

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

August 20, 2013

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, Cosgrove, Hammers, Keit, Kline, Mattson, Ortbal, Ryan, Schneider and Souza.

Members absent: Utic

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Business Development Manager, Marcelle Boudreaux, Rich Mongarro (Groundwerx), Sergio Carabarin (CSJ - SJPD), Jennifer Easton (CSJ - Public Art), Barbara Goldstein (Goldstein & Associates) and Leland Wilcox (CSJ - Office of Economic Development).

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

Minutes

- The minutes for the June 18 meeting were distributed to the board prior to the meeting. The minutes were approved unanimously with a motion from Berg and second from Souza.

President's Report

a) Security update

- Ortbal asked Knies for an update on the PBID SEU enhanced security program that began in May. Knies introduced Carabarin, the PBID's SEU program coordinator hired in July, to provide the update.
- Carabarin introduced himself as a 30-year veteran of SJPD, noting that the majority of his career has been spent policing the downtown core and most recently he is the downtown district sergeant on patrol Friday - Monday. He updated the group on the work of the three program officers, mentioning that they now keep a set schedule on Mondays, Tuesdays, Thursdays and Fridays, for a total of 30 hours per week, and are making regular contact with ground floor businesses. The officers are in constant contact with on-duty police patrol and with Groundwerx personnel.
- Carabarin endorsed the removal of the benches in front of the Repertory Theater as officers had noticed the benches primarily being used by transients and other unsavory characters. He encouraged the board to look at changes that would create a more transient-hardened environment, making it less comfortable for the homeless to sit and lie and sleep in public spaces downtown. Carabarin mentioned that a ban on shopping carts along with better coordination with county mental health service providers were two other elements that should be considered.
- While the POA has signed off on the PBID pay job, there are still lingering misconceptions among officers as to the city's involvement with the program. It will take time to clear up these misconceptions but this has been and will continue to be Carabarin's primary focus.
- Schneider suggested that a few PBID board members ask to attend a general meeting of the Police Officers' Association to try and clear up some of these misconceptions. The board agreed this would be a good

idea and Carabarin volunteered to facilitate this request.

- Carabarin reported that it takes approximately 17 minutes for PBID officers to walk from one end of the district to another and that having a motorized vehicle, perhaps a golf cart, would enable them to respond more quickly to calls from business owners and Groundwerx personnel. Schneider announced that she would contribute \$500 toward the purchase of a golf cart and that Jim Salata is also willing to pledge \$1,000 toward this effort. Upon Souza's recommendation, staff was directed to investigate the cost of purchasing a golf cart for PBID and Groundwerx operations.
- Zelalich noted that a number of SEU statistics particular to officer interactions with the business community, the public at large and downtown's transient population in the past months, could be found in the enclosed Operations Report.
- Following Carbarin's report board members had a brief discussion about the intersection of urban beautification and safety elements noting a delicate balance between the two while downtown works to grow its resident and employee populations.

Nomination for 2014 Board

a) Bylaws amendment

- The group discussed a memo by Knies distributed in advance to eliminate term limits for all POA board members. Aside from the City's two appointments, PBID board members are allowed to serve two consecutive three-year terms but then must term-off of the board for at least one year before being elected back. Knies reported that the original PBID bylaws were fashioned after SJDA's bylaws but since the composition of SJDA's board and organization's focus is dramatically different, that might not have been the best approach. After considerable discussion regarding the proposed amendment and many others, the board unanimously voted to amend the bylaws so that all board members are eligible to serve three consecutive three-year terms before being termed-off.

Beautification Projects

a) Illuminations at Hwy 87/Santa Clara

- Easton provided a Powerpoint presentation on the illumination project at San Fernando and Santa Clara streets and the Hwy 87 overpass. She reminded the group that the larger downtown illumination project has budget of \$600K, via grant funding from ArtPlace, but that the PBID and City are partnering on just one component of the project – the overpass at Santa Clara and Hwy 87. She reported that city staff has been in conversation with management of Axis, The Pierce and 50 WEST for additional illumination projects.
- Artist Dan Corson made a few changes to each design based on City of San Jose and CalTrans feedback. Additionally, OCA has finalized partnerships with Google and Philips for the actual LED lighting components. Google is prepared to provide onsite internet connectivity at the Hwy 87 underpass and integration of an element activated through a their mobile game application – Ingress.
- Easton provided a project timeline, showing the installation of Corson's artwork on Santa Clara completed by March 15, 2014. She reassured the board the city was prepared to decouple the two projects based on Caltrans feedback if it appeared San Fernando conditions would delay the Santa Clara underpass work.

b) CMG Plan update

- Knies reported that landscape architects CMG would provide a draft

downtown beautification plan, based on the board's July 1 retreat and subsequent conversations with staff, to the PBID beautification subcommittee in September. This draft will also be vetted with SPUR and the city's Economic Development and Transportation city service areas (CSA's). CMG remains on track to produce a final PBID beautification strategy plan by November.

Budget Report

- Hammers moved the discussion to the PBID operating budget, page six of the board packet. He reported that some funds allocated for FY 12-13 were not spent by the end of the fiscal year, so the funds were carried forward to the FY 13-14 budget. This would apply to the SEU line item, beautification strategy plan, Hwy 87 illumination and business development line items.

Business Development Report/Operations Report

- In the interest of time, Hammers noted that both the Business Development and Operations reports had been distributed ahead of the meeting and were also inserted in each member's meeting packet.

Other Matters

- Kline announced that Adobe has opened a store in the coffee shop of its West Tower. The store will highlight various community groups and downtown businesses to Adobe employees. Kline welcomed suggestions from the board on potential community groups or businesses that should be showcased.

The meeting was adjourned at 10:15 a.m.