



**Annual Meetings of the  
Business Improvement District (BID) and the  
Property Based Improvement District (PBID)**

**Friday, October 13, 2023  
8:30 a.m. – 9:30 a.m.**

**Hammer Theatre Center  
101 Paseo de San Antonio, San Jose**



**AGENDA**

Call to Order / Welcome – Alan ‘Gumby’ Marques, SJDA Board President

CEO’s Remarks and Vision – Alex Stettinski, SJDA Chief Executive Officer

PBID Report – Chris Friese, PBID Board President

Committee and Program Reports

Financial and BID Report – Garrett Perez, SJDA Board Treasurer

SJDA Board Election Results – Anjee Helstrup-Alvarez, SJDA Board Secretary

Acknowledgements :

Term-limited SJDA Board Members – Alan ‘Gumby’ Marques, SJDA Board President

Term-limited PBID Board Member – Chris Freise, PBID Board President

SJDA Board President – Alex Stettinski, SJDA Chief Executive Officer

Adjournment

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A Division of Western Alliance Bank, Member FDIC.

**For a complete list of Committee and Program Reports, please visit <https://sjdowntown.com/meetings-committees/>**

**BROWN ACT:** Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Corinna Dixon at [cdixon@sjdowntown.com](mailto:cdixon@sjdowntown.com) at least 48 hours prior to the meeting.

**NOTICE TO PUBLIC:** You are welcomed and encouraged to participate in this meeting. Public Comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

**SAN JOSE DOWNTOWN PROPERTY OWNERS' ASSOCIATION**  
**STATEMENT OF REVENUE AND EXPENSES**  
**FY 2022-23**  
**Year ended June 30, 2023**

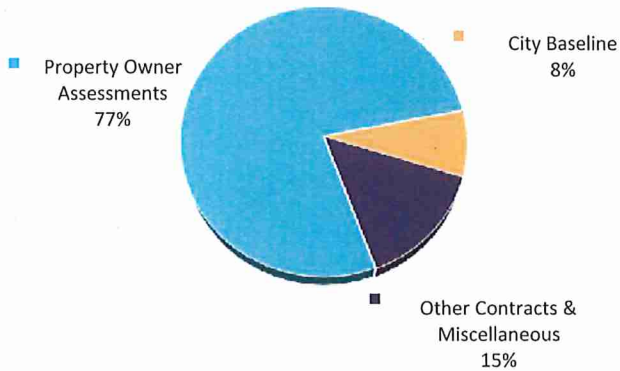
**REVENUE**

Property Based Improvement District (PBID) Assessments	\$	3,879,820
City of San Jose Baseline Contract Services		395,000
Other Contracts and Miscellaneous		732,794
<b>TOTAL REVENUE</b>		<b>5,007,614</b>

**EXPENSES**

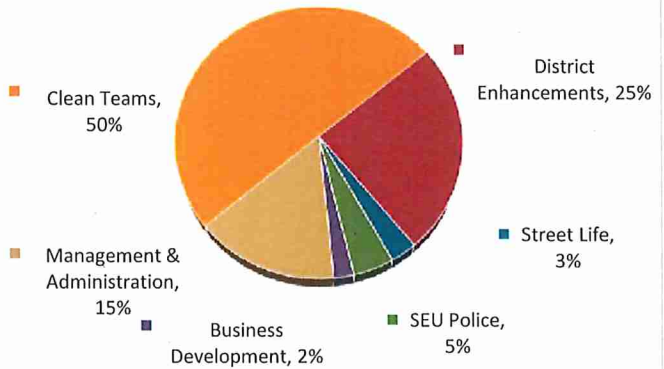
Clean Teams Program	2,526,788
District Enhancements & Street Tree Maintenance	1,259,112
Street Life Program	146,619
Secondary Employment Unit (SEU) Policing Program	222,760
Business Development Program	107,151
Management & Administration	776,731
<b>TOTAL EXPENSES</b>	<b>5,039,161</b>
<b>NET REVENUE (EXPENSES)</b>	<b>(31,547)</b>
<b>BEGINNING FUND BALANCE</b>	<b>863,578</b>
<b>ENDING FUND BALANCE</b>	<b>\$ 832,031</b>

**Revenue Sources**



Total Revenue: \$5,007,614

**Program Expenses**



Total Expense: \$5,039,161

**SAN JOSE DOWNTOWN ASSOCIATION  
STATEMENT OF REVENUE AND EXPENSES  
FY 2022-23  
Year ended June 30, 2023**

**REVENUE**

San Jose Downtown Association (SJDA) Program & Activity	\$	1,872,814
City of San Jose Contract Services		851,355
Business Improvement District (BID)		512,129

