

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

September 13, 2013

A Public meeting the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at the San Jose Rock Shop, 30 N. 3rd St., San Jose, CA.

The following directors were present at the meeting: Bates, Brady, Cord, Gudeli, Hamilton, Marques, Naran, Nichols, O'Connor, Pulcrano, Springall, Tortora, Vuckovich and Wong.

The following directors were absent from the meeting: Bangs, Bernstein, Borkenhagen, Bravo, Cabrera, Cassetta, Friedman, Gagliardi, Gomez, Hattley, Kuprina, Mather, Neale, Pooley, Rademann, Rajakumar, Roney, Saso, Sebastian, and Vail.

The following were also present at the meeting: Aaron Barger, Doug Bartl, Jill Bourne, David Buchholz, Elizabeth Chavarin, Kelley Cosgrove, David Dearborn, Manon Demers, Nick Draper, Eddie Garcia, Janis Gemignani, Barbara Grover, Dana Grover, Charles Hackett, Steve Hammock, Ragan Henninger, Lauren Hepler, Phil Hood, Justina Hyland, Pete Kolstad, Ky Le, Mike Maida, Kay Mascoli, Elizabeth Mattson, Jacky Morales-Ferrand, Lynn Morison, Dave Nevin, Jensen Novelics, Krisen Oregah, Paul Orozco, Jim Ortbal, Raul Peralez, Ball Permez, Mark Pope, Emily Ann Ramos, Carl Salas, Jack Sardegna, Jill Sardegna, Erik Schoennauer, Veronika Short, Dennis Skaggs, Pieter H. Smith, Kitty Stone, Kathy Sutherland, Virginia Thomas, Nadia Malta Toleda, Athena Trade, Dave Truslow, Pat Waite, Jack Wimberly, Jarell Winbeam, Scott Knies, Amy Anderson, Marcelle Boudreaux, Corinna Dixon, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee, Joe Noonan, Paula Saidy, Chloe Verrey and Blage Zelalich.

President Wong called the meeting to order at 8:25 a.m.

Wong thanked David Nevin of the San Jose Rock Shop for hosting the meeting and Janeen Leah, and band, for the pre-meeting musical performance. Wong also thanked Chris Neale, of The Core Companies, for sponsoring the continental breakfast as catered by Mark Pope of La Lune Sucree.

Minutes of the August 9 meeting were unanimously approved as distributed.

President's Report

- New business introductions
Wong introduced Kymberli Brady, Owner, Discover San Jose as a new business located at 150 South 1st St., Suite 103. The shop features local artists and authors, sports artifacts, gifts and collectibles specific to San Jose.

Wong welcomed Jill Bourne as the new Director of Libraries for the City of San Jose at the Martin Luther King, Jr., Main Library.

- Annual Meeting October 18
Wong invited all BID and PBID members to attend the Annual Public SJDA Membership, BID and PBID Meeting on Friday, October 18 at Germania Verein, Ballroom, 261 N. Second St.

Agenda items include: "State of the Downtown" address, Election of SJDA and PBID Board members, BID and PBID financial reports, and SJDA Committee's "two-minute" drill presentation.

- Santa Run
Zelalich announced that the Downtown San Jose TiVo Santa Run Silicon Valley will be held on Sunday, December 15, 2013. The 5K run/walk entry fees, which includes a Santa costume, will benefit Christmas in the Park and Downtown Ice. Approx. 7,500 runners are expected to register. SJDA members are needed to volunteer and race.

New Business

- Discussion of SJDA Downtown Strategic Action Plan "Fundamentals:" Wong and Knies introduced the Action Plan and "Fundamental" issues below as identified as part of SJDA's ten Action items/issues. Of the ten issues, three will be recommended to the Mayor as action items to address within the next 15-16 months.
 - Safety and Community Policing (Action item #8, Packet page 7)
Acting Assistant Chief Of Police Edgardo Garcia of the San Jose Police Department (SJPD) addressed issue of staffing officers / shifting resources to address downtown issues. Although SJDA has increased budget to employ Secondary Employment Unit (SEU), regular SJPD staff is already working 30-40 over-time shifts per week.

Discussion/Comments:

- Complimented SJPD on increased arrests at S. James Park and on 2nd St.
- What can community do for the SJPD force? Continue to be supportive and appreciative.
- Loiterers are coming off the streets into business/private property.
- Communicate incidents to SJDA. Data is needed.
- Call Groundwerx and they will relay request for support to SEU.
- Are there additional benefits/incentives that can be offered to encourage officers to work downtown? Garcia will inquire of motivating factors.
- How many new officers are needed? Two academies of 20 new officers each graduate annually. Retention is the issue.
- Apps available to use to submit crime reports?:
 - SJPD Online Crime/Incident Reports website
<http://www.sjpd.org/ReportingCrime/OnlineReport/>
 - CityConnect San Jose, CA
<https://itunes.apple.com/us/app/cityconnect-san-jose-ca/id627718941?mt=8>
- Homelessness (Action item #9, Packet page 8)
Knies introduced homelessness as a separate, distinct issue from crime. PBID Operation Manager Eric Hon described the complexities of the issue. Groundwerx staff interacts with homeless population daily and know majority by name. Working regularly with the City Housing Dept., social service providers and SEU. City of San Jose Housing Department Assistant Director Jacky Morales-Ferrand understands concerns regarding the increase in homeless population downtown. Specialized outreach team has established contact with 200 of the estimated 300 downtown homeless.

Goal is to address the individuals creating the most severe problems. 90% of those who are offered housing will accept. Lynn Morison, Policy Director at The Bill Wilson Center, stated that they offer services for adults and families, transitional housing, and welcome drop-in homeless.

Discussion/Comments:

- Challenge is finding landlords willing to take-in individuals without a history of being housed regardless of availability of financial subsidies.
 - County funds for housing include rental assistance, counseling, property and case managers.
 - Regardless of housing, many social/support systems are downtown therefore homeless return.
 - Are other local cities sending their homeless individuals to downtown SJ?
 - Although SJ homeless issues may be small compared to other major cities, are there other solution models and best practices, such as community court system in NYC?
 - St. James Park Neighborhood sees a 2-3x increase in individuals in the park on weekends due to illegal feedings.
 - Reach out to well-meaning "feeder" groups and advise that activity is not helpful in resolving issue. Refer them to other appropriate resources/authorized channels. Need a place for volunteers to engage.
 - Need to increase efficiency and effectiveness of resources available to address issue.
- St. James Park (Action item #10, Packet page 9)
Knies noted that nine of the ten Downtown Strategic Action Plan topics relate to issues of the Park.
Wong noted the change in dynamics over the past ten years.
City of San Jose Parks Division Deputy Director Steve Hammack addressed issue of providing maintenance and operations support to 35 parks with staff of 12 full-time Rangers.

Discussion/Comments:

- Adopt a zero-tolerance policy for law/code violations.
- Utilize Park Rangers to point out violation and make park uncomfortable place for loiterers.
- Station Rangers at St. James Park and Plaza De Cesar Chavez full-time.
- Can Park be shared jurisdiction with County Sheriffs Dept.?
- Activating the park with events and vendors will create positive change.
- Possibility of engaging with national Levitt Pavilion organization.
- New funding model and leadership needed for Park, such as Community Development Corp.

Wong adjourned the meeting at 9:30 a.m.