



**Annual Meetings of the
Business Improvement District (BID) and the
Property Based Improvement District (PBID)**

Friday, October 9, 2020
8:15 – 9:45 a.m.

AGENDA

Call to order – Katia McClain, SJDA Board President

State of the Downtown – Scott Knies, Executive Director

PBID report – Doug Bartl, PBID Board President

Financial and BID report – Brian Bates

Committee reports:

Downtown Design – Brian Corbett

Downtown Foundation – Ramona Snyder

San Pedro Square – Dave Mulvehill and Randy Musterer

SoFA – Gumby Marques

Advocacy – Dave Buchholz

Homelessness – Sarah Mancuso

Commercial Properties – Julie Garcia

Historic District – Eric Nielsen

Downtown Parking Board – Henry Cord

St. James Park Advisory – Julie Matsushima

Election of Board members – Nick Nichols

Adjournment

EVENTS: <https://sjdowntown.com/events/>

Downtown Farmers' Market: Every Friday thru December 18: 10 a.m. - 2 p.m., San Pedro Street. The Market boasts over 24 vendors including California-certified growers selling fresh fruits and vegetables, as well as chef demos, a handful of gourmet hot food offerings, live music and local artisans selling their wares.

COMMITTEES / MEETINGS:

San Pedro Square Committee

Next meeting: **Oct. 14**, 3 p.m. via Zoom Conference Call

On July 24, San Pedro Street was transformed into a safe, walkable al fresco dining area. Restaurants with tables "on the street" are serving lunch and dinner daily until 10 p.m. except for lunch on Fridays when tables and chairs are moved for the Downtown Farmers' Market between 10 a.m. and 2 p.m. Other SPS restaurants are serving on their outdoor patios. A new San Pedro Square website will be launching soon.

Co-chairs: David Mulvehill david_mulvehill@yahoo.com and Randy Musterer sushirandy@gmail.com

San Jose Downtown Foundation

Next meeting: **Oct. 15**, Noon, via Zoom Conference Call

Foundation trustees met October 1 to review 2020/21 budget projections, Balance Sheet detail. A recommendation was made to install 10 more Downtown Doors before Thanksgiving with entries from the spring class. A fundraiser will be launched on November 1 to help with artist and teacher honorariums.

Contact: Bree von Faith bvonfaith@sjdowntown.com

Downtown Commercial Properties

Next meeting: **Oct. 21**, 2 p.m., via Zoom Conference Call

The committee met July 15 to discuss challenges with managing commercial properties during the shelter in place orders. *Contact: Chloe Shipp cshipp@sjdowntown.com*

St. James Park Advisory Committee

Next meeting: **Oct. 23**, 9 a.m., via Zoom Conference Call

The Advisory Committee met Sept. 25 to discuss progress on capital/design, safety, feeding, maintenance and activation. *Contact: Chloe Shipp cshipp@sjdowntown.com*

Downtown Design Committee

Next meeting: **Oct. 24**, 3 p.m., via Zoom Conference Call

The committee met Sept. 24 and reviewed a student high-rise proposal from Urban Catalyst on South Fourth Street.

Chair: Brian Corbett brian_corbett@gensler.com

Advocacy Committee

Next meeting: **Oct. 27**, 9 a.m., via Zoom Conference Call

The Advocacy Committee met Sept 22. The committee discussed the D4, D6 council elections, AB900 re: Google Downtown West project, Al Fresco dining program, and the BART South Entrance process.

Chair: David Buchholz David.Buchholz@colliers.com

Finance Committee

Next meeting: **Oct. 28**, 9 a.m., via Zoom Conference Call

The Finance Committee met Sept. 28 to receive year-end financial review reports for FY 19-20 from outside auditors for SJDA and PBID. Also received July financials and reviewed FY 20-21 revised budget.

Chair: Doug Bartl doug.bartl@oracle.com

Downtown Parking Board

Next meeting: **Nov. 4**, 10 a.m.

The Downtown Parking Board last met September 16. Henry Cord was re-elected chairperson, Charlie Faas was elected vice-chairperson. FY20-21 Annual Work Plan was approved. The proposed budget info was developed back in April, not capturing the extent of the decline in parking activity and financial impacts from COVID-19. SJDA gave update on marketing efforts for new parking hours. *Chair: Henry Cord cord100@aol.com*

Executive Committee – Nov. 5, 8:30 a.m., via Zoom Conference Call **(committee members only)**

Board of Directors – Nov. 13, 8:15 a.m., via Zoom Conference Call **(board members only)**

PBID Board of Directors

Next meeting: **Nov. 17**, 8:30 a.m., via Zoom Conference Call

On Aug. 18 the Board received an update on the organizational stabilization work, PBID renewal process, discussed upcoming street life projects and the PBID staff provided program updates in the wake of the COVID-19 pandemic.