**TOTAL REVENUE** 3,236,298

**EXPENSES**

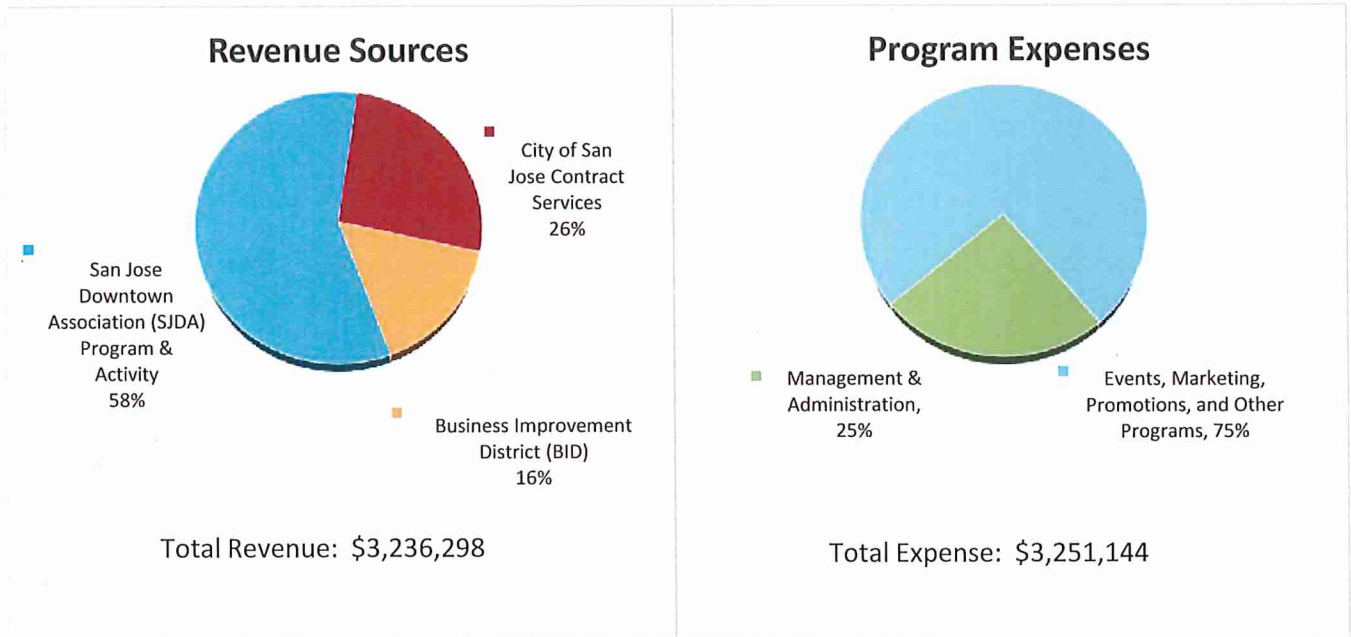
Events, Marketing, Promotions, and Other Programs	2,440,578
Management & Administration	810,566

**TOTAL EXPENSES** 3,251,144

**NET REVENUE (EXPENSES)** (14,846)

**BEGINNING FUND BALANCE** 928,384

**ENDING FUND BALANCE** \$ 913,538



# BUSINESS IMPROVEMENT DISTRICT (BID) STATEMENT

Year ended June 30, 2023

ACTIVITY	FY 2022-23 Approved Budget	FY 2022-23 Actual Expense	FY 2023-24 Approved Budget
Operating/Administration	210,000	210,000	205,000
Downtown Lights	60,000	-	60,000
Farmers' Market	45,000	6,349	45,000
Music in the Park	15,000	10,724	15,000
Ice Rink/Roller Rink	30,000	15,000	30,000
Dine Downtown	25,000	-	25,000
Night Market	-	15,260	-
Marketing and Advertising	76,000	45,595	76,000
Communications/Publicity	81,000	90,655	81,000
Parking Promotions	10,000	10,000	10,000
District Promotions	21,000	-	21,000
Membership Services	15,000	15,000	15,000
Planning, Research & Advocacy	47,000	93,546	47,000
<b>Total Expenses</b>	<b>635,000</b>	<b>512,129</b>	<b>630,000</b>



<https://www.surveymonkey.com/r/SJDAmembersurvey2023>



## 2023 SJDA ELECTION OF BOARD OF DIRECTOR MEMBERS

All ballots received by Oct. 12 will be eligible for a drawing for one of three prize packages containing a \$25 dining gift certificate, 20<sup>th</sup> Anniversary Downtown Doors notecard packet and a DTSJ limited edition T-Shirt.

The following 8 directors have been nominated and are eligible to be elected at the Annual Meeting for three-year terms. Directors are permitted to serve two consecutive three-year terms. Approximately one-third of the Board of Directors seats are up for election at each Annual Meeting. Incumbent members denoted by \*.

### BALLOT FOR JAN. 1, 2024 – DEC. 31, 2026 TERM

#### BOARD OF DIRECTOR NOMINEES

##### \_\_\_\_\_ All as nominated below

\_\_\_\_\_ Dap Ashaolu\* (Director since 2021)

Downtown resident raised in San Jose and graduate of SJSU, with a career background in finance and sales. Ashaolu is the CFO & Head of Products at Nirvana Soul in the SoFA District. Nirvana Soul's mission is to bring people together through the power of coffee and tea.

