

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

December 18, 2007

A regular meeting of the Board of Directors of the San Jose Downtown Property Owner's Association, a non-profit California corporation, was held at the SJDA office, 28 N. First St., Suite 1000, San Jose, CA 95113.

All Board members were present: Berg, Gallagher, Hammers, Isnard, Knox, Mattson, Munro, Ortbal, Ryan, Shadman and Utic.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, and Operations Manager Eric Hon

Hammers called the meeting to order at 8:45 a.m.

Minutes

- The minutes of the November 20, 2007 meeting were amended to reflect the correct Adobe address and approved.

President's Report

- Hammers had no report, but inquired about last week's maintenance equipment demonstration. Ortbal indicated the equipment was very impressive, of high quality and would increase efficiency. Hammers asked if there was a visible difference made by the equipment. Ortbal stated that there was a noticeable difference. Ryan stated that there needs to be a documentation of progress within the district. Hammers suggested photos of the same locations downtown over time as documentation for comparison purposes.

Logo/Brand Approval

- Hammers began the discussion by mentioning that the Organizational Subcommittee has met to view the logo development. Knies presented the logo before the board and stated the goal was to create a thoughtful brand that represents the PBID. The logo and different applications of the logo were also shown. A group discussion ensued.
- Knies went through the evolution of the logo and described the thought process behind the name "Groundwerx."
- The discussion then shifted towards colors and the uniforms for both the clean team and ambassadors. The major concern was how to differentiate between the two groups. The uniform nuances are subtle so the equipment used by each group will primarily identify his or her purpose. The entire board provided feedback and a consensus emerged to lower the graphic element toward the type and to stretch the type. With this direction, the board unanimously approved the name "Groundwerx" and the logo.

Preliminary Budget

- Hammers stated that the budget presented to the board is a draft and shows one year of revenue and expenses. A more detailed budget will follow and represent actual fiscal year revenues and expenses. Knies reminded the board that the actualized budget will be for a half year since the PBID implementation date is January 21. The board asked about a calendar year budget vs. a fiscal year. Since many of the agencies involved with the PBID also follow a fiscal year, this direction made the most sense for the PBID. As the board organizational subcommittee phases out, a finance committee chaired by Treasurer Knox will likely formulate future budgets. The board adopted the preliminary budget unanimously.

Contracts

- Knies reported there are three contracts currently in various stages of development. The first contract is the agreement with the City of San Jose. The agreement with the City identifies the mechanisms through which the PBID and SJDA will receive assessment district and baseline services revenue. The City Council will need to authorize the release of funds. Council authorization is scheduled for January 15, 2008.

- The contract with Service Group Incorporated (SGI) is also being drafted. Several concepts were identified during SGI's site visit from December 10 through December 14 and these concepts, such as pre-payment discounts will be included.
- The agreement between the Property Owners' Association and the San Jose Downtown Association is the final contract that needs to be completed. The POA and SJDA will draft an agreement after the new year.
- Board discussion ensued about the possibility of expanding the services of the PBID. Knies encouraged the Board to explore these opportunities, but cautioned against expanding the PBID services too quickly. The district's core Clean and Safe programs are large in scope and it will take time to become fully operational. The possibilities of adding additional services can be addressed once the current programs have been fully implemented and are operating at peak efficiency.

Operations Manager Report

- Hon reported that SGI has made a number of significant strides to ensure implementation by January 21, 2008. SGI has been very cooperative in terms of working with the staff and members soliciting input and adhering to recommendations. Zelalich and Hon interviewed the SGI Program Manager. Both were impressed with his combination of skills and experience. Hon checked references in South Carolina and Pasadena, receiving positive feedback. SGI continues to identify office space and has enlisted the help of SJDA in an effort to establish an office within the district. An agreement was reached with the City to use storage space for the SGI equipment in the City's Third Street garage. SGI has conducted interviews for clean team, ambassadors and supervisor positions. They are very pleased with the caliber of candidates that responded to their job announcements and have identified individuals for the supervisor positions. SJDA staff will also interview the finalists for the supervisor positions. SGI has begun sourcing a variety of uniform options.
- With Board approval of the logo, SGI can also begin developing how to incorporate the logo on the uniforms and equipment. Hon will continue his work on drafting the agreement with SGI and will present a draft of the agreement to the Clean and Safe subcommittee.
- Hon updated the board on the status of his work with PUMA, the consulting firm charged with developing the PBID metrics. PUMA has contacted eight different cities, both within California and nationally. Their goal was to identify common metrics used, determine how this data was collected (type of equipment) and how the final reports were disseminated, including both the frequency of the reporting and the audience. The process has been very thorough and will allow the PBID to identify the improvements that have been made by the district.
- The Board also discussed different publicity options to coincide with the implementation of services in January. There was general consensus that a "soft opening" was preferred until teams and crews are established.

Meeting adjourned at 10:05 a.m.