

Minutes of Regular Meeting

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

November 14, 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 at 16 N 3rd St.

Board members present: De la Riva, Freise, Garcia, Herrera, McMahan, Ristow, Zelalich

Members absent: Egge, Phan, Schneider, Southwell

Also present were SJDA and Block by Block staff: Chief Executive Officer Alex Stettinksi, Business Development Manager Nate LeBlanc, Community Engagement Manager Juan Carlos Aguirrue, PBID Project Coordinator Dennis Yu, Downtown Champions Manager Brenda Zendejas, Block by Block Program Director Chris Kendrix, Block by Block Social Impact Team Manager Debra Rossi, and Chief Executive Officer of Metro Newspaper Dan Pulcrano.

Freise called the meeting to order at 8:39 a.m. and introduced the PBID Board to its new member, Kris Herrera, who represents Adobe.

McMahon motioned to approve the minutes, and all were in favor.

President's Report:

- Brown Act Mandatory Attendance in Person: Board meetings will now be held fully in person, and the quorum is set to seven members.

Old Business:

- Staffing Updates: Chris Arkley (previous Operations Manager) and Sarah Billings (previous Street Life Manager) resigned from SJDA. Billings is still contracted to work on the Street Life lighting project temporarily. A new Director of Marketing and Communications has been hired and will start on Dec 4th. Deputy Director Chloe Shipp will return to work on Dec 4th from maternity leave. The Operations Manager position description is under review to develop a role that makes more sense for the organization.
- Champions Program: SJDA's grassroots marketing team is visiting surrounding neighborhoods and has taken off with Zendejas in charge. There are fifteen team members and all will be wearing branded uniforms for outreach.
- Social Impact Team: Stettinski is looking to broadcast SIT stats to the public and will be doing a study to see if safety perceptions are changing downtown.

New Business:

- Adobe Workshop: Aguirre debriefed his Adobe experience with the board. The focus was on enhancing connectivity within downtown districts. A recommendation was made to cross reference the workshop ideas with the stabilization plan. Adobe presentations will be shared to all the board members.
- Brainstorm Board: The board created a list of sixteen topics that would improve the overall health of downtown. The main pillars were increasing visits, keeping downtown clean and safe, promoting events and nightlife, and improving the pedestrian experience. The board chose to focus on improving pedestrian experience.

Notes:

- Enhancing pedestrian experience
 - Santa Clara St needs improvements between Market and 4th St
 - intersections on 1st and 3rd St need the most help
 - Daytime emptiness
 - Night time traffic is very consistent
 - Employees want to work from home
 - Residents and SJSU students will be the core daytime population
 - Blighted pockets
 - St James Park
 - Santa Clara St
 - Crime and safety
 - Connect safe areas to each other
 - Crime hotspots need attention
 - Collective lobbying
 - Using board member network to advocate for policy
 - Possible programs with big companies that bring employees to new venues
 - Paseo de San Antonio
 - Signia sold a tower to SJSU, and 400 students will move in August 2024
 - The Paseo will be a pedestrian hotspot
 - Sources of critical mass
 - SJSU students and residents
 - Other focus areas
 - Paseo de San Antonio
 - 1st & San Carlos
 - Create public space strongholds
 - More street life projects at San Pedro Square
- St James Park
 - There are sections to carve out of the park
 - Carve out public spaces for sports, cafes, and other public use
 - Fund a study for park consultants

- Paseo de San Antonio
 - Lots of private investment
 - SJSU
 - Urban Putt
 - Hines Building
 - Potential for pop up projects
- Decided Focus Areas
 - Santa Clara St ideas (4th to Market St)
 - Painting properties
 - Increasing retail signage
 - Installing graffiti glass
 - Providing window cleaning
 - Foodie marketing
 - Increasing SJPd presence
 - Subsidizing 3-4 retail storefronts
 - Streetscape and sidewalk beautification
 - Dumpster relocation
 - Cesar Chavez Park
 - Marketing events
 - Beer and wine garden
 - Park Ambassador
 - Cafe in the park
 - Music activations year round
- Takeaways
 - Santa Clara St and Cesar Chavez Park are focus areas
 - The board needs more time to brainstorm, possibly a retreat

Staff Reports:

- There were no staff reports

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