pedro Squared project is moving along and City officials would like it to be completed in time for the Super Bowl in February 2016. The project is currently in its design phase.
- Su said the Knight Foundation has awarded the SJDA/PBID a \$625K grant (\$125K over five years) for Street Life projects and activation.
- Su has also been working on raising funds for a mural project on Fountain Alley on the Lido Club building. The District Attorney's office has committed to contributing \$5,000 towards this project. The mural design is being developed between the artist and the owner of the building. Republic Services has also agreed to make a contribution to this project.
- Su remains engaged with the Department of Transportation (DOT) on the redesign of St. John Street. DOT is implementing pedestrian improvements, such as sidewalk widening and realignment throughout the corridor. DOT has asked PBID to look at the plans and consider Street Life options.
- Su said that he is utilizing the Groundwerx ambassadors to conduct a downtown pedestrian count and public life study. The data from this process will help quantify the benefits of Street Life projects and may be used to help solicit funding. The data collection is being coordinated with Echeverria and can also be used for advocacy and to attract prospective retailers.

Operations Report

- Hon reviewed the operations report with the board. He said he continues to work with DOT on gathering information about using reclaimed water for cleaning. San Jose Water is the local supplier, however, they are not ready to issue water meters for reclaimed water. Also, their location is outside of the downtown area and it would be challenging for Groundwerx pressure washers to venture outside the district each time they need to fill up their tanks.
- Groundwerx would also need to purchase new equipment if required to recapture the reclaimed water. The current pressure washing units are not equipped for this process. Recapturing the water would also impair Groundwerx's productivity.
- Hon said the PBID annual report will be presented to the City Council later today. The report is a consent item and it was submitted in May. The report forecasts PBID activities for FY 2015-16.
- Hon has been working with Philips on a new wireless lighting system for the Circle of Palms. The new system would allow for year-round activation of the plaza. Philips has indicated that they are willing to donate the

lighting system and take the lead in the installation process, but the PBID will have to pay installation costs.

- Hon said the PBID expects to hear from Kaiser regarding its Almaden Blvd. exercise loop proposal by the end of June. In the meantime, Kaiser has connected the PBID with the San Jose Sharks Foundation and discussing partnership opportunities.
- Hon said the PBID Enhanced Security program is now fully staffed. Sgt. Michael Montonye started in May as the PBID new coordinator and has added four new officers to the roster.
- Cosgrove asked if there has been any thought to adding a Saturday shift. Hon said this could be done; it is a matter of budget.
- The downtown transit mall tree pruning has been completed. Hon said the work was challenging given VTA's strict requirements when working next to the light rail tracks.
- Hon said he would now work with the City arborist to coordinate the pruning of the palms along Almaden Blvd. In addition to pruning, the palms will also be fertilized and injected with a fungicide to ensure their health.
- Hon said there has also been a request by the Paseo Plaza HOA to prune their street trees on Fourth Street between San Fernando and San Carlos streets. The sycamores are rubbing against their building and the tree canopy is covering the streetlights.
- Hon said he also has a contractor addressing the tree girdling issue on the transit mall. The street trees have grown into the granite pavers and the pavers need to be cut away from the tree trunks.
- Hon said the Groundwerx/Downtown Streets Team (DST) Homeless Work Experience program has been extended another year by the City of San Jose's Housing Department. The program budget will increase from \$108K to \$142K, which will allow the program to extend to weekends.
- Hon then showed a powerpoint presentation about the Homeless Work Experience program submitted by SJDA to the International Downtown Association for their annual awards program.

Business Development Report

- Echeverria has been working with the Office of Economic Development (OED) to market the Storefronts Initiative grant program to businesses, brokers and property owners. Recipients could receive up to \$16,000 to open a small business in a previously vacant location.
- With the conclusion of the Pop-up Retail Program, SJDA and OED are working with the shipping container operators to explore alternative locations. Echeverria said there is interest in recreating this program in 2016.
- Working with the City's Small Business Ally, SPUR and OED, Echeverria has taken part in making recommendations to update the Downtown chapter of the City's zoning codes.
- Echeverria said he has seen new listings for open floor-plate office space. These listings involve the reposition of older, dated downtown buildings and marketing the spaces to potential tech-tenants and co-working spaces.
- Echeverria said downtown continues to see a lot of activity and he has been working with several landlords on the permitting process and new businesses looking to locate in the downtown.

The meeting was adjourned at 9:55 a.m.