

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

January 19, 2010

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: Ortbal, Mattson, Ryan, Hammers and Utic.

Board Members absent: Kern, Fitzpatrick, Knox, Berg and Burnell.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Operations Manager Eric Hon, and Rich Mongarro, SGI Program Director for Groundwerx.

Hammers called the meeting to order at 8:35 a.m. Hammers moved to agenda item three because of lack of a quorum.

President's Report

- Hammers introduced Richard Mongarro, who has served as the Groundwerx Program Director since October 2009.
- Mongarro gave a brief history of his 25 year background as a San Jose police officer, retiring as a sergeant.
- Mongarro's goal is to improve and maintain the stability of the district. He is aware of the uneven productivity levels of the past and is confident he can make improvements.
- Hammers asked how much time Mongarro spends in the office versus being out on the streets. Mongarro said he has not been able to spend as much time as he would like walking the district. He identified many internal issues that needed his attention early on, but more recently, has been able to spend two to three hours walking each day.
- Mongarro added that he hopes to use his contacts within SJPD to improve communications between Groundwerx and SJPD.
- Hammers mentioned a recent news article he saw citing an increase in graffiti. Hon said the article was referring to the City as a whole and not indicative of the downtown conditions.
- Hammers also mentioned that he is intrigued by another newspaper article, Councilmember Pete Constant (District 1) held a download day for his district to report various issues to his office. Hammers said this is similar to what Groundwerx ambassadors are supposed to do and having a downloadable application to use would be of great value.
- Ortbal said thus far there have been few reports for District 1. The reports have been mostly minor issues such as abandoned vehicles. Zelalich added that staff will contact the District 1 office and see if this has a use in the PBID.
- Hammers said a "Downtown app" would be a great tool for the PBID. Knies said that is the direction staff will follow, whether it be through the existing Groundwerx PDA system or through a specific downloadable downtown application.

Minutes

- Ryan joined the meeting in progress and Hammers returned to agenda item two.
- The November 17, 2009 meeting minutes emailed in advance to the board were unanimously approved.

Finance committee report

- Hammers presented the finance committee update. The committee met on December 14 and had a lengthy discussion on Redevelopment's proposal to have the PBID consider maintaining street trees. PBID board member Kern was to provide an update at this meeting, however she was unable to attend due to illness.
- Hammers said the finance committee also reviewed the five-year budget. The committee recommends moving up phase three of the beautification project because there were funds leftover from phase 2.
- Utic said there was significant improvement from the demonstration project and phase 2. The improved phase 2 installation lends itself better for replication throughout the district.
- The group discussed the possibilities for phase 3 and directed the beautification subcommittee to convene and identify the location for phase 3. Once the location is identified, the project timeline can be developed.
- The board unanimously approved adding \$100K to the current year (FY 09-10) beautification budget for a total of \$325K. The beautification subcommittee will meet and provide an update on phase 3 at the March board meeting.

Old Business

- Hon presented an updated Hwy 87 cleaning proposal for 2010. The total cost for this project, which includes I-280 exits into downtown is \$18,000. Weed abatement will be performed once (a map of the area was included in the board packet) and litter removal will be performed three times throughout the year.
- Ortbal said the City could support the program again this year and match between \$10,000 to \$15,000. Hon will work with DOT on the matching funds agreement.
- Knies said a Hwy 87 budget will be developed and outreach will be made to the participants from the previous year, which included Adobe, Silicon Valley Sports and Entertainment, Barry Swenson, Team San Jose and the San Jose Downtown Association.
- Hammers gave a finance committee update on the 2010 SGI contract renewal previously approved by the board. The contract calls for an annual increase which is based on the Consumer Price Index (CPI) increase.
- Hammers said the PBID needs to begin thinking about renewing the district in 2012. Hammers directed staff to look at other district models to identify the most effective management structure.
- Tree trimming was discussed as part of the finance committee report. Updates will be available for the next meeting.
- Knies said responsibility for the long-term maintenance of the trees must be communicated to property owners. In addition to the 65 trees identified for emergency pruning, there are palm

trees on Santa Clara and Jacarandas in SoFA that must be addressed as well on an annual basis.

- Ortbal said he would contact Kern to follow up on her research.

PBID operations report

- Hon gave a quick overview of his operations report, which was emailed to the board prior to the meeting. Many of the items were discussed during the meeting.
- Hon said a 2010 survey will be sent to PBID members in February.
- Hon has also begun discussion with Finley Landscaping to freshen up the demonstration area on South First (between Santa Clara and San Fernando). Hon will bring the matter before the beautification subcommittee when it meets.
- Hon said All Bay Landscaping, who provides the on going maintenance for the beautification projects, will begin wearing the Groundwerx in March logo to stay consistent with the district brand.

Other Matters

- PBID board member Cyril Isnard from the Fairmont Hotel has retired. Knies said the board will be looking to fill this vacancy and will consider the new General Manager at the Fairmont for the board seat.
- Knies asked the board to notify staff of their interest in serving as board officers. The board needs to elect officers for 2010.

Meeting adjourned at 10:03 a.m.