Board President: Doug Bartl doug.bartl@oracle.com

Executive Committee – Dec. 3, 8:30 a.m., via Zoom Conference Call **(committee members only)**

Year-in-Review Membership Meeting (Public & BOD) - Dec. 11, 8:15 a.m., via Zoom Registered Webinar / Facebook Live. Year-in-Review slide show, Golden Nail Awards presentation and farewell to term-limited board members.

SoFAC (South First Area Committee)

Next meeting: TBA

SoFAC met September 30. The meeting included Al Fresco consideration of 300 block lane closure, 500 Block Pocket Park update, Annual Meeting voting, and the SoFA Music Festival. A special meeting is scheduled for October 29 to focus on cleaning and safety. The general SoFA Committee meetings now occur every other month.

Contact: Alan 'Gumby' Marques gumby@heroesmartialarts.com

Historic District

Next meeting: TBA

Post Street between First and Lightson was closed Sept. 9 for al fresco. The Historic District celebrated a reimagined Post Street on Sept. 10 with new trees, crosswalks, lighting and banners in a collaboration with District 3 council office and LGBTQ community. New co-chairs are Eric Nielsen of 55 South and Alex Olsen of WeWork. Outreach to the 138 business has commenced.

Co-chairs: Alex Olsen alex.olsen2@wework.com and Eric Nielsen eric@sp2sanjose.com

Visit the Committees Calendar at www.sjdowntown.com/sjda

All meeting dates and locations are subject to change. Please call 408-279-1775 to confirm.

SAN JOSE DOWNTOWN PROPERTY OWNERS' ASSOCIATION
STATEMENT OF REVENUE AND EXPENSES
FY 2019-20

Year ended June 30, 2020

REVENUE

Property Based Improvement District (PBID) Assessm	\$2,886,212
City of San Jose Baseline Contract Services	395,000
Other Contracts and Miscellaneous	340,102
TOTAL REVENUE	3,621,314

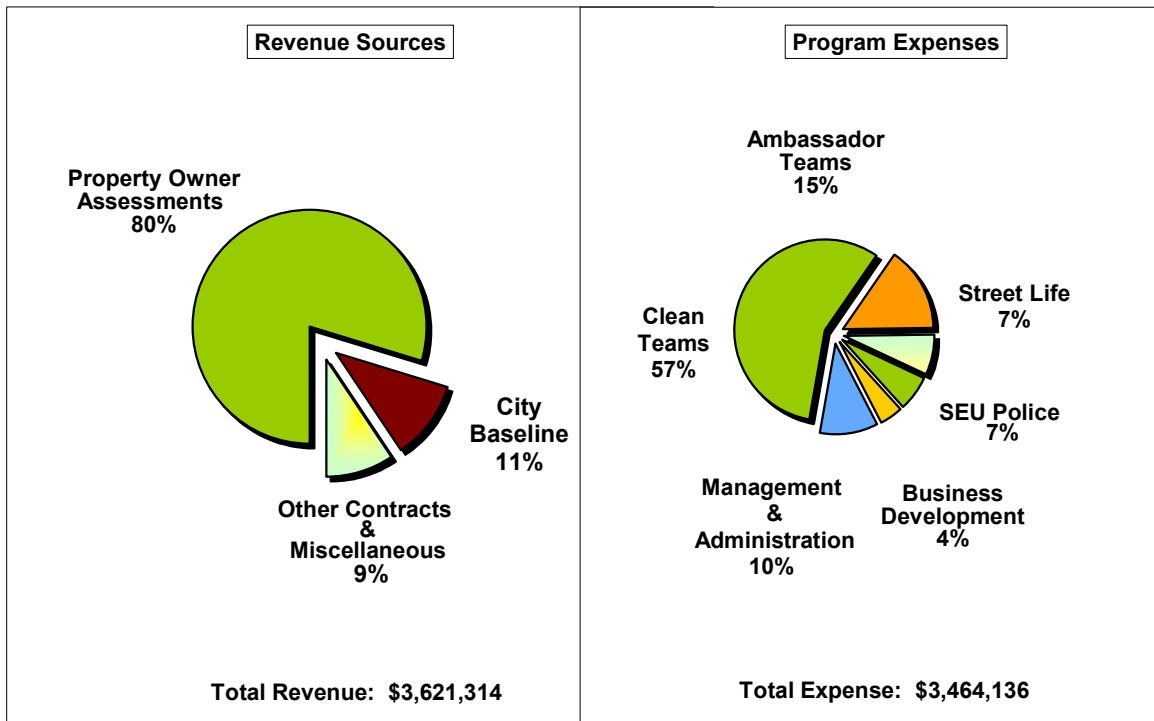
EXPENSES

Clean Teams Program	1,969,048
Ambassador Program	524,363
Street Life Program	249,531
Secondary Employment Unit (SEU) Policing Program	220,009
Business Development Program	143,000
Management & Administration	358,185
TOTAL EXPENSES	3,464,136

