

Minutes of the Meeting  
**Board of Directors**  
**San Jose Downtown Association**

August 14, 2015

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at The Glass House, San Jose, CA.

The following directors were present at the meeting: Bartl, Bates, Cord, Gudeli, Hamilton, Marques, Matsushima, Naran, Neale, Nichols, O'Connor, Pulcrano, Rewkiewicz, Springall, Tortora, Vail and Vuckovich.

The following directors were absent from the meeting: Buchholz, Burroughs, Gomez, Hattley, Hyland, Kline, Kuprina, Le, Maida, Randall, Roney, Serpa and Wong.

Also present were SJDA staff: Amy Anderson, Peggy Bradley, Corinna Dixon, Nate Echeverria, Helen Hayashi, Eric Hon, Leslie Griffy, Scott Knies, Joe Noonan, Chloe Verrey, A'Dreana Quevedo and Blage Zelalich.

Also present: Jean Cohen, Jacky Morales-Ferrand, Patrick Heisinger, Michelle Covert, Ray Bramson, Pilar Furlong, Eric Kurhi, Anthony King, Nathan Pendleton, Ken Goldstein, Mike Kim, Mary Orton, Ian McCulloch, Anne Webb, Derrick Seaver, Scott Strickland, Mark Haney, Ai Suzuki, Estelle Kadis, Al Kadis, Hanif Ismail, Yee Gan, Kymberli Brady, Jon White, Shaunn Cartwright, Chelsey Seagraves, Mark Arroyo, Anil Babbar, Vicky Haseider, Maggie Bludau, Jim Crawford, Eileen Hunter, Laura Chmielewski, Semu One Bear, Louise Wood, Robert Wood, Richard Ajluni, Marie Millares, Laura Tolhoff, Art Bernstein, Angelica Ramos, Daniel Harris, Don Mac Millan, Fernando Perez, Andren Bigelow, Emily Ramos, Helen Chapman, Don McGuire, Amanda Langworthy, Cornelius Solomon, Kathy R., Rich T., Megan Colvard, Vivian Wan, Gary Miller, Joel Roberts, Brent Pearse, Coleen Haley, Bob Carlson, Pat Chochran, Ben Shih, Farran Tabrizi, Sean Cottle, Pit Smith, Gordon Johnson, Susan Krane, Bridget McKay, Shannal M., Karolyn Kirchgessler, Patricia, Evan Synstad, Cassandra Francois, Bernice A., J, Liezl Cruz, Mychal Lubin, Tom Wohlmuth, Jack Sardegna, Ellie Smith, Matthew Quevedo, Roshee, Teri Killgore, Juan Kadah, Kathleen Podraskey, David Sykes, Maureen Wheatley, Ryan Sebastian, David Tran, Jennifer Loving, Raul Peralez, Capt. Tony Ciaburro, Eddie Garcia

President Neale called the meeting to order at 8:20 a.m.

Neale thanked The Glass House for hosting the meeting, Ryan Sebastian of Moveable Feast for sponsoring and Catered Too! for providing the breakfast. He noted a pass to the Bacon Festival was attached to the agenda packets.

Minutes of the June 12 board meeting were unanimously approved as distributed to Board members.

President's Report

a) Calendar highlights

Neale encouraged members to attend the upcoming HERcity-Get Your Style On event on August 20 at the Paul Mitchell School and the Music in the Park concert on August 28 in Plaza de Cesar Chavez featuring Los Lonely Boys and J.C. Smith Band.

b) The Organizational Issues/Committee Snapshots as distributed in meeting packet provides an overview of committee activities and opportunities for members to participate.

c) New business introductions

Neale made the following introductions of new businesses:

Cassandra Francois has opened a law practice at 99 Almaden Boulevard, that focuses on planning for major life decisions and events.

Farran Tabrizi has opened Tabrizi Productions in the SoFA District, a full service video production company.

#### New Business

a) Homeless Solutions for Downtown

Neale and Knies reported on the issue of homelessness as one of the top three priorities for SJDA and acknowledged the need to become more educated on solutions and engage with experts on the topic.

