

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

January 21, 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, Cosgrove, Hammers, Wilcox, Mattson, Ortbal, Ryan, Utic and Kline.

Members absent: Souza and Schneider.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Operations Manager, Eric Hon, Rick Scott and Diance Milowicki from the City of San Jose's Department of Transportation and Calder Gillin and Willett Moss from CMG.

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

Minutes

- The minutes for the November 12 meeting were distributed to the board prior to the meeting and were approved unanimously.

President's Report

a) Business Development Manager process

- Knies said several qualified finalists have emerged from the candidate pool. The finalists will be interviewed over the next few weeks and the position is expected to be filled within the month.

New Business

a) Block by Block contract update

- Hammers said the service contract with Block by Block has been finalized. The total contract was increased by 3.87 percent, but the bulk of the increase is a result of the mandated living wage increase which accounted for 3.66 percent of the total. He said there was a small amount included for some new equipment, but in order to defer some of the costs, Block by Block will purchase the equipment in June.

Old Business

a) SEU Report

- Hon gave a brief report on the PBID's enhanced security program. He said the service was implemented eight months ago on May 10, 2013 and has made a positive impact on downtown. The program began with 30 hours of weekly coverage and has been expanded to 40 hours, covering all five days of the workweek. The program hours vary from day to day, however the shifts have been consistently covered.
- Hon said the operations report includes some statistical highlights since the programs inception, however, the data does not do the program justice. He said the effects of the program are sometimes hard to quantify because the officers deter a number of issues that do not show up in the statistics. Hon said he would continue to review the data and look for ways to more effectively illustrate the program's benefits.

Operations Report

- The operations report was included in the board packet prior to the meeting. Hon reviewed the report highlights. Over the past few months, Groundwerx has been busy sweeping up the leaves from the trees. Hon said the amount of debris collected rises dramatically during the "leaf drop" season and this year was no different. He did note that the total weight collected off the sidewalks was a little less than previous years given the mild winter thus far, coupled with some advance pruning completed through the PBID tree maintenance program.
- Groundwerx has also been experimenting with a different approach to pressure washing. By using a different attachment, the pressure washers are able to clean much larger stretches of the district. The results after the first month of implementation have been very positive. The number of block faces cleaned has increased and the new approach also allows for greater responsiveness to spills and spot cleaning requests from businesses and property owners.
- The Hwy 87 Illuminations project is progressing. Hon said the City is about to complete its review of the project. The contract with the artist, Dan Corson, will go to the January 28 City Council meeting for approval and the PBID will begin working on its contract with Corson.
- The project was originally proposed to Caltrans on January 23, 2013. Following a Caltrans review, the artist was asked to respond to some questions and now Corson is ready to present the project again. City staff is currently trying to schedule the next meeting with Caltrans. In the meantime, Corson is set to begin fabricating the artwork.

PBID Streetlife plan presented by CMG

- CMG has completed the PBID Streetlife plan, which was also distributed to the board in advance of the meeting via a download link. CMG presented the plan to the PBID board and Willett Moss set the tone by providing context to the work and describing the process that went into developing the plan. Calder Gillin co-presented and reviewed some of the recommended projects. In total, the Streetlife plan contains forty projects, which range from small, low-cost and easily implemented projects to complex, large-scale projects. The plan also includes recommendations for the PBID's role in each project (lead, assist and advocate).
- The board provided some feedback to Moss and Gillin. Hammers said the plan makes downtown more livable, which is of great value to downtown as a whole. Cosgrove said she likes the concepts and looked forward to seeing them implemented. Ortbal agreed and said he is excited by the possibilities and eager to get started working on the plan. Utic appreciated the fresh perspective and CMG's attention to details. Ryan expressed concern of tackling tough areas (like City Hall, Almaden Boulevard, St. James Park and Balbach Street) and suggested starting projects where the impacts can be realized more quickly.
- Knies said now that the plan is complete, the board must decide on its next steps. Knies said other stakeholders have already caught wind of the plan and asked to see it. He suggested doing outreach with community partners, both public and private immediately. The board needs to decide how it wants to distribute and print the document.
- Knies added that staff will call a beatification meeting in the next few weeks so that the board may decide on selecting projects and begin implementation.

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