

Minutes of Regular Meeting

Board of Directors

San Jose Downtown Property Owners' Association

August 30, 2016

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 SJDA office, 28 N. First St., Suite 1000, San Jose, CA 95113.

Board members present: Hammers, Utic, Ortbal, Messinger, Berg, Mattson and Zelalich

Members absent: Bartl, Kline, Ryan, Mussara

Also present were Executive Director Scott Knies, Operations Manager Chloe Verrey, Business Development Manager Nate Echeverria, Street Life Project Manager Jason Su, Project Coordinator Stephanie Wong, Semu One Bear from Block by Block and Eric Hon City of San Jose Department of Transportation.

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

Minutes

- The minutes for the June 21 meeting were distributed to the board prior to the meeting and were approved unanimously.

President's Report

- New PBID Board Appointee by City Manager – Blage Zelalich, Downtown Manager, OED.

- Operations Manager Transition – Chloe Verrey, currently Membership & Outreach Manager to replace Eric Hon effective September 6.
 - Hon defined his new role at city as managing special districts and city wide landscaping.
 - Adjustments have been made to Ops Manager role to eliminate mission creep:
 - Addition of construction mitigation to Ops Manager, formerly housed with Verrey in membership role. This has become an increased need.
 - Expansion of Jason Su's role: Street trees and landscaping have been added.
 - Addition of Stephanie Wong in contract position for Street Life projects.

New Business

- Annual Board Meeting/nominating committee
 - Mattson and Berg will be terming off the board this year. Mussura can be reelected for his first official term because he was appointed earlier this year when he became GM of the Fairmont.
 - Knies noted that PBID used a nominating committee to form the first board. Historically there has been interest for the residential seat that Mattson is vacating.
 - Hammers, Berg and Mattson will form a nominating committee to recommend a candidate slate for the Annual Meeting ballot. Will outreach to resident groups with Call for Interest in PBID board resident position.
 - Verrey raised the question whether the resident representative should be a condo owner versus renter.

- Consensus was condo owners pay assessments and rental property owners are counted as commercial owners.
 - Election will take place October 14. Slate of nominees will be on the ballot sent in September to all PBID members.
 - Next year Kline and Messinger will be up for reelection, Utic will term off.
- Downtown Pedestrian Count
 - Su presented a Pedestrian Count Study begun in June 2015 to better understand the way people move through downtown. The data will show if downtown pedestrian numbers are improving.
 - The initial count establishes a baseline and provides the ability to measure seasonal differences and year-to-year comparison.
 - Objectives of the pedestrian count are to chart impact of PBID efforts, provide info to prospective businesses and inform advocacy strategies.
 - Next steps for the pedestrian count will be to continue the count three times a year, complete report and create a high level fact sheet, share the report out with partners and media, use report for grant funding, strengthen advocacy efforts and strategically distribute PBID resources based on the information learned.
 - Messinger asked for the report to be shared with brokers.

Old Business

a) Business Development Report: Nate Echeverria

- The Downtown Real Estate tour will take place October 5.
- The first round of projects are moving through the Small Business Restaurant Pilot Program (SBRPP). This is an expedited program

offered by the City of San Jose and the County Dept. of Environmental Health for restaurant related businesses.

- Initial planning is taking place to establish a Food and Entertainment Committee. The committee is being led by Continental bar owner Sam Ramirez and is working in partnership with the District 3 Councilman's office to convene a variety of downtown food, beverage and entertainment businesses. Many are concerned that nightlife businesses with limited food service or small plates/tapas style menus are not clearly defined in the CUP process.

b) Street life Report

- San Pedro Squared: The project continues to encounter new obstacles. A City Council vote is needed for the project because the units will be rented at below market rates. The Office of Economic Development is currently reviewing the property use agreement draft and will return with comments. Department of Public Works is requiring a public bid for construction of the spaces. Given these incomplete issues with various City departments, expected project completion is now Spring 2017.
- Hart's Dog Park: PBID is currently in development with the Lee-Yick property to install a temporary dog park on their property. PBID shall take on the management, liability, maintenance and construction costs. Project completion is September 2016.
- Almaden Boulevard Exercise Loop: The concept designs proposed have been confirmed as feasible through field surveys. The completion of schematic design will be three to four weeks. Design development to 50% documents and full construction documentation should take four to five weeks each.
 - Outreach has been conducted to fitness centers and gyms, SJSU and surrounding businesses and property owners. A no-cost grant

extension was submitted to Kaiser in July. A recap meeting is scheduled for September 15, 2016 with all three funding partners (Kaiser, Sharks Foundation, and SAP).

