

Minutes of Regular Meeting

Board of Directors San Jose Downtown Property Owners' Association

January 24, 2023

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: McMahan, Southwell, Egge, de la Riva, Phan, Freise, Zelalich

Members absent: Kline, Ristow, Schneider

Also present were SJDA and Block by Block staff: Chief Executive Officer Alex Stettinksi, Deputy Director Chloe Shipp, Street Life Project Manager Sarah Billings, Operations Manager Chris Arkley, Business Development Manager Nate LeBlanc, Business Resiliency Coordinator Brenda Zendejas, Community Engagement Manager Juan Carlos Aguirrue, PBID Project Coordinator Dennis Yu, Block by Block Program Director Chris Kendrix.

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

Zelalich motioned to approve the meeting minutes, Phan seconded, all in favor.

President's Report:

- Election of Board Officers: The existing board officers were brought forward as the slate of officers for 2023: Freise as President, Zelalich as Vice President, McMahan as Treasurer and Phan as Secretary. Phan motioned to elect the slate, and the slate was approved.
- Board Vacancy: Shipp shared Julie Garcia as a board candidate from Jay Paul Co. to replace Christy Mabry from Swenson.
- Brown Act and CPRA: Shipp reminded the board to complete the Brown Act training.

New Business:

- No new business was discussed

Old Business:

- Comprehensive Lighting Plan: Billings presented ARUP's final report summary and three lighting options to focus on.

The Fountain Alley concept included a selfie moment and multi-sensory experience. Lighting equipment would be temporarily installed and can be moved to another location when construction of the new developments start. Zelalich suggested placing the multi-sensory experience on the Paseo de San Antonio and liked how it can illuminate the ground.

Installing sculptural lighting pieces in vacant storefronts is also a possibility. Shipp would like to see local artists create different installations like Sonic Runway. This would start to go towards lighting as art versus enhanced lighting.

Egge mentioned several complications in lighting vacant storefronts. McMahon identified several potential locations for lighting.

Shipp explained how staff will narrow down the lighting locations. Property owner relations and funding opportunities are the most important criteria in choosing a location.

The third lighting suggestion was a hanging phrase at SoFA that would mark a transition in the district. Several board members expressed concern about attaching it to Valley Title since it is slated for demolition.

Freise thought the easiest lighting options to install are the least complicated fixtures. Zelalich agreed, and stated Santa Clara Street could just have basic enhanced lighting going down the street. Phan would like to see Fountain Alley more lit and see 1st and 2nd St connected through illumination. Stettinski and Phan agreed the multi-sensory experience is the best option for walking through.

Staff shared that projects within the comprehensive lighting plan would require a mix of funding from PBID assessments, grants and philanthropic giving, private property owner support and public funding. Assessment funds allocated to street life projects would be exhausted if they were the only funds available for these projects. Staff will continue to identify funding partners for these projects.

Presenting the lighting plan to the Mayor and public was discussed. A request from the Mayor's office to present the lighting plan came to Stettinski. Shipp shared that SJDA is discontinuing its Public Meetings for a Town Hall concept, and mentioned the lighting plan would be debuted at the March town hall.

- Social Impact RFP: Arkley published the RFP Jan 23rd and would like board involvement in the interview process.
- Renewal Services Update: Shipp shared that the agreement between the City and PBID for the new 10 year district is delayed at the City, and an extension of the current agreement will be created while City staff finalizes the new agreement. Arkley shared that Groundwerx has been hiring new employees to meet the new hourly requirements for the District and tackling cleaning projects in the expansion areas. PBID staff identified over a hundred cleaning hotspots and are in the process of completing these tasks. One big success is that all new business contacts from the list have been completed. Kendrix said Groundwerx is about 30 percent complete with establishing services in the expansion areas. Groundwerx has been receiving more phone calls from expansion areas

too.

Staff Reports:

- Operations Report: The Operations Report was distributed prior to the meeting.
- Business Development Report: LeBlanc introduced Zendejas to the board. Zendejas will work on bringing new businesses to the area and continue outreaching work. He also reported Frank Nguyen was amazed at Groundwerx's speed at cleaning his block. It raised his employees morale.
- Street life Report: The Street Life Report was distributed prior to the meeting.

Other Matters:

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