

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

March 15, 2011

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 SJDA office, 28 N. First St., Suite 1000, San Jose, CA 95113.

Board members present: Berg, Souza, Knox, Utic, Ortbal, Ryan, Mattson, and Hammers.

Board Members absent: Nardi, Burnell, Kern.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Operations Manager Eric Hon, Pete Larko and Allen Ishibashi, San Jose Redevelopment Agency and Rich Mongarro, SGI Program Director for Groundwerx.

Hammers called the meeting to order at 8:35 a.m. Hammers began the meeting by having Larko and Ishibashi introduce themselves to the group and then he reviewed the packet of materials provided to members.

Minutes

- The meeting minutes from December 14 and February 16 were emailed to the board prior to the meeting and were unanimously approved.

President's Report

- Hammers reviewed the board packet materials. He said the goal of the meeting was to evaluate the ambassador program and to provide the board with an update from the beautification subcommittee meeting on March 9.

Services and Renewal

- Leading the discussion on the ambassador program, Hammers said the information provided by staff shows there are many different models. He said in San Francisco's Union Square, 10B officers are hired at time and a half. The Sacramento and Philadelphia districts have dedicated homeless outreach staff. The Hollywood and Waikiki districts monitor closed security video. Ortbal asked if the district or the city set up the video cameras. Hammers said in Hollywood, the video cameras were purchased by the district and installed at the police department.
- Berg said all the districts referenced, with the possible exception of Sacramento, have lots of people and tourists, which differs from downtown San Jose. He feels it's premature to get too involved in security. Berg said the cleaning and beautification have worked really well and is comfortable with leaving the ambassador program as is, but cautions against getting too involved with security.
- Knox agreed with Berg. He said the ambassadors should be eyes and ears for police and should not carry weapons. Any greater security role is "a can of worms" with greater costs and liability.
- Mattson also concurred but added that she would like to see the PBID involved in saving the police departments horse mounted unit.
- Ortbal asked where are the problem areas in the district? The police are visible at events and staff has reported the problems at the river, so where else do safety issues occur? Hammers said there are issues of drugs and gangs at Fountain Alley. Hon said issues have also been reported at Post Street and the Repertory Theatre plaza, Third and San Carlos Street and St. James Park.

- Mattson added the lack of downtown residents and employees result in greater amounts of the "bad element." Mongarro said Mattson is referring to the "broken windows" theory, with increased drug dealings and nuisance crimes proliferating when not quickly addressed.
- Berg asked Mongarro, based on his background as a San Jose police sergeant, what he would recommend to deal with the current issues.
- Mongarro agrees with members that it would be too costly for the PBID to hire off-duty police officers to provide security. He recommends dividing the hospitality services provided by ambassadors from the security needs of the district. He suggested having a fixed location for the ambassadors because given the large size of the district it can be hard to find an ambassador. With an established "kiosk" location with specific hours, visitors and members can be assured of receiving ambassador services. Mongarro also suggested training a group of 2-3 ambassadors to provide enhanced security.
- Mattson asked if the security team would have a working relationship with the police department? Mongarro said the security team must work closely with SJPd, like SGI's account in Denver, where the ambassadors are on the same radio frequency as the police department. Ortbal said this is similar to the model the city currently uses to secure the parking garages.
- Hammers asked Mongarro if there is a difference in pay between an ambassador and a security guard? Mongarro said the pay is equal, but security guards must qualify for "guard cards."
- Berg asked if the district needs the ambassadors? Could the money spent on ambassadors be used elsewhere?
- Mattson said she likes the ambassadors and referenced Burnell's anecdote about his interaction with an ambassador as evidence that there is a benefit to providing hospitality services.
- Hammers asked Souza for her perspective as a representative of a large commercial property owner?
- Souza said she likes the kiosk idea because she can better direct folks to the ambassadors. Souza also said Groundwerx has helped, but security is still needed in some areas. Legacy has security in each of its building, but their security staff are confined to their buildings.
- Knox said the ambassador statistics clearly show the ambassadors are active but while he likes having them around, he personally does not need their services.
- Utic asked how effective at security are the Groundwerx ambassadors?
- Knies reminded the members of the exclusions written into the PBID contract by the city that prevented Groundwerx from dressing in security uniforms, carrying weapons, etc. Knies said Philadelphia and Denver are two examples of districts that have increased effectiveness because of better communication with local law enforcement, such as participating in daily roll call briefings and sharing same radio frequencies with police.
- Ortbal said he has contacted Assistant Chief Diane Urban via email and she seems interested in working with the PBID to help make the ambassador program more efficient. He will report back to the board once the discussion progresses.
- Hammers asked what was the impetus for the limitations in the contract with the city? Knies said when the contract was written in 2007, the relationship between SJPd and SJDA was not very good plus the PBID was an unknown entity.
- Berg said he likes the idea of the PBID services being flexible, but the current contract stipulates that there is a fixed percentage, at 10% per year, on how much of the PBID funds can be moved from one area to another. He believes providing security will be costly and exceed the amount that

can be shifted. Berg said beautification projects and cleaning are still the best use of the funds as opposed to providing security.

