

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

December 14, 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: Berg, Souza, Knox, Kern, Utic, Ortbal, Ryan, Mattson, and Hammers.

Board Members absent: Burnell, Nardi.

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

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

Minutes

- The September 21, 2010 meeting minutes emailed in advance to the board were unanimously approved.

President's Report

- Hammers said the incumbents (Mattson, Berg and Nardi) for the three seats up for reelection were reelected at the October 8 annual meeting. Following the election, the board must now elect its officers.
- The incumbent officers all expressed interest in retaining their positions. Hammers asked if other board members wanted to be considered as well? There were no other nominations. Hammers (President), Utic (Vice President), Knox (Treasurer) and Mattson (Secretary) were unanimously reelected.
- Hammers referred to page five of the board packet and reviewed the draft nomination and election policy of the board. The policy was distributed to the board prior to the meeting. The board unanimously approved the PBID nomination and election policy.
- Hammers said the board wanted to identify a date for a board retreat in January 2011. The board indicated that the latter part of January was preferred. Knies said the meeting will be half-day, from 8:30 to 1:30 p.m. and the Fairmont has offered to host.
- Hammers asked if the board should provide recommendations for discussion topics. Knies suggested a small breakout group be formed to prepare the agenda. Hammers and Souza volunteered to be part of this group. Staff will schedule a meeting for the group prior to the retreat and notify the rest of the board.

PBID Operations Report

- Ortbal requested agenda item five be moved up.
- Hon reported on the status of the downtown tree maintenance program. He said the majority of the year one trees have been pruned with some exceptions for palm trees.
- In total, there were eight calls from property owners who felt they had emergency tree care needs. Of the eight calls, only two required immediate attention. 19 trees were trimmed using the flexible service response funding leaving a balance of \$18,575 (from \$20,000).
- West Coast Arborists also recommended removal of two trees that were potential hazards. The arborists concurred with the recommendations

and the trees were taken out. Hon is working with the property owners to replant the trees. Ortbal said property owners should be aware of Our City Forest, a group that helps property owners replace trees.

- Hon said the working relationship with the City was one of the highlights of this project because he was able to work with the arborists to assess property owner concerns quickly. Property owners expressed their appreciation for the swift attention. Hansen concurred the pruning project has gone smoothly, and with no further board questions on trees, left the meeting.
- Hon said SGI is in the process of purchasing new equipment. He credited Groundwerx program director Mongarro for finding some new alternatives to some of the current equipment. Mongarro identified the Kubota utility vehicle that will replace the Taylor-Dunn electric carts. Given the heavy reliance on pressure washing, the Kubota are more suited to the district's needs.
- SGI will also purchase two new industrial strength pressure washers. The three current units will be rebuilt and made ready to provide back up support. SGI will also purchase six Windsor push sweepers and a new Green Machine powered walk behind sweeper. The Green Machines are vital, especially during this time of year, when the leaves fall. Groundwerx has had difficulty keeping up with the leaves this year; due to maintenance issues with the Green Machines.
- Groundwerx has increased its patrols at the Guadalupe River Walk in response to property owner concerns. Hon said the river walk at Park Avenue has become the home to a new group of individuals. These vagrants are younger and their behavior is noticeably more aggressive. In addition to creating disturbances, they also litter the creek with debris and have harassed pedestrians. SJPD has been notified and are trying to address the situation with reduced staffing.
- Hon said he has actively sought to partner with other agencies such as the City's Department of Environmental Services (ESD), Santa Clara Valley Water District (SCVWD) and park rangers to conduct regular clean ups.
- Souza said this group has directly affected the River Park Towers. Legacy lost a potential tenant and the vagrants have harassed their current tenants. Souza said the presence of Groundwerx has helped, but more needs to be done.
- Berg said the role of the ambassadors and the role of the PBID on security issues in the district are good topics for the board retreat.
- Hon gave a recap about his search for a mobile application that would allow members to notify Groundwerx of issues that needed to be addressed. Comcate is a San Francisco based company who specializes in creating mobile applications for municipalities and provides backend statistical analysis support. Hon said Comcate created a working demo for downtown San Jose and he found the system to be well suited for the needs of the district. Hon arranged for a demonstration of the system for Hammers and Zelalich in November. The mobile application will cost \$6,500 the first year (with an \$2,750 option for GIS enhancement) and \$4,500 a year thereafter.
- Hammers said he originally thought a mobile application would be a good way to interact with members, but having seen the system, he believes it can be a very useful tool for Groundwerx as well. This system will help reduce the amount of time it takes for ambassadors to make reports, according to Hon. Ambassadors will also be able to quickly attach a photo to every report. The hand held devices currently being used are much more complicated and attaching photos is more difficult.

- The board unanimously authorized staff to proceed in the implementation of a mobile application system for Groundwerx as described.
- Hon said the Heritage clock on S. First St. is being repaired. The motor is being rebuilt and may take several weeks.

Beautification update

- Utic gave an update on the beautification project. He said the committee met on December 7 and following the board's direction, reviewed the budget and finalized various elements of Phase 4. There are a couple of elements that need to be fine tuned, but overall, Phase 4 is set to begin implementation.
- Utic reviewed some of the recently completed Phase 3 items. He said new tree lights were installed on Santa Clara St. The RDA repaired the sidewalk extension planters and the PBID immediately replanted them.
- Four koala ornaments have been installed on the San Carlos median. The committee would like to add some more koalas to other trees in the San Carlos Median.
- The old MLK library was replanted because the committee felt strongly about improving the aesthetics of this important location even though this building is targeted for demolition in the convention center expansion plans.
- Phase 4 will begin with the beautification of the downtown utility boxes. Staff has developed a scope and is looking to get other agencies involved to fund the project.
- The landscape designer has identified Gore Park in SoFA to plant another flowerbed. The beds on S. First and San Carlos streets have been some of the best beautification areas and the committee expects this location to have the same effect in SoFA.
- The state building on the Paseo de San Antonio is next in line for new PBID plantings. The committee wants to see those planter beds freshened up with new color.
- Hanging baskets will be installed and the committee is working on a mosaic tile design for the parking lot wall for Second St. between San Fernando and Santa Clara. The parking lot wall is RDA property and may eventually be sold. Berg recommends the mosaic tiles be removable, so it can be relocated if needed.
- Finally, the landscape designer wants to dress up the Bank of America building on the corner of First and Santa Clara St with window boxes.

Executive Session

- The board went into an executive session to discuss contract matters regarding SGI.

Meeting adjourned at 10:05 a.m.