

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

February 16, 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: Souza, Knox, Nardi, Utic, Ortbal, Ryan, Burnell, Mattson, and Hammers.

Board Members absent: Berg, Kern.

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

Hammers called the meeting to order at 9:35 a.m.

Minutes

- Since the December 14 meeting minutes were not distributed in advance, approval of the minutes was deferred to the March 15 meeting.

President's Report

- Hammers began the meeting by going through the packet of meeting materials and showing the feature story in today's Mercury News about Groundwerx. He thanked Blage, Eric and Tricia Creason Valencia, the facilitator for a great job on the retreat last month. He noted today's meeting was specially scheduled to focus on the retreat goals.

Board retreat follow-up

- Hammers framed the discussion of the draft work plan by revisiting the attachment on pages 5, 6 and 7 of the board packet.
- Zelalich said subcommittees were discussed at the retreat to divide up the work in the renewal process. The four committees proposed would focus on finance, beautification, services and boundaries. Each of these components is an integral part of the renewal process. The draft work plan includes specific objectives and a realistic timeline for each group.
- Ortbal said the overall work plan looks good, but felt two of the committees could be condensed into one. Knox and other members said service delivery is the biggest topic in the work plan.
- The entire board engaged in a discussion on how the committees should be formed. One of the options discussed was forming a committee of the whole.
- Members asked if the beautification subcommittee would benefit from having non-board members participate. There was consensus among the board members that outside participation would be welcomed provided the individuals possess the necessary expertise and does not slow down the beautification committee. Hammers complimented the committee on its work, but said it has been so efficient that now it has enough budget to add an extra project.
- Utic suggested the beautification subcommittee should begin looking at a "signature" piece before the renewal campaign begins. Ortbal agreed it would be a good idea to time the projects with the petition process

to remind property owners where their assessment dollars pay for. Knies reminded the board that part of the original Ken Kay strategy plan called for a different treatment for the transit mall fountains. He suggested that perhaps the large custom planters in the fountains would be a more practical option than the mosaic tile wall on Second St.

- The board continued its discussion on the structure of the committees and finally decided that there will be two committees. The beautification subcommittee will continue, as it is currently constituted because it has been effective. Members Utic, Mattson, Ryan, Burnell and Berg will continue to serve on Beautification. The "Services and Renewal" committee will address all the other elements in the work plan. The board members not currently assigned to beautification will form the Services and Renewal committee.
- The board will develop a calendar for the rest of the year. Members expressed a desire to continue regular Board meetings that concentrate on current PBID governance and every other month on the renewal process. The two committees will provide reports at the regular and special meetings as necessary. All board members may attend either committee meetings, but only committee members are required to attend.
- Having established the parameters of the committee work, the board delved into a discussion on service delivery.
- Members expect potential service reduction areas within the city and RDA budgets, so where does the PBID fit in? For example, parks are an area that PBID does not currently provide services, but the department is facing major cuts, should the PBID assess parks?
- Ortbal said he has reached out to various city departments to see if there are partnership opportunities and will report back to the board if there's a match.
- Hammers asked what types of services other districts around the country provide, which differ from San Jose? Hon said, for instance, many other districts provide an element of security in their services. Knies said there are many options, ranging from ambassadors who have more militaristic uniforms aimed specifically at providing security services to hiring off-duty or retired police officers. He added the PBID's current agreement with the city expressly prohibits the PBID from providing police-like services.
- Mongarro said hiring police officers is expensive. He also said private security can also work well, however security guards can do little to combat illegal activity. Ultimately, security guards must call the police for enforcement.
- At the retreat, members had suggested looking into "security through beautification" with lighting and certain types of design. Members agreed to discuss the role of ambassadors related to security, friendliness and value at the next meeting. In advance of the March meeting, members asked for the following:
  - 1) Staff will create a revised timeline based on the work plan. The timeline will include meeting dates and major decision milestones.
  - 2) Ambassador information such as current deployment schedules, ambassador statistics and links to other district websites, so the board can begin evaluation of the ambassador program.
  - 3) Schedule of weekly staff/Groundwerx "walkabouts."

PBID Operations Report

- Hon said some of the new equipment has arrived and anticipates arrival of the rest of the equipment over the next few weeks.
- Hon said at recent SJDA meetings, businesses and property owners have said the downtown security conditions have improved recently. Much of the improvement can be attributed to increased police presence, specifically at Fountain Alley and at the Guadalupe River Walk. Groundwerx ambassadors continue to patrol the river walk on a daily basis.
- Groundwerx ambassadors participated in the 2011 homeless census. Results of the census should be available in May. The county uses these findings to apply for federal grant funding.
- Hon said Phase 4 of the beautification project is nearly complete. There are only a few remaining elements which will be available over the next several weeks.
- Four utility boxes have been wrapped and the feedback has been very positive. The PBID will begin the process to replicate this treatment on other utility boxes.
- Litter pickup on Highway 87 is scheduled for February 23-24.
- The PBID assessments for the December 2010 billing have been received and staff is working with the department of public works on the reconciliation.
- The 2011 member survey will be mailed to property owners by the end of the month.
- Hon said he is waiting for the service agreement with Comcate for the PBID mobile application. He anticipates launching the application by mid-March.

Meeting adjourned at 10:05 a.m.