- The board directed staff to work with key stakeholders (SJPD, Sheriff, VTA Park Rangers, TSA) to identify the best use of law enforcement resources to address the security needs of the district by improved training, integration, and cooperation with the ambassador program. Modifications will be made to provide a fixed ambassador location and adapt the program to provide improved security services, all while keeping the current level of budget dedicated to ambassador program.
- Knox said this is a good preliminary approach, but ultimately funding for these services may need to be increased because it sounds like we are expanding the scope of the ambassador program.
- Hammers introduced the topic of potential service reductions by the city, Redevelopment and other public agencies in the district and what opportunities present itself to the PBID.
- Ortbal said he has reached out to other city departments but has not received a lot of feedback. His counterparts are still trying to identify the services that are going to be impacted by the city's budget crisis.
- Knies said some of these service reductions could be anticipated, much like the tree program in 2008. Knies pointed out that a cost share business model was created for the tree program. Knies said DOT and Redevelopment were ahead of the curve; both departments have worked well with the PBID.
- Ortbal suggested approaching the other city departments with some specific questions, such as Almaden/Park medians, wayfinding signs, newsracks, 280/Almaden, streetlight poles, tree grates, pedestrian lights and street furniture.
- Zelalich said it makes sense to have these discussions at the city's department head meetings. Ortbal said he would continue to have these discussions at tomorrow's meeting and follow up with staff.

Beautification Report

- Hammers gave the beautification report. He said the final Phase 4 elements would be installed over the next few weeks thus completing this phase. With this in mind, the beautification subcommittee started to look at locations for Phase 5 and 6.
- The subcommittee directed staff to make recommendations for beautifying Santa Clara St., from Hwy 87 to Fourth St. and Almaden Blvd., from Balbach to Santa Clara. Staff will work with Kathy Finley to create and present ideas for Phase 5 at the next subcommittee meeting in April, with installation to be completed by the end of November 2011. The subcommittee also identified the Hwy 87 underpass on W. Santa Clara as the location for Phase 6. Installation of Phase 6 is targeted for February 2012.
- Hammers added that the urban market in San Pedro Square could potentially be another location for beautification since it is one of the few development projects underway in the district. Utic agreed and said there may be an opportunity to work with the developers and implement as part of Phase 6.
- Knies said he recently saw a plan for the urban market and noticed how much of the market orients towards Almaden Avenue and St. John Street. An ideal situation would be to develop a joint partnership with the developers and the PBID.
- Berg said he would like to see collaboration with 1stACT to complete the SoFA improvements, in light of the potential disbanding of Redevelopment.
- Ortbal said the Diridon area should be another potential partnership.
- Ryan suggested gathering more information on the urban market plans to evaluate and what the PBID's role will be.

- Ortbal said DOT is working on an urban corridor grant for the Hwy 87 underpass. This project will be similar to the San Carlos improvements that will be implemented this year.
- Hon said he will contact the DOT project manager to see if there are partnership opportunities.

PBID Operations Report

- Hon said the new Groundwerx equipment has arrived. All of the new equipment is branded with the Groundwerx logo and colors prior to being deployed. Groundwerx staff has been trained in the use of the new equipment.
- Hon said he continues to work with ESD and the Santa Clara Water District (SCVWD) to conduct homeless encampment cleanups along the Guadalupe River. The combined efforts of the ESD, SCVWD and the park rangers have improved the conditions of the river walk, but these efforts must be maintained in order to be effective.
- SJDA staff has set up a product demonstration for commercial property owners to address graffiti. Hon said the Seicoat anti-graffiti coating is a unique product because it is a permanent coating that prevents paints and adhesives from bonding with the surface.
- Hon gave a quick update on a few other items: the palm trees in SoFA would be trimmed over the next few weeks, weather permitting; a graphic look is coming to the Sparkler; following the board's direction from the January retreat, a Groundwerx poster is being developed; Hon did a radio interview with Mix 106.5 that will air on March 13; the PBID mobile application will launch in April.

Meeting adjourned at 10 a.m.