

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

February 17, 2009

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: Ryan, Ortbal, Munro, Mattson, Knox, Burnell and Utic.

Board Members absent: Hammers, Berg, Isnard, Gallagher.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Operations Manager Eric Hon, and Tim Downs, Groundwerx Program Director.

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

Minutes

- The December 16, 2008 meeting minutes had been emailed in advance to the board were unanimously approved.

President's Report

- At the previous meeting, the board approved the request by staff to obtain a POA credit card and line of credit (LOC). The board then directed staff to develop policies for the use of both these items, as well as a procurement and board officer election policy. The nomination process was emailed along with the board packet. Knies said the other policies were drafted and are being reviewed by staff. Final policy recommendations will be presented at the next board meeting.
- Munro asked Hon to give an update on the status of the Highway 87 clean up project. Hon said the clean up efforts have not started because both the service agreement with the contractor and the agreement with the City to release funds are being finalized. Both agreements will be completed shortly and the contractor is ready to begin the project.
- Munro also added that the Guadalupe River and Los Gatos Creek should be monitored because debris usually collects after storms.
- Munro asked Ortbal to provide an update on the work being done by city staff to reduce the use and impacts of plastic bags. Ortbal reported that the city council would take up this issue at its February 24 meeting as a result of the discussion occurring at the state and county levels. The idea is to come up with a reasonable approach to curbing plastic bag use. Ortbal noted that other cities in Santa Clara County and the surrounding counties would likely be looking to San Jose to lead on this issue. He added that a fee-based approach, between \$0.05 and \$0.25, maybe needed to in order make an impact. Utic suggested a model be patterned after the CRV on cans and bottles. Ortbal volunteered to contact the city's Environmental Services Department (ESD) in order to have a staff member present at the next POA board meeting.

PBID Operations Report

- Munro introduced Tim Downs, the new Groundwerx/SGI Program Director. Downs provided handouts that showed the evolution of the program, his professional development, some of the challenges of 2008 and what he hopes to accomplish with Groundwerx in downtown San Jose. His primary objective is to make sure that all property owners feel like their assessment dollars are well spent.
- Knies commented that since Downs' arrival, the level of consistency of Groundwerx's service delivery has noticeably improved. The board concurred and asked some general questions, which Downs addressed.

Streetscape beautification strategy plan

- Knies said the streetscape beautification strategy plan is nearly complete, there a few edits left to be made. The two most salient pages, the Ken Kay Associates (KKA) recommendations for future improvement areas and corresponding budgets, are included in the board packet.
- Knies added that the subcommittee should meet to formulate a recommendation for the board on the next beautification area. Future improvements do not have to wait until November 2009. Munro asked if there were any particular time constraints or deadlines that the board should consider. Knies responded that the timing of when the POA receives assessment revenue will always play a role in the timing to pay for improvements.
- Burnell asked if it would be wise to wait for the results of the 2009 PBID survey before getting started on the next project. The board decided to collect all surveys at the end of March before convening the beautification subcommittee in early April. The subcommittee will then make its recommendation to the full board at its April meeting.

SGI contract adjustment update

- Knies updated the board on the status of the '09-'10 SGI service contract. The details are being finalized, but both parties have agreed to the overall contract amount of \$1.585 million, which was approved at the previous board meeting. Contract adjustments for this year include a City mandated 3% prevailing/living wage increase and the addition of 100 weekly service hours.

2009 member survey

- The 2009 member survey was distributed to the board via email as part of the board packet. Knies briefed the board on the distribution of the survey. Each property owner was mailed a survey and the PBID page on the SJDA website also includes a link to the online survey. Groundwerx ambassadors will also distribute the survey to businesses and pedestrians. The survey will conclude at the end of March. Goal is to collect at least 100 survey responses. In 2007, before the PBID as approved, 42 surveys were received.

Other matters

- Hon detailed Groundwerx ambassador homeless outreach efforts. Ambassadors have participated in a number of events, including the City's Project Homeless Connect and the 2009 Homeless Census. Ambassadors have done a good job identifying and getting to know many of downtown's homeless. In 2009, the goal will be to better

connect these individuals with the appropriate available services.

- Burnell asked if anyone knows what percentage of the homeless are aware that these programs exist? Hon said that an official poll has not taken place, but through ambassador interactions, he feels that most of the homeless know about the programs and choose not to participate for various reasons. Hon agreed to have the ambassadors perform this poll and report back to the board in April.

Meeting adjourned at 10:40 a.m.