

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

June 18, 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, Hammers, Cosgrove, Mattson, Ortbal, Schneider and Ryan.

Members absent: Souza, Utic, Kline and Keit.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Operations Manager Eric Hon and Business Development Manager, Marcelle Boudreaux. Rich Mongarro from Block by Block, was also in attendance.

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

Business Development Report

- Boudreaux's report was distributed to the board. She has met with 30 stakeholders since April. These stakeholders represent businesses, property managers, brokers, entrepreneurs and developers.
- Boudreaux has also been busy updating the SJDA web page to make it easier to find downtown information. Moving forward, she will also be producing a semi-regular column in the Downtown Dimension newsletter that will highlight activities that her position can assist with.
- Boudreaux has been working closely with various City staff and regularly communicates with the Small Business Ally, Juan Borrelli. The City's Small Business Web Portal was soft launched on June 1, with an official launch due in September 1.
- Boudreaux said she is currently assisting 18 businesses/tenants in the development services process.
- Boudreaux has also been active with the Commercial Property Owners and Managers group and participated in the Downtown Real Estate Tour on May 2. Boudreaux continues to gather data on occupancy and has created a map to help track vacancies.
- Ortbal asked Boudreaux what type of assistance is the most helpful to new businesses. Boudreaux said two things come to mind; first, she is able to provide more accurate timelines in working with the City. Secondly, she helps new businesses think about the type of space that they need.
- Berg asked if Boudreaux has come across any barriers. Boudreaux said that she has not, but is aware of some issues that others have dealt with.

Operations Report

- Hon presented the operations report to the board. He said that the homeless population continues to be a concern for property owners and businesses. He has been actively communicating with outreach service providers to target several individuals for housing. Hon said he can verify that some individuals have been recently housed but there is more work to be done.
- Hon said the repairs to the Heritage clock on S. First St. have been completed. The clock is fully functional and the lights have been restored.

- Hon said that Groundwerx has completed their installation of decomposed granite (DG) on San Pedro Street. All of the initial repairs that were identified by the City's DOT staff have been completed as part of the PBID's enhanced maintenance program. Next up will be the repairs along the transit mall and other locations.
- Since Groundwerx revised their deployment of the ambassadors, they have been able to provide greater coverage in the basic zones. As a result, they have increased their presence around areas such as Discovery Meadow and the Children's Discovery Museum (CDM).
- To ensure the museum grounds remain clear, the museum administrative staff has expressed their interest in contracting with Groundwerx to provide supplemental cleaning services. Groundwerx will pressure wash the museum portico four times a week beginning July 1.
- Hon said that he and executive director Knies met with members of the City Manager's office to discuss some new programs. The City is open to having the PBID manage the street banner program and sidewalk café permitting process and wanted to gauge PBID's interest. This is a model that is used in downtown San Diego, however, more information needs to be gathered before implementation. There is potential for these programs to generate some additional revenue for the PBID.
- Complaints about the conditions of Hwy 87/280 have surfaced again. The weeds along the off ramps need to be addressed, as well as the increasing amount of graffiti. The PBID used to provide the vegetation control along the downtown corridors of Hwy 87/280, however, recently Caltrans has taken the lead on cutting back the weeds. Hon said he has reached out to his contact at Caltrans to propose suggestions, as these are major gateways to the downtown.
- Hon said the pear trees along Post St., between S. First and Market streets, will be pruned as part of the PBID tree maintenance plan. Hon has notified all the businesses and coordinated the efforts with DOT staff.
- Hon also mentioned that the palms along Almaden Boulevard and Park Avenue will be fertilized in July.

Minutes

- The minutes for the March 28 meeting were distributed to the board prior to the meeting. The minutes were approved unanimously.

President's Report

- Hammers asked SJDA deputy director Zelalich to give an update on the PBID SEU program. Zelalich said the program began in May but there have only been a few sign ups for the PBID pay job. Thus far, only 30 percent of the slots have been filled.
- The statistics from the officers, who have signed up, indicate the program has been effective. The officers have been very active in engaging the business community and deterring nuisance crimes.
- Zelalich said staff would continue to strategize on how to generate more sign ups. The overall shortage of officers is a big factor for the low turnout. Furthermore, the City is deploying "overtime" cars, which further diminishes the candidate pool. The Secondary Employment Unit overall is having trouble filling pay jobs.

- Zelalich added that while the POA has signed off on the PBID pay job, there may still be some lingering issues among the officers. It will take time to clear up some of the misconceptions.
- Ortbal asked if some of the new recruits would be more interested in working the PBID pay job. Zelalich said the matter is complicated. The recruits may be reluctant to sign up because they may be more susceptible to the misconceptions and not want to jeopardize their status by taking this job.
- Mongarro suggested the PBID look into making the PBID pay job a reserve assignment, which would be managed directly through the reserves office. He said that Christmas in the Park is staffed with reserves.
- Mongarro said he has reached out to Sgt. Anaya, who runs the reserve office. Knies said staff will continue following up.
- Hammers asked if the PBID could use SJDA to advocate for more officers in the downtown. Hopefully that would be seen as a signal that the businesses and property owners are eager to do something and make changes.
- Hammers moved the discussion to the PBID operating budget, page five of the board packet. He said there is no action item, the board already approved the budget, however staff has provided some budget updates.
- Some of the funds that were allocated for FY 12-13 will not be spent by the end of the fiscal year, so the funds will be carried forward to the FY 13-14 budget. This would apply to the SEU line item, beautification strategy plan, Hwy 87 illumination and enhanced maintenance line items.

Beautification projects

- Hammers said he participated on the downtown tour on June 12 and was impressed by the landscape architect consultants, Conger, Moss and Guillard (CMG).
- Berg agreed with Hammers. He said he was on the selection committee and that CMG's proposal stood out and he is excited to have them on board and looking forward to the beautification retreat.
- Hammers asked Hon when the retreat was. Hon said the retreat has been scheduled for July 1, from 10 a.m. to 12 p.m.
- Mattson asked if the committee could accomplish everything within two hours and many of the other board members agreed that more time was needed. Hon said CMG should be able to allow for more time and that he will inform the board, once he confirms their availability.
- Hon reported on the Hwy 87 Illumination project. He said the project is still on track for installation and completion by the end of 2013. The City's Office of Cultural Affairs (OCA) is currently developing a timeline which should help monitor progress.
- Hon said the artist, Dan Corson, is making a few changes to the lights to ensure that motorists will not be distracted or impacted by the lights. Meanwhile, OCA is finalizing some partnerships with Google and Philips. Google is prepared to provide onsite internet connectivity at the Hwy 87 underpass and integration of an element that may be activated through a mobile app game.

The meeting was adjourned at 9:50 a.m.