

Minutes of Regular Meeting

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

August 22, 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: Freise, Garcia, McMahan, Phan, Ristow, Southwell, Zelalich

Members absent: de la Riva, Egge, Herrera, Kline, Schneider

Also present were SJDA and Block by Block staff: Chief Executive Officer Alex Stettinksi, Operations Manager Chris Arkley, Street Life Project Manager Sarah Billings, Business Development Manager Nate LeBlanc, Community Engagement Manager Juan Carlos Aguirrue, PBID Project Coordinator Dennis Yu, Block by Block Program Director Chris Kendrix, Block by Block Social Impact Team Manager Debra Rossi, and City of San Jose Downtown Manager Nathan Donato-Weinstein.

McMahan called the meeting to order at 8:36 a.m.

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

McMahan motioned to move the President's report to the bottom of the agenda.

President's Report:

- Brown Act Mandatory Attendance: This is the last meeting with Zoom being an option. Future meetings will be fully in person.
- Kris Herrera Introduction: Herrera was not present.

Old Business:

- Transit Mall Contract and RFP Update: Transit Mall Contract expires at the end of month. VTA did not renew its contract. PBID is looking to work closely with the new contractor to ensure cleanliness is up to criteria.
- Social Impact Team: Rossi and Arkley spoke on early SIT Team successes, including connecting an individual to their housing voucher. PBID staff are working on connecting SIT with Downtown service providers. The City is working to open the former Gummicube office at 50 East St John St. to use as a case conferencing center for strategizing homelessness outreach and where the SIT Team will be based out of.
- Lighting Pilot Projects Update: Billings updated the board on lighting projects. An artist group, Nighthouse Studio, was selected to produce a

lighting sculpture. Billings is in the preliminary contract signing stage and the goal is to get a sculpture produced in time for the holiday season. The lighting committee is working closely with the artist group to provide feedback along the way. A second artist is in the talks to create possible indoor illuminations. Property owners that participate in the lighting installation need to sign a MOU, and Billings is working on securing locations.

- Mālama 'Āina Mural: Billings presented to the board the new Pono mural. It was completed by Made Fresh Crew from Santa Cruz and a project video was shown to the board. The mural unveiling event was supposed to happen in August, but is maybe happening in September. The postponement is due to the Maui fires.

Staff Reports:

- Operations Report: Arkley updated the board on the new SEU reporting system using Google Forms. In 2023, there has been more SEU emphasis on encampment mitigation. The PBID Coordinator is working on the National Clean Up Day event with GRPC. GRPC is also working on a contract with Groundwerx to do light trail cleanups and reporting. SJSU and SJDA worked closely to expedite the install of nine new banners brackets on Paseo 4 and installed 17 total SJSU welcome back banners on Paseo 3 and 4.
- Business Development Report: LeBlanc updated the board on the EDA grant, which is coming to an end. The program deepened the bond with the business community. Zendejas will become the manager for the Downtown San Jose Champs, a team that recruits SJSU students to do marketing to surrounding neighborhoods. LeBlanc and Donato-Weinstein will present at the next Town Hall, which is focused around business development.
- Street life Report: Billings scheduled the next Street Life Meeting in September. New street tree work scheduled for the PBID expansion areas. Billings acquired the ISA arborist certification.

Other Matters:

- Deputy Director Chloe Shipp is on extended leave till December.
- Arkley is leaving SJDA, and will become the City's Downtown Coordinator starting in September
- The Annual Meeting on Oct 13 will be hosted at Hammer Theater, featuring a video accompanied presentation.
- The next Town Hall meeting on September 14 will be hosted at Tabard Theater.
- The PBID team is surveying PBID board members on data needs.
- Pop-up Pilot: Stettinski is working on the Vacancy Activation Program (Pop-up) to get tenants into empty storefronts. This is partnered with the City, and Stettinski is looking for property owners that are interested in filling their vacant storefronts. The program is looking to activate six to eight pop-ups for one year.
- Downtown Ice is happening this year, a press release will be published in the next several weeks.

Open Forum:

- Lighting: Several board members expressed interest in placing string lights on Santa Clara St. McMahon noted the uneven poll light colors on 2nd St. Some are yellow and some are white. Ristow will look into the lamp colors within DOT.
- SIT Team: McMahon asked how the board can help the SIT Team. Some ideas suggested are inviting different homelessness program supervisors to come downtown to have discussions and make connections with the SIT Team. The hope is to add more social workers downtown to focus on the 100 most at-risk individuals. Arkely suggested creating a quarterly meeting between SIT and the County.
- Safety Ambassadors: The board discussed Safety Ambassador duties and overall performance issues. Groundwerx will focus on hospitality training to help Safety Ambassadors be more approachable and welcoming.
- Office Workers: Garcia suggested that marketing to office workers can help connect them to downtown events. Donato-Weinstein agreed that making the experience for office workers is important. Phan provided his testimonial on the effectiveness of social media campaigns using local influencers to create content for local audiences.

The meeting was adjourned at 9:58 a.m.