\_\_\_\_\_ Blair Carson

Carson is a San Jose native who has worked, played, and lived in downtown San Jose for decades. She is the sole owner of Pageboy, a salon located on Post Street which just celebrated its 5-year anniversary. Carson is very passionate about San Jose, a strong supporter of the arts and downtown music scene, and has been involved in helping to revitalize and activate events on Post Street.

\_\_\_\_\_ Adolfo Gomez\* (Director since 2022)

Owner of Mezcal Restaurant in downtown. Active in downtown business for almost 30 years, including 10 years as Operations Manager of the Silicon Valley Capital Club. Member of Historic District and Board Executive committees.

\_\_\_\_\_ Anjee Helstrup-Alvarez\* (Director since 2021)

Executive Director of MACLA, lifelong arts advocate, urbanist, business leader, and frequent advisor to the philanthropic field. In 2009, Helstrup-Alvarez was recognized for her dynamic leadership with the "40 Under 40" award from the SV Business Journal. Helstrup-Alvarez lives in downtown San Jose with her family.

\_\_\_\_\_ David Mulvehill

Originally from Ireland, Mulvehill started serving pints of Guinness at O'Flaherty's Irish Pub some 20 years ago, and now serves as President of Nouveau Hospitality, which assists restaurants and bars in operations refinement, marketing and booking services in the San Pedro district. He believes that despite its population and size, San Jose has a small-town feel and hospitality that reminds him of his homeland.

\_\_\_\_\_ Eric Nielsen\* (Director since 2021)

Raised in San Jose, Nielsen has a background in the hospitality industry and is the creator of 55 South, San Jose's first high-volume craft cocktail bar and restaurant, and partner at SP2 Communal bar and restaurant. Nielsen is married, has two children, and serves on the board of California Youth Services.

\_\_\_\_\_ Brendan Rawson

Executive Director of San Jose Jazz with 20+ years in cultural and economic development. Rawson is responsible for the strategic and artistic direction of Jazz's numerous performance and education programs and prioritizes advancing a healthy live music economy in downtown San Jose as part of his work. Rawson also co-founded two local restaurants: Blackbird Tavern and Naglee Park Garage.

\_\_\_\_\_ Emily Ruvalcaba\* (Director since 2021)

Ruvalcaba is Senior Vice President of Bridge Bank responsible for developing and delivering banking solutions for a broad range of commercial clients. Ruvalcaba is passionate about giving back to her community, serving on various boards and volunteer efforts. She currently serves on the boards of Sacred Heart Nativity School and the San Jose Downtown Association.

\_\_\_\_\_ Write-in Candidate.

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**Please provide the following (\*) information to verify your ballot and prize eligibility.**

Name of Business\*

Business Owner/Contact  
Person\*

Business Address\*

City/State/Zip\*

Phone

Email\*

Web

For more information about SJDA and its programs, please visit [www.sjdowntown.com](http://www.sjdowntown.com).



# DOWNTOWN SAN JOSE PROPERTY OWNERS' ASSOCIATION

## ANNUAL ELECTION OF DIRECTORS

### 2024-26 TERM BALLOT

The Property-Based Improvement District (PBID) was formed by a majority vote of property owners in the district in 2007 and renewed in 2012 and 2022. Property owners elect three board members annually to the Property Owners' Association that oversees the PBID. The board is comprised of 11 members: seven commercial owners, one residence owner, one business owner elected by vote of property owners; and two seats for public property owners paying assessments in the district appointed by the San Jose City Manager.

Three directors are eligible to be elected at the Annual Meeting for three-year terms. Unless marked otherwise, ballots received will be counted for the election of the candidates nominated below.

\_\_\_\_\_ All as nominated

		Board of Director Nominees	Director Since
	_____	<b>Benjamin Egge (Commercial)</b> Nominated as a commercial property owner. Egge is Senior Regional Portfolio Manager at Essex Property Trust, Inc. As owner of 101 San Fernando and 360 Residences, Essex is a large multifamily property owner in the PBID.	2020
	_____	<b>Kris Herrera (Commercial)</b> Nominated as a commercial property owner. Herrera is Director of Americas Site Operations for Adobe, and oversees facilities and capital projects.	N/A
	_____	<b>John Southwell (Commercial)</b> Incumbent nominated as a commercial property owner. Southwell is General Manager of the San Jose Marriott. He has 25 years of hospitality management experience in San Jose.	2020

Write-in:

\_\_\_\_\_

Sign here:

\_\_\_\_\_

Print property owner name:

\_\_\_\_\_

Email address:

\_\_\_\_\_

**Please complete your ballot and return by October 9 to SJDA in the enclosed envelope or fax it to our office at (408) 279-1904. You may also submit online at:**  
<https://www.surveymonkey.com/r/PBIDballot2023>