

## Minutes of Regular Meeting

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

March 19, 2024

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: Freise, Garcia, McMahon, Phan, Ristow, Schneider, Zelalich

Members absent: Egge, Herrera, Southwell

Also present were SJDA and Block by Block staff: Chief Executive Officer Alex Stettinksi, Deputy Director Chloe Shipp, Business Development Manager Nate LeBlanc, Community Engagement Manager Juan Carlos Aguirrue, Street Life Manager Lou Jimenez, PBID Project Coordinator Dennis Yu, Block by Block Program Director Chris Kendrix, City of San Jose Downtown Manager Nathan Denato-Weinstein.

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

Schneider motioned to approve the minutes, McMahon seconded, and the minutes were approved with amendments.

No public comments were made.

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

- Welcome and Introductions: The board welcomed Jimenez to her new Street Life Manager role.
- Staffing Update: Kendrix has accepted the role of Operations Manager for SJDA. SJDA staff and Block by Block staff will start the recruitment process to fill Kendrix's role at Groundwerx.

#### **New Business: Budget Approval**

- Budget Approval: The board discussed two budget increase scenarios, both of which included an additional proposed increase for commercial and government - enterprise parcels to specifically be used for street life and capital projects. This additional assessment increase option is outlined in the District Management Plan. The Board approved Scenario 1, marking the first time the additional street life only assessment increase has been used.
  - Scenario 1: A three percent increase for all parcels, with an additional two percent levied on commercial and government - enterprise parcels.
  - Scenario 2: A three percent increase for all parcels, with an additional one percent levied on commercial and government -

enterprise parcels.

- Phan said the increase can be justified because commercial property owners notice the street activations and the dollars are being impactful
- Freise motioned to pass the budget increase, Schneider seconded the motion, and all were in favor.
- Board member update: De la Riva's position on the board is now open due to the sale of Market Square, which de la Riva represented. Freise is searching for new candidates to fill this vacant seat.

#### **Old Business:**

- Santa Clara St Corridor: Freise updated the board on next steps for the Santa Clara Street Corridor beautification efforts.
- The District has committed to spending approximately one million dollars along the corridor to improve the pedestrian experience. The District currently has approximately \$275,000 allocated for the project. The City of San Jose Office of Economic Development is exploring a one-time contract of \$250,000 for the project. The District would need to fundraise approximately \$475,000.
- Friese has been working with Redwood Electric to determine which electrical outlets along the corridor are energized for street tree lighting,
- Staff has compiled historic documents from stakeholders on previous and current Santa Clara Street projects. The committee kick-off meeting will be scheduled in April and will set the project's goals and timeline. Additionally, the committee will select pilot projects.

#### **Staff Reports:**

- Business Development Report: LeBlanc updated the board on the opening of San Jose Food Hall businesses, progress on the pop-up retail program with SJMade, and the Business Resource Program.
- Community Engagement Report: Aguirre is working on re-imagining neighborhood committee meetings by hosting design sessions. Aguirre also updated the board on the Historic Neighborhood Committee and SoFA Neighborhood Committee meetings.
- PBID Coordinator Report: Yu updated the board on the Dream Club Lab grand opening, winter and spring beautification projects, and the upcoming SoFA Pocket Park volunteer project.

#### **Other Matters:**

- Staff Reports:
  - The board discussed how to make staff reports more engaging and suggested limiting text narratives and including photos when appropriate.
  - Staff reports are a good acknowledgement of the work completed by the District and represents something on record in case anyone inquires.

- PBID staff can limit reports to one for street life, business development and community engagement, and operations.
- SJDA staff is exploring the creation of an Annual Report that will highlight all of SJDA, PBID and the San Jose Downtown Foundation's annual activities. Documents like these are a meaningful asset for sharing the District's achievements with ratepayers and other stakeholders in an easily digestible and visually interesting package.

The meeting was adjourned at 9:30 a.m.