

Minutes of Regular Meeting

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

May 10, 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, McMahon, Marbry, Phan, Ristow, Schneider, Southwell, and Zelalich.

Members absent: Kline

Also present were SJDA, Block by Block and City of San Jose staff: CEO Scott Knies, Deputy Director 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 8:32 a.m.

The minutes for the March board meeting were unanimously approved.

President's Report:

- Personnel Update: Freise updated the board on the CEO search. There were lots of very qualified candidates. Freise was overall pleased with the search consultant. Gumby was initially concerned there were not going to be enough qualified candidates, but that was not the case. The candidates range in years of experience in the field of public space management and geography.

Ulsh has accepted a role at a consulting firm and will be leaving SJDA by the end of the month. Ulsh expressed his appreciation for the board and the SJDA team. May 27 will be his last official day, and then Ulsh will be available only in a limited capacity.

New Business:

- Budget Approval: The board typically approves the budget in March, but staff was focused on district renewal, and the first year budget for the new district is created during that process. The budget presented includes six months of the current district, with six months of the new district starting on January 1, 2023. There are significant increases in assessment projection due to the district renewal. Shipp shared a line by line explanation of the budget to the board. Line items that were emphasized were the new social impact team, street life spending, and Groundwerx spending. The board can also do mid-year budget revisions to make any adjustments necessary. Wolfram motioned to approve the budget,

all were in favor.

- Lighting RFP and Consultant: Billings shared an update on the RFP process. We have received four responses, with Billings bringing forward three candidates to interview with the selection committee. Zelalich asked for clarification on who the selection committee members will be. Billings is reaching out to business and property owners who have expressed an interest in shaping the long term view of downtown, with specific emphasis on those that are interested in enhanced lighting.

McMahon asked Billings if the consultants have provided examples from other cities. Billings said example cities include large well known metropolitan areas around the world.

Freise said from the scope of the project and the amount of stakeholders potentially involved, there should be more people working on it. He stressed the need to involve people early in the process and consider increasing the budget significantly, funds for lighting infrastructure go much quicker than expected these days. Zelalich shared that the City can help support the effort by reviewing contract amendments, and that someone from PW or DOT might be available for looking at technical qualifications.

Knies said all major businesses and property owners want lights that connect pedestrians to their businesses. Lights are going to cost money, but give opportunities to chase grants, negotiate with property owners for private funding and in-kind donations, talk to SJPD to help people be more comfortable downtown. Knies wants feedback from stakeholders across the board. Freise wants all voices to be at the table, especially folks from large properties.

Freise sees other cities come up with a lighting plan, then developers pay into that and the lighting gets built. Zelalich said that is more for ordinary lighting, but for decorative lighting that is not something that goes through the development process. For the PBID, decorative lighting comes in at the top.

Billings clarified there is both safety and beautification lighting wrapped into the lighting plan. Zelalich echoed that lighting is not mutually exclusive to safety or beautification, rather that they are intertwined. McMahon asked for clarification on the time frame. Shipp indicated that the plan will be finished by the next fiscal year, with projects implemented over time, as staff has previously done with the Street Life Plan from 2014. Freise suggested the board should help decide size, scale, and scope of implemented projects as they come up.

Zelalich said there is a downtown lighting plan specific to City maintained lighting fixtures, and that the PBID should engage this plan. Marbry said getting into the lighting infrastructure is expensive, and thinks putting in decorative lighting is fit for the PBID while the City should focus on security lighting. Zelalich said lay over the downtown lighting plan, see

where the holes are. Ristow said the downtown lighting plan has not been implemented everywhere. Zelalich said many light upgrades happen due to developments.

Staff will report out on the lighting plan progress at the next board meeting. Ahead of the August meeting, Billings shared a written update that addressed many items discussed at the meeting with the board.

Old Business:

- PBID Renewal: Shipp said staff has passed the petition phase and the City has mailed ballots to property owners. There was some back and forth between City and PBID staff on what triggers the City's timing for voting in the petition phase. Initially, staff interpreted that the City was able to vote once a majority of the assessed value was represented, minus the City's total assessments. Unfortunately this interpretation was incorrect and PBID staff was able to get additional petitions representing four percent of the total assessed value of the district in under two weeks, ending the petition phase with 67 percent approval rate. Ballots are due to the City Clerk's Office on June 7th ahead of the City Council meeting. If board members are needed to speak in support of renewal efforts at this Council meeting, PBID staff will ask.

Staff Reports and Updates:

- Operations Report: Shipp shared an update on the Social Impact Team and potential partnership with PATH to start the program earlier. Unfortunately the timing of PATH's city grant did not align with realistic hiring timelines.
- Business Development Report: Le Blanc updated the board on al fresco street closures, City council approved another year for the San Pedro Street pilot to figure out how to make a permanent closure. Post Street will have a weekend specific closure, with details still to be determined.
- Street Life Report: Billings shared an update on the progress of the SoFA Plant Up, which is now called SoFA Urban Gardens.

Other Matters:

The meeting was adjourned at 10:02 a.m.