

Minutes of Regular Meeting

Board of Directors San Jose Downtown Property Owners' Association

May 16, 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 and via Zoom conference call.

Board members present: de la Riva, Freise, Garcia, McMahan, Phan, Schneider, Southwell, Zelalich

Members absent: Egge, Kline, Ristow

Also present were SJDA and Block by Block staff: Chief Executive Officer Alex Stettinksi, Deputy Director Chloe Shipp, Street Life Project Manager Sarah Billings, 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, and City of San Jose Downtown Manager Nathan Donato-Weinstein.

Freise called the meeting to order at 8:31 a.m.

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

President's Report:

- Board Participation: Freise would like each board member to reach out to him about how to individually contribute to the board's efforts. Freise wants each member to think about a goal that can affect the downtown community as a whole.
- Proposed Bylaws Amendment Board Expansion: Freise discussed board expansion to potentially include one more commercial property owner. This could increase participation in person.
- Board Introductions: The board welcomed Julie Garcia, from Jay Paul, to the board and Nathan Donato-Weinstein, the new Downtown Manager for the City.

New Business:

- Social Impact Team: The Social Impact Team Manager will be hired internally through SJDA instead of through Block by Block (BBB). Shipp and Arkley are also finalizing the contract with BBB for the Social Impact Team members. Arkley will share 90 day goals for the team at the June 15th town hall meeting at Adobe, and the main topic will be homelessness. Shipp is applying for Santa Clara County Homeless Management Information System (HMIS) access so that the team manager can see individual care history and connect them with relevant services

and/or caseworkers.

- Lighting Pilot Projects Update: Billings updated the board on lighting projects:

Illuminated sculptures (\$110k-\$190k): 6-9 sculptures to be installed inside empty storefronts.

Diffused interior lighting (\$100k-\$150k): 16 windows to be illuminated to create an easy wayfinding experience for pedestrians and connect spaces in between districts.

One of the following themes will be chosen: positive cultural identity, connections, or innovations. Freise, Phan, and Stettinski voted for positive cultural identity. Zelalich suggested having the artists draft for all three themes. Phan suggested getting specific with artists. Billings estimated the first lights will be turned on by the end of the calendar year.

The pilot lighting goals are to attract local artists to create lighting art and to attract foot traffic to areas. An RFQ will be published and the RFQ committee will decide which artists will move forward based on portfolio and qualifications. 2nd St between San Fernando and Santa Clara St will be the first lighting phase. The sculptures will be on San Fernando St and lighting windows on 2nd St. PBID staff and the board will begin outreach for lighting opportunities and funding.

Old Business:

- VTA: The PBID is up to date on all VTA Transit Mall payments to Block By Block. PBID staff continue to work with VTA and BBB on identifying prevailing wage compliant invoices in order to receive payment from VTA to the PBID.

PBID staff completed a proposal for VTA Transit Mall Cleaning Services. The current Transit Mall contract expires on August 31, 2023. Our proposal was submitted ahead of the April 21, 2023 due date. Interviews for the proposal are expected to start the week of May 22-26, 2023.

Staff Reports:

- Operations Report: Arkley highlighted the 60 day plan for onboarding the Social Impact Team.
- Business Development Report: LeBlanc updated the board on business outreach efforts that will go into August 2023. BART construction will have direct financial assistance for businesses affected by the project, called a business interruption fund. The City's parklet project is ninety percent done with setting a new style of parklet in downtown.
- Street life Report: Billings shared the next volunteer mural that is planned for June at 545 S 2nd St. The Swenson building mural on Market

and St. John St reached a full break after a lot of momentum, and Freise encouraged board members to reach out to Swenson.

Other Matters:

- Earth Day clean up was successful bringing in 80 volunteers
- Shipp will be on maternity leave starting in August

The meeting was adjourned at 9:40 a.m.