

Minutes of the Meeting
Board of Directors
San Jose Downtown Association

January 15, 2021

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held via teleconference.

The following directors were present at the meeting: Ashaolu, Bates, Bartl, Burroughs, Cirone, Corbett, De Bernardo, Gilbert, Goddard, Helstrup-Alvarez, Jenkins, McClain, Marques, Marsh, Mo, Nielsen, Nguyen, Perez, Ruvalcaba, Serpa, Summers, Tabatabaie, Truong and Wong.

The following directors were absent from the meeting: Calais, Lituchy, Neale, Pulcrano, Ramirez, Rewkiewicz, Trinh and Vuckovich.

Also present were SJDA staff Donna Butcher, Julie Carlson, Archana Dalglish, Corinna Dixon, Dori Gao, Eric Glader, Rick Jensen, Scott Knies, Nate Le Blanc, Marie Millares, Chloe Shipp, Bree von Faith, Jessica Vuong, and Dennis Yu.

President McClain called the meeting to order at 8:20 a.m.

Minutes of the Nov. 13 Board-only and Dec. 11 Year-in-Review meetings were unanimously approved as distributed to Board members.

President's report

a) Welcome new board members

McClain welcomed new 2021 Board members in attendance (Emily Ruvalcaba, Dan Marsh, Eric Nielsen, Han Mo, Dap Ashaolu, Frank Nguyen, Anjee Helstrup Alvarez, Alan "Gumby" Marques).

b) Board Buddy program

McClain reviewed that the Board Buddy Program is designed to enhance the experience and encourage participation of Board members. "Buddies," new or newer Board members that could benefit from this opportunity, are strategically paired with experienced Executive Committee member "Bigs."

c) New Board member orientation

Board new member orientation meeting will be held (via Zoom) on Jan. 21.

New Business - Priorities for 2021

McClain introduced the five SJDA key priorities for 2021 as interrelated.

a) Clean and Safe – Shipp reported that PBID Groundwerx team members are essential workers and have continued to work through COVID seven days a week, compliant with County Health orders, and has made investment in innovation and equipment for sanitization. Shipp reminded members that Groundwerx is available via the Groundwerx Everywhere App and via dispatch (408-287-1520) to report happenings downtown.

In response to the two most recent surveys (PBID Member Survey; Stabilization Plan Survey) which reported that more cleaning is needed. Starting today, 40 additional cleaning hours will be provided.

There is a new SJPd Captain for the downtown Central Division. Shipp and Knies are working closely with Capt. Stan McFadden to increase police visibility and deter crime.

PBID is working closely with Behavioral Health providers in the downtown to address homelessness and issues related to mental health including providing feedback on potential mental health programming including the mobile crisis response team and Assisted Outpatient Treatment (Laura's Law).

- b) Marketing and Recovery – Carlso reported that prior to COVID, SJDA produced over 100 days of programming bringing in over \$7 million dollars of economic impact to downtown. Given the uncertainty of when large events can safely return, SJDA must reconsider its legacy role as an event planner / producer or transition to other event producers or sunset events.

The Marketing team is planning phased recovery rollouts to help support small business and drive economic impact downtown through marketing, communications, earned media and promotions.

This Spring the Farmers' Market will need to relocate in order to better support the Al Fresco uses on San Pedro street.

The Marketing team is currently working with the City and Team San Jose on a "San Jose Love" campaign in February to tie into Valentine's Day and ideas for St. Patrick's Day.

SJDA continues to promote the "90 minutes free parking" in ParkSJ garages and is updating the parking website and maps.

- c) Small Business Support – LeBlanc said that providing direct support to members is the primary focus at this time, especially with pandemic impacts to nearly all small businesses downtown. The work includes assistance with City and County permitting and processes; small business openings; grant application processes; loan consideration and programs; advocacy work around delivery fee cap programs (City and County); and "matchmaking" connecting commercial property and businesses.

LeBlanc responded to comments and questions posed by Board members. McClain commended LeBlanc for his efforts supporting downtown's small businesses.

- d) PBID Renewal – Shipp explained the PBID (Property Based Improvement District) operates as a separate entity under the SJDA umbrella. A 10-year management plan governs the district. Current term expires in 2022 and a renewal process has been started. As this is a highly governed process, the PBID is consulting with PUMA (Progressive Urban Management Associates) on consideration process to refine, add, change services, expand boundaries, etc. for the 10-years of the PBID. Highlights of PBID focus remain cleanliness, safety and homelessness (defining the PBID role in realm on homelessness). The new district

will start six months early in order to transition to a fiscal-year calendar.

A PBID Renewal Steering Committee, staffed by PBID Board members, residents, property owners and community members, will work in tandem with the PBID Board. This will not be a closed process and SJDA Board members are encouraged to engage. A joint PBID and SJDA Board meeting will be held on May 14.

McClain commended Shipp for her efforts with the PBID and advocating for a clean and safe downtown.

- e) Social Equity – von Faith said SJDA is looking internally and externally to operate intentionally with diversity, equity and inclusion embedded into mindset, processes and policies to create a positive downtown for everyone.

Role of Advocacy – Knies said in less than two months, the 2022 election cycle (campaigning) for the City of San Jose will begin. Mayor Liccardo, D3 Councilmember Peralez, D1 Councilmember and Vice Mayor Jones and D5 Councilmember Carrasco will all term-out. Knies stressed the need for political leadership and partnership with the City in order to move SJDA's priorities.

McClain opened Board discussion on how SJDA will be able to prioritize &/or accomplish priorities.

LeBlanc encouraged Board members to attend/join the Advocacy Committee which meets on the 4th Tuesday of the month at 9 a.m. The next meeting will be held Jan. 26. The Advocacy Committee looks at big picture issues and helps craft policy.

Shipp encouraged Board members to attend/join the Homelessness Ad Hoc Committee. The next meeting will be held Jan. 26 @ 3 p.m. This is an opportunity to learn about the different services provided downtown, provide feedback to City or service staff members, and discuss advocacy around homelessness and behavioral health.

Knies advised that the selection process (following an extension) is underway for the new San Jose Police Chief. Downtown currently "shows poorly" to perspective tenants and developers because of encampments and lack of enforcement of low-level crimes. Clean and safe support is essential to downtown businesses. SJDA is meeting with the Mayor and Acting Police Chief to discuss current issues that cannot wait until new Chief is hired.

Executive Director's report

- a) Board Meetings

Knies reminded members of upcoming Board Meetings:

Feb. 12 Public Meeting featuring Deputy City Manager Kim Welsh

March 12 Board-only Meeting

April 9 Public Meeting featuring Director of Racial Equity Zulma Maciel

b) Paycheck Protection Program

Knies advised that SJDA, as a 501(c)(6), was not eligible for the first round of PPP loans. SJDA is now eligible to submit under the second round. If granted this will take pressure off of the current budget.

c) Personnel updates

Knies announced that Managing Director Bree von Faith resigned this week. Von Faith joined SJDA in Dec. 2016. She has lead Marketing, Communications, Events and Promotions; elevated the use of technology; chaired the Foundation; lead DEI efforts within SJDA; administered City contracts and grants; and comprehended complexity of the four entity's budgets. Her last day with SJDA will be January 29.

Von Faith expressed her "love for downtown" since moving to San Jose 17 years ago as an SJSU student and has thoroughly enjoyed her work at SJDA supporting marketing and communications. Von Faith will be relocating to Southern California to be closer to family and pursue a position as Executive Director at the non-profit Career Girls.

President McClain adjourned the meeting at 9:30 a.m.