

Minutes of Regular Meeting

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

November 15, 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 in person and via Zoom conference call.

Board members present: De la Riva, Friese, Hon, McMahan, Phan, Ristow, Schneider, Southwell, and Zelalich

Members absent: Kline

Also present were SJDA, Block by Block, and City of San Jose staff: Chief Executive Officer Alex Stettinski, Deputy Director Chloe Shipp, Street Life Project Manager Sarah Billings, Operations Manager Chris Arkley, Business Development Manager Nate LeBlanc, Business Resiliency Manager Omar Torres, Community Engagement Manager Juan Carlos Aguirrue, PBID Project Coordinator Dennis Yu, Block by Block Program Director Chris Kendrix, DOT Division Manager Eric Hon, Elif Ayalp from ARUP, and Jacob Apple from ARUP.

Freise called the meeting to order at 8:33 a.m.

Schneider motioned to approve the August minutes, which were unanimously approved.

**President's Report:**

- Staffing Update: Freise introduced Stettinski to the board. Stettinski is the new CEO of SJDA, replacing Scott Knies.
- Board Update: Christy Marbry left the board. PBID staff are looking for a new board member.

The board discussed the cap on max board members in thought of the PBID renewal and expansion. Phan thought it would be helpful to add more board members because there are a lot of new property owners downtown. Stettinski wondered if Swenson could send another representative. Shipp would like to make the goal of filling Marbry's previous seat by January 2023. McMahan clarified the board is looking for someone on a similar level to Swenson in terms of property ownership. Shipp also discussed the possibility of a board retreat, but would need to amend by-laws for that.

- Board officers are up for reelection
- Brown Act training for the SJDA and PBID board will take place. Stettinski is looking at Civitas to lead the training.

## New Business:

- CEO Update: Stettinski talked about the CEO transition workshop that was done with SJDA staff, and the entrepreneurial system with select staff that makes teams more data driven. The program also looks at the structure of the organization and its programs. Stettinski will have a second session on December 14 and meet quarterly with the coach to make sure staff is on track with the changes.

Stettinski shared his plan to make changes to the financial side of SJDA. The plan includes a Human Resources (HR) component because HR is currently outsourced to Zenefits. He is also looking into a salary study for staff.

Stettinski is planning a board retreat for January 2023 with Gumby Marquez, the SJDA board president, and will include Brown Act training.

Stettinski is working on the Social Impact Program rollout. Stettinski hopes to have a team by January or February 2023.

- Social Impact Team: Arkley provided an update on the RFP and timeline. Arkley and Shipp will post the job applications in December for two members and two staff, and are looking to hire by December 22. Arkely plans to start the processes in early to late January.

Shipp suggested having a third party vendor run the program and Block By Block would be ideal. Stettinski agreed, as long as Block By Block has the qualifications. This would place the Social Impact Team and Groundwerx under one roof.

- District Expansion Update: PBID staff has been analyzing expansion districts to identify different types of work to be done. This includes identifying hotspots with Groundwerx and businesses to outreach to. PBID staff shared about the recent volunteer street clean ups and feedback from expansion zone business owners. Volunteers were recruited online and from SJSU.
- Communications Update: A PBID services communication roll out plan for expansion areas is currently underway. Quarterly town halls are in the making to effectively invite PBID members to attend after work. This would replace the public board meetings on Friday mornings.

Stettinksi asked the board to make recommendations for expansion outreach, and noted Miro Apartments is considering putting Groundwerx on the resident mobile application along with adding SJDA promotions to their events list. McMahan requested an expansion walkabout schedule, and Arkely would follow up with that. Freise requested an email reminder for expansion walkabouts.

- ARUP Lighting Consultant: Ayalp presented the San Jose Downtown Comprehensive Strategy Plan and lighting examples. ARUP suggested using lighting to focus vertically around the downtown area, and will identify

key vertical surfaces for lighting fixtures in the plan. Ten areas have been identified for priority lighting and are made of corridors, historic buildings, and gateways. St. James Park was recommended to create a heritage walk using facade lighting.

Stettinski suggested looking into putting sponsor logos in the lighting. LeBlanc noted there has been local resistance to billboard installations. Shipp would like to focus on the art side with acknowledgement of a donor and noted that private property requires no permission from the City to install lighting.

#### **Old Business:**

- Eagle Tech: Arkley provided an update on the Eagle Tech contract termination. The start up company had training shortcomings and did not provide much service beyond what Groundwerx already does. Stettinski has set up a social impact team in Reno and has evidence that it will be more successful than Eagle Tech's approach.

Stettinski would like to focus on Santa Clara St revitalization to time with Miro's filling up of a thousand residents. Shipp has heard from folks that they want to see SEU officers on weekends. Groundwerx will be doubling ambassador staff by January. Stettinski's vision is that the PBID has ambassador visibility on the ground everywhere.

Freise agreed that downtown has a weekend security issue, and asked if there is anything the board can do until the Social Impact Team is created. Phan shared his agreement with Freise regarding weekend safety. Zelalich recommended using the downtown foot patrol number to reach the Sargent and spoke on the possibility of having a community prosecutor. McMahon suggested that Councilmember Torres could help with weekend security issues. Freise summarized to the board to explore additional SEU officers for the weekend.

#### **Staff Reports:**

- Operations Report: VTA contract continues.
- Business Development Report: LeBlanc presented Torres' new role in the community and within SJDA. He is also trying to find a spot for Umbrella Salon really soon to move into. VTA is taking their current space for a showroom.
- Street life Report: Billings announced ARUP's lighting plan to finish in December, and will present in January. ARUP will put together a sliding scale of costs for the next five years for the board to decide on. Shipp has already started conversations with PGE for lighting. There is a lighting budget set aside, but not huge.

#### **Other Matters:**

The meeting was adjourned at 10:12 a.m.