NET REVENUE (EXPENSES) 157,178

BEGINNING FUND BALANCE 991,840

ENDING FUND BALANCE 1,149,018



**SAN JOSE DOWNTOWN ASSOCIATION
STATEMENT OF REVENUE AND EXPENSES
FY 2019-20
Year ended June 30, 2020**

REVENUE

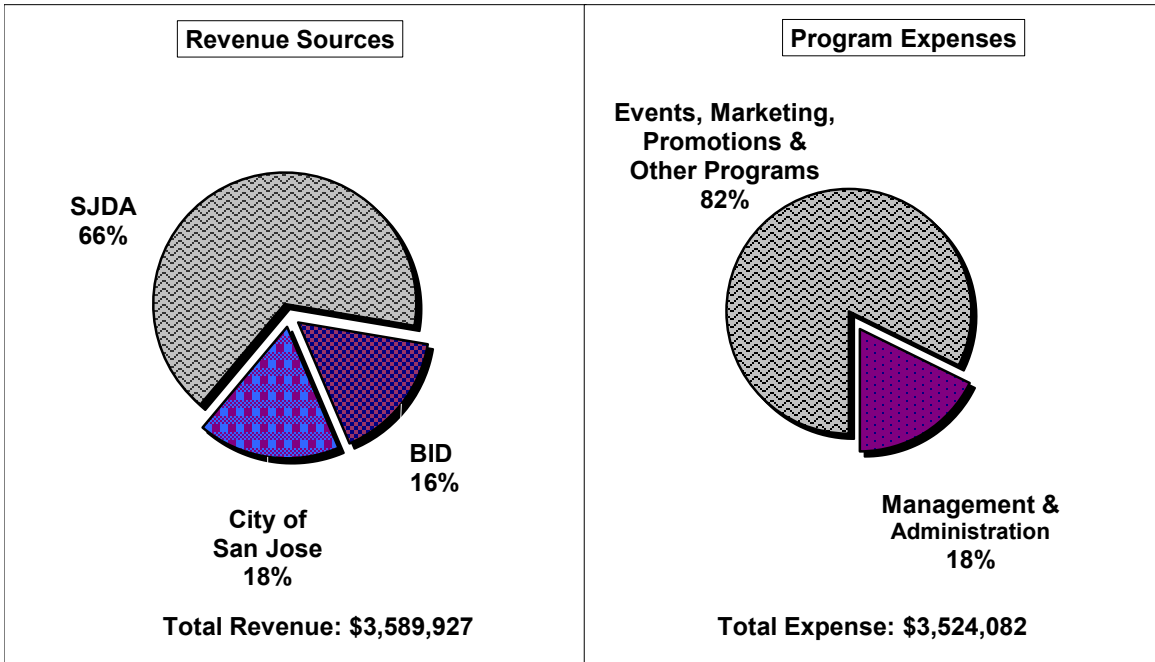
San Jose Downtown Association (SJDA) Program & Activity	\$ 2,388,827
Business Improvement District (BID)	572,600
City of San Jose Contract Services	628,500
TOTAL REVENUE	3,589,927

EXPENSES

Events, Marketing, Promotions & Other programs	2,899,370
Management & Administration	624,712
TOTAL EXPENSES *	3,524,082
NET REVENUE (EXPENSES)	65,845
BEGINNING FUND BALANCE	766,136
ENDING FUND BALANCE **	831,981

* includes depreciation expense of \$70,477

** fund balance includes office condo equity, ice rink equipment and current assets net of current liabilities





**SAN JOSE DOWNTOWN
ASSOCIATION**

https://www.surveymonkey.com/r/2020_BOD_Ballot

2020 SJDA ELECTION OF BOARD OF DIRECTOR MEMBERS

All ballots received by October 8 will be eligible for a drawing for one of three prize packages containing a \$25 dining gift certificate and \$10 in Downtown San Jose Farmers' Market "Carrot Cash."

The following 12 directors have been nominated and are eligible to be elected at the Annual Meeting for three-year terms. Directors are permitted to serve two consecutive three-year terms. Approximately one-third of the Board of Directors seats are up for election at each Annual Meeting. Incumbent members denoted by *.

