

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

April 8, 2011

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California corporation, was held at Los Gatos Brewing Company, 163 West Santa Clara Street, San Jose, CA.

The following directors were present: Avila, Bernstein, Borkenhagen, Brady, Cassetta, Conway, Cottle, Kolstad, Lopez, Mather, Roney, Ryan, Sahn, Saso, Skaggs, and Wong.

The following directors were absent from the meeting: Cabrera, Carr, Essadki, Friedman, Gagliardi, Goldberg, Hamilton, Higgins, Knox, Leathers, Miller, Neale, Nicoletti, Rajakumar, Russell, Soriano and Springall.

Also present were: Ellie Smith, Bill Cory, Jim Ortbal, Chris Mendonea, Alex Molina, Cesar Ploves, Liam O'Connor, Sherrie Ingalls, Debbie Caminti, Jason Cowyer, Helen Ebert, Ruth Panglinan, Jennifer Pawlawski, Richard Keit, Erika Justis, Lee Wilcox, Josie diNardo, P. H. Smith, Tony Huston, Gina Tibaldi, Ann Webb, Tina Morrill, Mark Benedixen, Rudy PeAnde, Lori Amedore, Matt Farrell, Massimo Chisessi, Chris Moore, Jose Garcia, Sherrie Vail, Joe Nooman, Eric Hakmos, John Knowles, Amy Anderson, Gretchen Knight Baisa, Helen Hayashi, Eric Hon, Rick Jensen, Ellen Lee, Karen Luebben, Paula Saidy, and Blage Zelalich.

Bernstein called the meeting to order at 8:20 a.m. and thanked Kolstad for sponsoring the meeting and Los Gatos Brewing Company for hosting the meeting. Lauren Hobson of the LGBC staff spoke briefly about their facilities and catering offerings. Minutes of the March 11 meeting of the Board were approved as distributed via email.

President's Report

- President Bernstein welcomed the following new businesses to downtown: Tony Huston, President and CEO of Vonic Staffing, IT staffing, consulting and recruitment firm; Sherri Vail of Us Studio, hair salon and vintage clothing and accessories; and Debbie Caminiti of Paesano Ristorante Italiano. John Knowles, President of DCI Private Equity, a private mortgage lender for commercial properties, also attended.
- Bernstein announced that the association had received a \$5,000 grant from the Metropolitan Transportation Commission (MTC) to conduct a series of meetings about the public's view of future needs for transportation in the nine county area served by the MTC.
- Dismissal of a law suit brought in 2010 against the Redevelopment Agency was announced. Bernstein explained that publication of opinions about Measures V and W in the association's newsletter had triggered the suit.
- Tore Saso was introduced as chair of the planning committee for the association's 25th anniversary year celebration. He invited members to attend the next scheduled meeting of the planning committee Monday, April 11 at Saso's office at Merrill Lynch, 16th floor of 50 West San Fernando. He said the committee's vision for the effort was to create

a "uniquely spectacular" event that would also be a fundraiser for the Association.

New Business

- Bernstein invited comment on the proposed BID fee increase. He pointed out that this increase was the first in eight years and that the majority of members would see an increase of less than \$100. He explained that the increase necessitated three public hearings and would be effective July 1, 2011 if approved by the City Council. He also described ongoing outreach to members through committees and other contacts to address any questions. There was no further comment or discussion.
- Bernstein introduced the guest speaker, Chris Moore, recently appointed Chief of Police.
- Chief Moore spoke to the uniqueness of San Jose's police department, including their centralized command center (a finished southern station sits unused to save approximately \$1.5M/year in operating costs annually) and already very low staffing ratios compared to most metropolitan centers (less than 1 sworn duty officer per 1000 residents when the national average is about 2.5 officers per 1000 residents).
- Chief Moore said that San Jose's downtown district, sector E, shares approximately the same borders as the association's membership boundaries. Throughout three shifts, Sector E is assigned only one sergeant and 5 officers, with assistance from some special enforcement teams in hot spots like Fountain Alley.
- He continued that deficits in the city's budget will have a variety of consequences:
 - Layoffs of 125 - 300 officers, definitely the last 100 hired
 - Leadership vacuum due to loss of junior officers
 - Pension reforms with two tiers
 - Changes in service, including:
 - No response to alarms unless verified by on-site witness
 - No response to non-injury accidents
 - No response to burglary reports
- Questions fielded by the Chief included:

Q. What can be done about graffiti and homelessness?

A. Immediately clean up any graffiti. It says that no one cares and will attract more abuse. Unfortunately, the police detail that deals with graffiti is going away due to the budget cuts. About homelessness, we are working with the Emergency Housing Coalition and Lifebuilders and have a strong liaison with the shelters.

Q. Is it possible to get San Jose's officers out of their cars and more visible?

A. Officers on foot are very restricted when it comes to a quick response time. We do encourage the use of bike patrols in the downtown area, though.

Q. Aren't officers on horseback more effective than foot patrols?

A. Officers on horseback are extremely effective for crowd control, but that has its limits. Expense is also a real issue. We have zeroed out the budget for our stables in the coming fiscal year (July 2011) and a \$70,000 grant will make it possible to operate only through the summer.

Q. We live at the Globe near Fountain Alley and we were wondering what plans are for that area?

A. Captain Eddie Garcia, who is responsible for that area, has promised that that area will be patrolled on foot.

Q. What is the approval process for a marijuana dispensary? Do the police play a role there?

A. These facilities are illegal under federal law and many cities are shutting them down. They breed violent crime. I would recommend that the city reduce the 100+ dispensaries operating in the area to 10 and tightly regulate them.

Q. When the police shut down the downtown area for big events like Cinco de Mayo, we can't get into our garage. What can be done about that?

A. First of all, we have reduced the number of shutdowns and secondly, we have changed rules so that residents only have to identify themselves and we are letting them in.

Q. I see officers trying to drive while processing something on their computer and they are really distracted. What's your policy on that?

A. It is true that we have had a steep learning curve on using the in-car computers. We've adopted a policy that you have to pull over to do more than a certain number of keystrokes. But you may not be aware that there is a specific exemption for officers using their cell phones while driving.

Bernstein adjourned the meeting at 9:32 a.m.