

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

September 13, 2019

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Bridge Bank, 55 Almaden Blvd., San Jose, CA.

The following SJDA directors were present at the meeting: Bartl, Bates, Buchholz, Burroughs, Calais, Cirone, Corbett, Gilbert, Ed Lambert, Matsushima, Nichols, Pulcrano, Rewkiewicz, Silver, Truong, Vuckovich and Wong.

The following SJDA directors were absent from the meeting: Bates, De Bernardo, Jenkins, McClain, Neale, Osuka, Perez, Ramirez, Randall, Serpa, Summers and Tabatabaie.

The following PBID directors were present at the meeting: Bartl, Freise, Mancuso, Ortbal, Phan and Zelalich.

The following PBID directors were absent from the meeting: Kline, Jeff Lambert, McGowan, Messinger and Schneider.

Also present were SJDA staff: Corinna Dixon, Rick Jensen, Scott Knies, Nate LeBlanc, Marie Millares, Chloe Verrey, Bree von Faith and Tierney Yates.

SJDA President Rewkiewicz called the meeting to order at 8:15 a.m.

Rewkiewicz thanked Ed Lambert of Bridge Bank for sponsoring the meeting venue and providing the breakfast.

Rewkiewicz expressed that this is the first time that the SJDA and PBID Boards are meeting jointly. There are big things on the horizon in Downtown such as development, BART, the reshaping of the Diridon area and the boundaries and definition of Downtown expanding on all sides. Member surveys and perception surveys show that safety and the impact of homelessness are key areas of focus which overlap both organizations.

The primary purpose of today's meeting is to demystify how these entities work together, where they overlap and what the key distinctions are between the scope of these entities.

Bartl was introduced as the Treasurer of SJDA and the PBID Board President.

Bartl introduced new SJDA staff members Streetlife Manager Marie Millares and Partnership Manager Tierney Yates.

Round of introductions of SJDA staff, PBID and board members.

Overview of SJDA & PBID

Director of MarComm and Events Bree von Faith, and PBID Operations Manager Chloe Shipp provided an overview of SJDA and PBID services.

Downtown Expansion

Downtown expansion means the district boundaries are shifting. There is interest in all directions to expand the DC zoning and our PBID/BID boundaries including South of Downtown - (SoDA district), the westside (Google) as well as the north and east.

Verrey shared more about possible downtown expansion, upcoming milestones and potential future PBID services:

PBID Renewal

- Current PBID Term
From FY 13-14 thru FY 22-23
- Proposed PBID Renewal
From FY 20-21 thru FY 21-22

Funding

- Knight Foundation Street Life Grant
From FY 16-17 thru FY 20-21

Potential Future PBID Services

- Expand Geography: new districts with varied services versus single district expansion
- Fee for Service Contracts
- Added Development & Density
- Homelessness Service Provision
- BART and Construction Mitigation
- Street Life Projects

Joint Initiatives

Santa Clara Corridor

Santa Clara Corridor is defined as Santa Clara St. from Market to 4th. This is an area that is challenged by vacant storefronts, unengaged property owners and safety concerns.

Business Development Manager Nate LeBlanc and the PBID team led discussion about the Santa Clara Corridor.

Homelessness Ad Hoc Committee

Sarah Mancuso from the PBID Board provided an overview of the Homelessness Ad Hoc Committee which is comprised of members from both SJDA and PBID boards.

SJDA/PBID Homelessness FY 19-20 Priorities

Overarching Goal: Use advocacy, education and partnerships to mitigate the impact of homelessness for Downtown business and property owners, residents, visitors and individuals experiencing homelessness.

Other matters

Burroughs announced an upcoming Urban Catalyst project will feature CLT (Cross Laminated Timber). Potentially the first such project in SJ to utilize this relatively new construction material.

LeBlanc announced that MOMENT is a multiple award winning project.

IDA Excellence Award, 2019 – The International Downtown Association (IDA) award will be presented at the IDA Downtown Achievement Awards ceremony during the 65th Annual Conference & Tradeshow on Oct. 29 in Baltimore. LeBlanc will attend and accept the award.

Margo Award, Gensler Design Excellence Award (GDEA) – Moment was honored with the Margo Award at the Gensler Design Excellence Awards on Sept. 13. The award recognizes projects that achieve design excellence through cost-effective solutions, often through the inventive use of off-the-shelf components.

Rewkiewicz encouraged members to complete and submit SJDA Board Ballots & Member Surveys (included in meeting packet). SJDA Board elections for term 2020-22 will be announced at Oct. 11 Annual Mtg.

Rewkiewicz adjourned the meeting at 9:25 a.m.