

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

September 21, 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, Nardi, Utic, Ortbal, Ryan, Mattson, Hammers and Burnell.

Board Members absent: Kern, Souza, Knox.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Operations Manager Eric Hon, Pete Larko, Redevelopment Agency, Diane Milowicki, Department of Transportation, Russell Hansen, City Arborist Office and Rich Mongarro, SGI Program Director for Groundwerx.

Hammers called the meeting to order at 8:33 a.m.

**Minutes**

- The July 13, 2010 meeting minutes emailed in advance to the board were unanimously approved.

**President's Report**

- Hammers gave an update on the three seats that are up for reelection this year. The nominating slate with the three incumbents (Mattson, Berg and Nardi) was mailed to members on September 9 and thus far there have been no write in candidates. The final results will be announced at the October 9 Annual Meeting. The meeting notice is on page five of the board packet.
- Hammers referred to the PBID election policy. The policy was distributed to the board previously and will be put on the agenda for the next meeting for approval.
- Hammers directed the board to page six of the board packet. The PBID timeline shows the formation of the district and identifies the renewal period in January 2012.
- Ortbal and Berg suggested a board retreat in January 2011 to formulate a game plan for renewing the district. Other board members agreed with this direction.
- Staff will recommend some dates for mid to late January for the board retreat and the board will select the dates.
- Elections for board positions will be held at the next PBID board meeting.

**Beautification update**

- Utic gave an update on the beautification project. He said that the PBID has received a lot of positive feedback for their efforts and have done a good job with maintenance. Utic referenced page seven of the board packet, which shows the locations of the completed projects and identifies the areas for Phase 4.
- The new plans call for more of the elements that have been well received such as the parking lot wall planters and hanging flower

baskets. These planters have a big impact by adding instant color and can be replicated throughout the district.

- The committee felt it was important to do something to address San Carlos Street in front of the old MLK library. The plants have withered and the PBID is the only entity that currently with the capacity to make these improvements. Likewise, the committee felt the state building on the Paseo de San Antonio between Second and Third St., possessed the same type of infrastructure as the old library, so it made sense to reach out to them as well about utilizing their existing planter beds.
- Landscape designer Kathy Finley is also looking at some other potential sites for large-scale elements, like the San Carlos street median between Market and Almaden Blvd.
- To help protect the palm trees it has been recommended to remove the grass turf on the Almaden Blvd medians. Planting the area with drought tolerant plants is one option; replanting with artificial turf is another option. There may be some opportunities to partner with other agencies on the Almaden Blvd. medians, such as the City and RDA.
- The RDA conducted a pilot project to beautify downtown utility boxes and implemented the project on the corner of S. Third and Santa Clara St. The PBID has been approached about continuing this project as part of its downtown beautification efforts. The committee showed interest in this project and directed staff to develop a scope and identify the costs.

#### Downtown Street trees update

- Knies began the street tree discussion by providing some background information to the board. As of 2008, the City was no longer able to provide tree-trimming services and property owners did not realize they were now responsible for providing their own tree care. Incidents during 2009 brought the situation to the forefront and it was apparent a new approach was needed. Having an established track record of providing high-level services, the PBID was approached by RDA and the City to jointly provide tree services downtown.
- The board showed an interest in developing a model tree maintenance program and directed staff to work with the City and RDA to create a scope of work. The City took an inventory of the downtown street trees this past summer and used this information to formulate a tree maintenance plan.
- Ortbal said a lot of good attention is being given to the urban forest because it is an important part of the City. Ortbal thanked the PBID board for being solution oriented and stepping up to the plate to address this need.
- Ortbal said a multi year plan has been developed but the board only needs to commit to the first year and will be able to reevaluate the program.
- Hammers asked about potential liability issues? What happens if a large number of trees are knocked down?
- Ortbal said liability falls primarily on the property owner and proper care can help mitigate many of the issues. The City also still retains its authority to do emergency pruning.
- Knies referred to the tree care proposal in the board packet and pointed out that the City was making a significant contribution to the program to pay for the maintenance of their trees in the district.

- The board had some discussion on the structure of the plan and why it was divided into four years. Ortbal said the reason for the four-year cycle is because it yielded the best pricing by the contractor.
- A motion was made to approve the four-year plan, which will be in affect for one-year and will be revisited by the board after the first year. The board unanimously approved the motion.

PBID Operations report

- Due to the length of the meeting, the operations report will be carried over to the next meeting.

Meeting adjourned at 10:05 a.m.