- Project completion is scheduled for Spring 2017.
- SoFA Intersection Art: Initial meetings have begun regarding the installation of the second SoFA intersection art planned for 1st and E. William Streets. However, DOT is currently citing the revised Manual on Uniform Traffic Control Devices (MUTCD) guidelines as prohibiting such intersection art and use of colors.
 - Ortbal clarified that changes to the MUTCD have created issues for advancing the project. DOT will meet and make a decision.
- Musical Swings: The Swings, an exercise in musical cooperation, opened downtown on August 4.

c) Operations Report: Chloe Verrey

- Groundwerx Updates
 - Groundwerx continues to work closely with PATH, the downtown homeless outreach organization. PATH and Groundwerx staffs have noted an uptick in the number of homeless individuals in the downtown core over the summer months.
 - Groundwerx applied Ultra Every Dry splash coating along the retail alcove of Paseo Villas in August, per a previous agreement with the Paseo Villas HOA.
 - The final reports and reimbursements were submitted for the FY 15-16 Groundwerx – Downtown Streets Team (DST) Homeless Job Training program. The MOU for FY 16-17 program has been signed. DST will manage the full grant rather than the PBID.
 - On August 23, one of the Kubota tractors used by the

Groundwerx power-washing staff was stolen as a staff member completed their shift at Second and San Fernando Street. The power-washing equipment was recovered several blocks away, but the Kubota vehicle was not. A police report has been filed and necessary paperwork has been sent to Block by Block to begin the insurance claim.

This incident highlighted the need for new procedures regarding unattended vehicles with Groundwerx staff.

- PBID Secondary Employment Unit: A reduction in the number of officers participating in the PBID program has resulted in several days without coverage in July and August. Officers have noted the increased number of jobs available at time and a half as a possible challenge in the future. One additional officer has joined the team and we expect to have full coverage as scheduling permits.

Officers continue to see a large concentration of public nuisance crimes and drug dealing along Fountain Alley, First Street and Second Street. Additionally, they've reported an increase in loitering along First Street and St. James Park over the summer.

- Tree Maintenance and landscaping: Su

The projected next phase of tree trimming is the area west of 1st Street. This will take care of Year 4 maintenance from San Pedro Square and Hotel De Anza to City View Plaza and Adobe, and half of Year 1 maintenance from Park Avenue south along Almaden Boulevard and Market Street.

- In addition to overall tree maintenance, we will be addressing tree treatment around Tech Museum, tree replacement/enhanced

care around Family Justice Center, jacarandas in SoFA, and pear trees on Post Street and Paseo 3.

- We are working with a new contractor, Dinsmore Landscape Company, on tree girdling along 1st and 2nd Streets.
- We worked with Commercial Tree Care to remove two 60' palm trees adjacent to the Hotel De Anza. PBID is only paying a portion of the cost.
- New hanging baskets are set to be installed in October. These baskets will cover 1st Street and Paseo de San Antonio, 3rd Street and Paseo de San Antonio, 1st and Post streets, San Pedro Square, SoFA, 50 West San Fernando, and King Library.
- The PBID received the second half of the FY 15-16 non-exempt and exempt assessments and one-time City baseline services on August 15.
 - Hammers asked if there were any surprises. Knies indicated we are still struggling to get SARA properties caught up on their assessments. Ortbal asked if we are working with SARA staff and Knies shared that Tom Borden from DPW handles the assessment for exempt properties. The Federal building is 3 years behind on its payments. Ortbal asked Hon to follow up with Borden, and city attorney's office.

The meeting was adjourned at 10:05 a.m.