

Minutes of Regular Meeting  
**Board of Directors**  
**San Jose Downtown Property Owners' Association**

July 13, 2010

A regular meeting of the Board of Directors of the San Jose Downtown Property Owners' Association (POA), a non-profit California corporation, was held at the SJDA office, 28 N. First St., Suite 1000, San Jose, CA 95113.

Board members present: Kern, Berg, Ortbal, Mattson, Hammers and Burnell.

Board Members absent: Ryan, Utic, Souza, Knox.

Also present were Executive Director Scott Knies, Deputy Director Blage Zelalich, Operations Manager Eric Hon, Carlos Nardi, Fairmont San Jose and Rich Mongarro, SGI Program Director for Groundwerx.

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

Minutes

- The May 11, 2010 meeting minutes emailed in advance to the board were unanimously approved.

President's Report

- Hammers introduced Fairmont San Jose general manager, Nardi. Nardi, a downtown resident, was previously the assistant general manager at the Fairmont and has been with the hotel since 2004. He has been nominated to fulfill the six months remaining in the term held by Fairmont general manager, Cyril Isnard, who retired in December 2009. Nardi gave a brief self-introduction to the board and then was unanimously elected to the board for the unexpired term.
- Burnell asked if there was a formal orientation for new board members. Knies said the process has been having staff meet with the prospective board member to review their "board binder," which includes minutes, bylaws, budget and other articles about the history of the PBID and the formation of the board. New board members are also encouraged (as are all board members) to participate in the weekly walkabouts through the district. The walkabouts are a good way for board members to gain greater insight into the program and offer a fresh perspective to staff.
- Hammers said three seats are up for reelection later this year. All three members up for reelection (Mattson, Berg, Nardi) indicated they were interested in remaining on the board and standing for re-election.
- Staff anticipates some interest in the resident representative seat on the board. Knies said an announcement about the board openings and election was made in the latest edition of the Sparkler newsletter. The Sparkler was distributed electronically in the beginning of June. Anyone interested in joining the board must submit their nomination by July 30. To date, no new nominees have emerged.
- Members discussed the election process. Ballots are developed in August and mailed to PBID members in September to elect board

- members at October Annual Meeting. Three board seats are up each year. Members asked how the ballot is prepared. Knies said a nominating committee is formed when there is more than one candidate for a board seat. Members requested a written board election policy be adopted.
- Kern, Ortbal and Burnell volunteered to form the nominating committee. The committee will meet after the July 30 deadline for board candidates only if multiple candidates emerge.
  - A motion was made authorizing staff and the nominating committee to identify the ballot for the 2010 Annual meeting and election of board members for 2011. The motion was approved unanimously.
  - Hammers referred the group to page five of the board packet, which shows the district formation timeline. Hammers said the district has passed the halfway point in its five-year initial authorization and needs to begin thinking about renewal.
  - Ortbal said if the PBID is to be included on the County tax roll, the City Council must approve of the renewal at its first meeting in August 2012. Ortbal added that another step before that is a Council resolution to issue ballots after the petition process.
  - Hammers said a renewal strategy should be developed in January 2011. Members inquired about other issues for the board to consider, such as expansion of the district boundaries, expanding "green" initiatives and whether or not clean and ambassador services should be provided in-house.

#### Beautification update

- Hon said the completion of Phase 3 has been delayed. The production of the planters has taken longer than anticipated. Some of the planters are custom fabrications, which takes more time. Also, according to the manufacturers, there is unusually high demand for many of the products.
- Despite the delays, a lot of progress has been made. The planters on the demonstration area have been rearranged and planted with summer color. The hanging flower baskets have been replaced with summer color as well and these baskets are doing very well with an increased day of maintenance and watering.
- A lot of work has taken place at the Repertory plaza. Existing benches were refinished and six new benches were installed next to the recently relocated planters in that area. Nine hanging baskets were also installed.
- The beautification subcommittee convened on June 28 to discuss potential areas for the next project. The committee identified four areas and directed staff to work with the consultant to develop project ideas. The direction from the board is to accelerate the implementation of the beautification projects.
- The entire board was encouraged to share recommendations for the next project(s).
- Mattson said she would like to see something done at the old MLK library on San Carlos, which is prominently located next to the convention center. Mattson suggests planting some flowers and other plant material to improve the aesthetics.
- The old library is part of the convention center expansion plan. The property is going to be vacated in August. Ortbal and Kern will try to identify who is responsible for this property at the City and staff will reach out to Team San Jose as a potential partner for addressing this area.

Downtown Street trees update

- Ortbal gave an update on the progress of the street tree survey. He said the district survey is nearly complete and his staff will be heavily engaged in developing the tree management plan. Ortbal said the plan would be presented to the board in September.

Hwy 87

- Hon said the contract with the City was executed at the end of June and he has scheduled the Hwy 87 work to begin on July 19. Hon anticipates the work taking approximately 10 days to complete.

PBID Operations report

- The operations report was emailed to the board prior to the meeting. Many of the topics were also discussed during the meeting.
- Hon said SGI has reorganized its corporate structure and the changes are designed to provide greater support to its accounts. SGI hired a new regional manager, Britton Reid. Reid will be visiting San Jose the first week of August. One of the primary objectives for Reid is to evaluate the cleaning equipment, which have been a mixed bag thus far.
- Mongarro said he has already begun researching new equipment possibilities. Mongarro will be working closely with Reid and other members of the SGI corporate team to identify new, more durable and efficient equipment. He said pressure washers are high on his priority list because the units currently used by Groundwerx are not industrial grade and are constantly breaking down as a result of wear and tear. The M20's have also been a constant struggle to keep in regular operations and when they are used, the results are not consistent due to the uneven surfaces throughout the district.
- Hon gave an update on his mobile application research. After reading an article in the San Jose Mercury News, Hon contacted Comcate, a San Francisco based company that produces a mobile application similar to the one used by Councilmember Constant's office. Hon said the Comcate system has the added advantage of being able to track statistical data. The annual cost for this system is also considerably less, approximately \$4,000.
- Hon has arranged for a trial system to be setup to test the system. Hon will make a recommendation at the next board meeting.
- Hon said Groundwerx will be featured on a segment of Damien Trujillo's weekly show on NBC. The segment will be taped on July 15; Hon will be the show's guest.

Meeting adjourned at 9:55 a.m.