

Minutes of Regular Meeting

**Board of Directors
San Jose Downtown Property Owners' Association**

January 25, 2022

A regular meeting of the Board of Directors of the San Jose Downtown Property Owners' Association (POA), a non-profit California corporation, was held via Zoom conference call.

Board members present: de la Riva, Egge, Friese, Kline, McMahon, Ristow, Phan, Schneider, Southwell, and Zelalich

Members absent: Marbry

Also present were SJDA and Block by Block staff: Executive Director Scott Knies, Director of Public Space Operations Chloe Shipp, Street Life Manager Sarah Billings, Business Development Manager Nate LeBlanc, Director of Policy and Operations Nathan Ulsh, PBID Project Coordinator Dennis Yu, Business Resiliency Manager Omar Torres, Community Engagement Manager Chris Arkley, and Block by Block Program Director Chris Kendrix.

Freise called the meeting to order at 8:35 a.m.

The minutes for the August meeting were unanimously approved. Wolfram motioned to approve, all were in favor. Zelalich abstained due to being absent from the meeting.

The board introduced themselves to Sara de la Riva, who represents Rubicon Point Partners.

President's Report:

- Freise opened the meeting by asking the board to think critically about what they want to take on over the next year, and gauge how things are going downtown. He assured board members, Groundwerx and PBID staff that these efforts will create a better downtown.

Freise also shared that he has joined the Executive Search committee to represent the PBID. As a reminder, Knies will be leaving SJDA Nov. 1, 2022. The committee is finalizing the job position scope and announcement.. The recruitment team will be scheduling interviews with stakeholders and staff to understand what qualities are needed in SJDA's next leader.

Freise said the search committee will also be hiring a recruitment firm to lead the search effort.

He encouraged the board to chime in on other goals, street life projects and aspirations for the year.

EGGE shared his buildings are getting hammered by the unhoused population. McMahan seconded EGGE's concerns. McMahan would like to see a dedicated downtown foot patrol and thinks using SEU Officers is not a sustainable long term solution. Southwell also agreed. Knies said the SJDA board shares the same position and there is a concerted effort to lobby for a SJPd foot patrol be added in the Mayor's March budget message.

Zelalich suggested the board also advocate to SJPd Chief Mata for the inclusion of the dedicated downtown foot patrol.

- Election of Treasurer: Shipp brought McMahan forward as a candidate for the vacant treasurer role. Phan motioned McMahan as board Treasurer. Schneider seconded. Motion carried unanimously.
- Board Vacancy Appointment: Shipp brought forward Sara de la Riva from Rubicon Point as a candidate to fill the vacant board seat. McMahan motioned de la Riva to join the board, Southwell seconded. Motion carried unanimously.

New Business:

- PBID Renewal: Shipp shared an overview of where staff is in the PBID Renewal process and asked the board to get more involved now that petitions have hit mailboxes. Owners have three options to sign petitions: mailing back a copy, a signed scanned copy, or using DocuSign.

Top 50 property owner list would get PBID renewal to 70 percent. Staff, board, and volunteers will be assigned to outreach efforts. Board members were asked to add their name to the list for any properties they represent, or have a connection to.

Additionally, the board was asked to assist with inviting people to SJDA's February 10 virtual public meeting on renewal. This meeting will highlight where we are in the process, the proposed boundaries, and new services, and is an opportunity for the public to ask questions.

Freiss asked for board access to renewal materials and the invitation to the public meeting.

Knies reminded the board that the renewal includes moving the entire district to the premium assessment rate. For properties in the current basic zone this increase is approximately a 67 percent increase in their assessments. This change to one premium assessment allows the PBID to provide the same level of clean and safe services throughout the district.

Staff Reports:

- Operations Report: Shipp presented highlights from the Operations Report and highlighted the new Groundwerx of the Year program, with Frank Chavez

receiving the honor in 2021. Staff is working on the implementation of the Social Impact Team, with a potential to subcontract with PATH on one of their City funded contracts. This would allow the PBID to start this service prior to renewal.

- Business Development Report: LeBlanc presented highlights including a focus on small business support and Alum Rock outreach updates. He requested board members to spend money downtown and expressed that business owners are going through a very tough time.

LeBlanc reflected on how helping other commercial places establish improvement districts shows how different areas are from each other in San Jose. Alum Rock has a lot of turnover, whereas downtown has a lot more legacy businesses.

Le Blanc shared updates on new businesses.

Torres spoke on assisting a local ice cream shop with expansion into Alum Rock.

Arkley shared an update on his work as the Historic District liaison. He will also be the SoFA District liaison.

- Street life Report: Billings presented highlights that focused on Street Life and beautification project updates. Billings shared that the SoFA Plant Up plans will be presented to the SoFA Committee. She introduced a potential underpass lighting projection project under 87 at St. John.

Yu updated the board on an Arbor Day tree planting scheduled for April 29, 2022 to plant 10 new trees.

Other Matters:

The meeting was adjourned at 9:50 a.m.