

## Minutes of Regular Meeting

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

August 16, 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, Marbry, McMahon, Phan, Ristow, Southwell, and Zelalich.

Members absent: Kline, Schneider

Also present were SJDA, Block by Block, and ARUP: CEO Scott Knies, Deputy Director Chloe Shipp, Street Life Manager Sarah Billings, Business Development Manager Nate LeBlanc, Community Engagement Manager Juan Carlos Aguirre, Operations Manager Chris Arkley, PBID Project Coordinator Dennis Yu, Block by Block Program Director Chris Kendrix, Matt Franks and Christoph Gisel from ARUP.

Freise called the meeting to order at 8:32 a.m.

The minutes for the May board meeting were unanimously approved.

#### **President's Report:**

- Personnel Updates: The SJDA board of directors has hired Alex Stettinski to succeed Scott Knies. The next PBID board meeting will be at the annual SJDA Board joint meeting on Friday October 14th and will have both CEOs at Tabard Theater. Knies' farewell party will be on October 29th, with more details to follow.
- Shipp is the new Deputy Director
- Arkley is the new Operations Manager
- Aguirre is the new Community Engagement Manager.

#### **New Business:**

- Pilot Enhanced Security Program: Staff shared that an increase in public safety close calls have taken place over the course of the last several months, with these challenges taking place outside walking beat and SEU shifts. In an effort to find a solution for this challenge, staff has prepared a pilot security program with Eagle Technologies Group that would run through the remainder of 2022. SJDA has been using Eagle Tech services for event security and to cover the hours the PBID is not using SEU officer support. The pilot intends to test the roaming security model with special work involved with reporting to Groundwerx and the police.

This pilot is an alternative to additional SEU officers, and Eagle Tech

staff will be reachable through Groundwerx dispatch. For PBID members it will be seamless communication. Eagle Tech staff will wear co-branded uniforms and generate baseline metrics to indicate whether this program is successful by doing monthly evaluations of street level feel. Shipp sought approval from the board for the pilot, which costs \$100,000 and runs until December.

Phan voiced his support for Eagle Tech. Phan also asked if additional security cameras will be installed. Shipp said not at this time.

Southwell supports this proposal and asked for clarification on the hours. Eagle Tech will operate from Thursday to Monday, 6am-2pm, from September to December. This is five days, eight hours per day, and four Eagle Tech staff.

De la Riva asked where they would be deployed. Shipp said they will be on foot and roam the entire district.

EGge asked if Eagle Tech has an application where activity can be tracked. Shipp said they will start with a simple Google form to fill out and can potentially use the SMART system or another system, but have not thought that far ahead yet. EGge agreed that the branding will help a lot and give them more credibility on the streets

Freise invited the board to really think about the hours, and possibly shuffle the hours around to make a bell curve. He fully supports the pilot. Freise motions to pass, Southwell seconds, all approved.

- Lighting RFP and Consultant: Billings introduced ARUP to the board.

ARUP started their work in July with a night tour downtown. ARUP's discovery phase was to get baseline lumen measurements at different locations. Billings held a stakeholder meeting where ARUP listened to lighting concerns. Billings said a torch workshop demonstration can potentially be brought to show stakeholders.

Christoph Gisel presented ARUP's San Jose Downtown Comprehensive Lighting Plan project. Gisel walked through the design workflow, showed other project examples, and the project schedule. The next step is to host a community workshop and complete the lighting plan at the end of 2022. Gisel identified focus areas. His lighting vision includes accentuating architecture, enhancing night-time economic activities, and creating interaction through arts and heritage.

Zelalich asked if ARUP had taken a look at the City's street light plan. Shipp said this plan will be similar to the City's in terms of implementation.

## **Staff Reports and Updates:**

- Operations Report: Arkley is preparing for PBID renewal services in January 2023. PBID staff is doing twice a month walkabouts in expansion neighborhoods to determine Groundwerx and tree work. Arkley is also monitoring SEU activities and noted the job application is out for the Social Impact Manager position. Block by Block plans to hire ahead for the Groundwerx team and bring on additional cleaning and safety ambassadors as a result of the VTA transit mall contract banked hours.

Zelalich asked about the PBID's golf cart. Arkley is working on replacing the cart batteries. Staff is looking at alternative deployments for the cart, including use by the Social Impact Team. Zelalich suggested trading for a newer golf cart, or possibly using bike kiosks. Egge offered to help with sourcing the golf cart.

- Business Development Report: Le Blanc updated the board on staffing. Torres is heading toward the City Council election for District 3 and will move to part-time soon. The team has made a lot of headway in Alum Rock, struggling at Monterey Road, and approaching a time when decisions need to be made with Torres' time commitment. The next several months will be very fluid. There are three weeks left of Torres' full-time employment, then November's election will tell if he remains on the team. There are options to add a consultant or contractor to keep up with outreach with twelve months left on the grant and a possible extension. Le Blanc currently meets monthly with OED.

Le Blanc observed the return of events have been bolstering businesses at concentrated times. He described it as feast and famine. Le Blanc is working to get access to key swipe data at office buildings. Office key swipes are up Tuesday, Wednesday, and Thursday. Some companies are sharing their office worker data with Le Blanc, who sees some hopeful signs in the right direction, but not necessarily back to 2019. Overall Le Blanc has been hearing some hopeful signs. Phan has experienced a lot of upticks during the week and his business is now back to operating six days per week from the previous four day week. Phan notes weekends can be as strong as pre-pandemic weekends.

Post St Al Fresco is launching every Thursday to Sunday. Le Blanc hopes to see businesses do hospitality outside in a more organized fashion. San Pedro St remains closed indefinitely, while the City is conducting a study.

- Street Life Report: Billings was able to move the Mural Corner to a wall at 1st St and San Salvador St. She also collaborated with the Diocese to re-paint the Panda Mural, which is happening Sept 20. San Pedro St tree trimming has been completed and the PBID expansion trimming schedule is being worked on by PBID staff.

#### **Other Matters:**

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