BALLOT FOR JAN. 1, 2021 – DEC. 31, 2023 TERM

_____ All as nominated below

Board of Director Nominees

_____ Dap Ashaolu

A downtown resident raised in San Jose. As a graduate from SJSU, with a career background working in finance and sales, Ashaolu is currently the CFO & Head of Products at Nirvana Soul whose mission is to bring people together through the power of coffee and tea in their SoFA District cafe.

_____ Breanna Gilbert* (Director since 2018)

A downtown resident born and raised in San Jose, Gilbert has 15 years of experience in marketing and communications. She has worked for some of the most influential nonprofits in the Bay Area and is a founding board member and current board chair of CreaTV San Jose.

_____ Anjee Helstrup-Alvarez

Executive Director of MACLA, lifelong arts advocate, and frequent advisor to the philanthropic field. In 2009 Helstrup-Alvarez was recognized for her dynamic leadership with the "40 Under 40" award from the SV Business Journal. A downtown resident, Helstrup-Alvarez is married and has two children.

_____ Katia McClain* (Director since 2018)

Northern California Managing Principal for Steinberg. With over 25 years of experience, McClain leads a team of architects, interior designers, and planners specializing in civic, education, and multi-family residential and mixed-use projects. McClain is an active member of AIA Silicon Valley and the Women in Architecture Committee. President of SJDA 2019-20, McClain is currently serving on the SJDA Executive, Design, and Finance committees.

_____ Daniel Marsh

A San Jose native passionate about downtown San Jose's positive transformation. Marsh is an experienced lawyer with Hoge Fenton, assisting clients with business, insurance, and real estate matters. Marsh is eager to contribute to downtown San Jose's continued growth while supporting local businesses and promoting the vibrant cultures of San Jose's various neighborhoods which make San Jose such an attractive community to live and work.

_____ Hanh Mo

A lifelong resident of San Jose and graduate from SJSU, is a government relations expert for one of California's largest health care systems and overseas the South Bay region. Mo was recognized with the Silicon Valley Business Journal's "40 Under 40" award in 2018.

_____ Chris Neale* (Director since 2018)

Executive Vice President of The Core Companies, holding company to Core Homes, Core Affordable, Core Residential, and Core Builders, Neale is responsible for the full spectrum of Core's development activities including acquisition, entitlement, financing and construction. Past President of SJDA 2014-15, Neale is currently serving on the SJDA Executive committee.

Eric Nielsen

Raised in San Jose, Nielsen has a background the hospitality industry and is the creator of 55 South, San Jose's first high volume craft cocktail bar and restaurant, and partner at SP2 Communal bar and restaurant. Nielsen is married, has two children, and serves on the board of the California Youth Services.

Emily Ruvalcaba

Senior Vice President of Bridge Bank responsible for banking solutions for a broad range of commercial clients. Ruvalcaba has served on various boards including the American Red Cross, Santa Clara Chapter, Lincoln Foundation and Silicon Valley Cares, and is currently active on the boards of the Silicon Valley Organization (San Jose Chamber) and Sacred Heart Nativity Schools.

Jeanne Serpa* (Director since 2015)

South Bay Municipal Relationship Manager for Republic Services specializing in community and government relations. Currently serving on the SJDA Executive committee, Serpa is a trustee on the San Jose Downtown Foundation and member of the Rotary Club of San Jose. A resident of San Jose for 19 years, Serpa is married and has two children.

Thoi Trinh

Trinh has over a decade of hospitality and operations experience leading and growing multi-unit, multi-concept restaurant companies and new initiatives such as the Bay 101 Casino in San Jose. His extensive background also covers Michelin-starred restaurants, hotels, retail, tech, community organization, event management, marketing and banking. Trinh brings his experience to the SoFA District with The Good Spot, a multi-level event, food and beverage business.

Elizabeth Truong* (Director since 2018)

Vice President of Lee's Sandwiches Corporation of Northern California since 2004. Truong leads the expansion team, procurement team and marketing department and currently operates the Lee's Sandwiches in Dublin, Ca. She is very familiar with downtown as she operated Lee's Sandwiches downtown for 15 years, which is the original Lee's location since 1983. Truong is a San Jose State University alum and proud Spartan. Currently serving on the SJDA Executive committee.

Write-in Candidate

Please provide the following information to verify your ballot and prize eligibility.

Name of Business*

Business Owner/Contact Person*

Business Address*

City/State/Zip*

Phone

Email*

Web

For more information about SJDA and its programs, please visit www.sjdowntown.com.



Downtown San Jose Property Owner's Association

Annual Election of Directors Ballot

2021-23 Term



Benjamin Egge

Commercial Owner

Eric Kline

Commercial Owner

Dan McGowan

Commercial Owner