- Destination: Home: Jennifer Loving, Executive Director

As a public-private partnership project Destination: Home is working to end homelessness through collective impact strategies, by leveraging local and national resources and inspiring community members to improve existing systems. *Home Not Found: The Cost of Homelessness in Silicon Valley* analyzes the public costs of homelessness in Santa Clara County. Based on this study, the public cost is \$520 million a year for medical care, incarceration and other interactions with public services – more expensive than providing housing.

<http://destinationhomescc.org/home-not-found-cost-of-homelessness-study/>

- City of San Jose: Ray Bramson, Project Manager, Homeless Response Team  
In 2012, the Housing Department formed the Homelessness Response Team as a dedicated outreach team to serve the 4,000+ homeless and chronically homeless persons residing in San Jose by coordinating services with other public and private agencies in Santa Clara County, including the police and fire departments, the county court system's Home Court program and agencies such as PATH.

- PATH (People Assisting the Homeless): Joel Roberts, CEO

PATH currently works in 25 communities throughout California to develop and provide housing and supportive services to homeless individuals to successfully transition from living on the street to thriving in homes of their own. In the past 10 years, 4,800 homeless have moved into apartments and PATH projects. 10,000 will be housed by 2020.

Megan Colvard, Director of Community Initiatives, San Jose

Starting in September, PATH will open an office in the downtown core (at 2<sup>nd</sup> & Santa Clara St.). A mobilized outreach team of uniformed clinicians will engage personally with the homeless population to identify and meet individual needs through customized approach. Partner organizations will include SJDA BID, Groundwerx, and local law enforcement. A supportive housing project within San Jose is being planned that will provide 100+ units, 16-32 interim beds, and a service center.

- Santa Clara County: Scott Strickland, Supervisor Chavez's Chief of Staff  
In February The Santa Clara County Board of Supervisors created a Task Force to identify solutions to the needs of the more than 7,000 homeless

families and individuals across Santa Clara County. The Task Force will report to the Board of Supervisors in December 2015. The County is working with HomeFirst housing and support service program to build new housing units on Senter Road.

- Bill Wilson Center: Pilar Furlong, Director of Community Resources  
Since 1973 the Bill Wilson center has focused upon serving youth and families through counseling, housing, education, and advocacy. 14% of the current homeless population is under the age of 25. The Center's outreach workers provide resources and information and serve as an entry point into other services. The Drop-in-Center at S. 2<sup>nd</sup> St & 280 provides mental health counseling, a medical clinic, and transitional housing program.
- City of San Jose Housing Department: Patrick Heisinger, Development Officer  
Of the 17,000 units recently built as "affordable housing," only 25 were identified for the homeless. 700 homeless units are planned for the next 3-5 years. The City is considering buying the vacant Plaza Hotel on Almaden Avenue. from the former RDA and refurbishing the building to serve transitional homeless. The proposal will go to Council at the end of September.
- Abode Services: Vivian Wan, Associate Director  
Abode practices a "Housing First" approach by providing the foundation of stable housing which enables the services that follow to be more effective. Abode service coordinators aim to meet the needs of the individuals and the broader community. Abode will contract with City to operate the Plaza Hotel if approved by City.

Jon White, Director Properties & Assets

The Plaza Hotel proposal is a creative solution to providing 49 units of immediate and future transitional housing. Abode aims to establish partnership with service providers, residents and the community.

- Councilman Raul Peralez  
Peralez acknowledges the hardships of finding services and accommodations for the homeless and the need to address the issue. He reiterated his support for locating services and housing downtown to specifically address the downtown homeless population.
- b) Presentation for SJPD Capt. Tony Ciaburro  
In recognition and gratitude for 2½ years serving as the downtown central division captain, Zelalich presented Capt. Tony Ciaburro with a commemorative clock. As an active community partner, Ciaburro has participated in monthly Coffee with the Captain meetings and on the Holiday Safety Task Force with leadership and enthusiasm. Ciaburro stated that it was an honor to serve the downtown community.

Meeting was adjourned at 9:30 a.m.