

Minutes of Regular Meeting

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

March 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 via Zoom conference call.

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

Members absent: Egge, Marbry

Also present were SJDA, Block by Block and City of San Jose staff: CEO Scott Knies, Director of Public Space Operations Chloe Shipp, Street Life Manager Sarah Billings, Business Development Manager Nate LeBlanc, Community Engagement Manager Chris Arkley, PBID Project Coordinator Dennis Yu, Block by Block Program Director Chris Kendrix.

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

The minutes for the January 25 board meeting were unanimously approved.

**President's Report:**

- Freise thanked staff and board members for getting through the petition phase.
- Personnel Update: The press release on Knies' departure and position description for the CEO role were released. Applications are due April 22, with interviews taking place in May and June. The hiring timeline includes overlap between the new CEO and Knies in an effort to create a smoother transition.

SJDA is in process to hire a Research & Data Analyst and an additional part time staff accountant. If an analyst is not hired, the Knight Foundation has given direction to hire a consulting firm to work on baseline analysis and template creation to get the data collection underway.

**New Business:**

- SJDA-PBID-SJDF MOUs: Shipp provided two draft MOUs, one for the management agreement between SJDA and PBID, and the other for disbursement of grant funds from SJDF (San Jose Downtown Foundation) to PBID. Shipp reminded the board that the PBID itself has no staff. Each MOU goes to the aforementioned boards for approval, and then are signed by each board chair.

There are new roles in the staffing MOU: Community Engagement Manager, Research and Data Analyst, and Social Impact Team.

Phan motioned to approve the draft MOUs, Southwell seconded, and the draft MOUs were unanimously approved.

- Social Impact Team: Shipp shared that the HR processes are being built out for the Social Impact Team. It is important to note that SJDA has never hired a social worker before, and staff is receiving guidance on items like how to conduct background checks and drug tests, processes that are standard practice for social service workers.

Shipp has submitted a subcontractor application to PATH to help jumpstart the Social Impact Team hiring ahead of renewal. This subcontractor application serves a dual purpose of helping PATH spend down remaining City grant funds by June 30, 2022. Staff anticipates notification in April regarding this application.

Staff has started submitting assisted outpatient treatment referrals to County Behavioral Health staff.

Shipp expressed that the ability to partner with other organizations is a huge step. The Social Impact Team will be hiring folks with lived experience. It is proven that many unhoused individuals want to talk to someone who has also been through similar experiences and the services system. However, SJDA has never hired someone with a history, and will be both an exciting and daunting task.

Regarding the deployment of the Social Impact Team, the Groundwerx dispatch number will be used. Streamlining reporting is key for the program, as is fine tuning how Groundwerx and the Social Impact Team will deploy moving forward.

The board discussed possible metrics for the Social Impact Team including: response times, number of individuals experiencing homelessness, referrals to services, the time between identifying someone in need and when they are placed into services and/or housing, measuring public sentiment around homelessness. The new Social Impact Manager will be the source of all incoming calls on quality of life issues. Freise would like staff to come back to a future meeting with additional metrics for the program.

Shipp shared that the April 15 SJDA public meeting will focus on mental health and homelessness. Supervisor Ellenberg has confirmed to speak on the County's State of Emergency on mental health and substance abuse.

- PBID Renewal: Ulsh updated the board that staff will be submitting the necessary petitions to City staff March 18 to submit printed petitions and April 12 for the City to sign and pass. Ballots will go out on April 22. Fifty one percent of voters must vote yes. On June 7, City Council

make the final vote.

**Staff Reports and Updates:**

- Operations Report: Shipp shared that Rick Cervantes has returned to work at Groundwerx after over a year away due to complications from COVID.
- Business Development Report: Le Blanc updated the board on downtown business openings, as well as businesses he and the team are supporting through various permit processes, including: Ax Men, Con Azucar, Alma Tequileria, Dr Funk, Gyu-kaku, and Concept Barber.
- Street Life Report: Billings shared that the RFP for a lighting consultant will be posted March 16. The RFP is focused on strategic planning (design, hardware), community input (discovery, placement, themes, cultures), and data and measurement (measures of success). Responses are due April 25, with respondents to be interviewed late May.

Zelalich shared that it may be a good idea to put a ceiling on the total cost to prevent wild expectations. Freise indicated that a defined scope and scale for the RFP will help scale the respondents' proposals appropriately. Knies shared that there is potential for additional funds to be leveraged for this work and the implementation of the plan as lighting has a direct positive impact on stakeholders.

**Other Matters:**

- Knies encouraged the board to read about Angelina Lopez in the Downtown Dimension.
  - Kendrix provided some background about Lopez' rise from DST volunteer to lead trainer for new employees. The supervisors look to Lopez to lead by example there in the field.

The meeting was adjourned at 9:49 a.m.