

Minutes of Regular Meeting

**Board of Directors  
San Jose Downtown Property Owners' Association**

November 17, 2020

A regular meeting of the Board of Directors of the San Jose Downtown Property Owners' Association (POA), a non-profit California corporation, was held via Zoom conference call.

Board members present: Bartl, Friese, Guido, Kline, Mancuso, McGowan, Ortbal, Phan, Schneider, and Zelalich

Members absent: Kline, Lambert

Also present were SJDA, Block by Block and City of San Jose staff: Executive Director Scott Knies, Operations Manager Chloe Shipp, Street Life Project Manager Marie Millares, Business Development Manager Nate LeBlanc, Director of Policy and Government Affairs Nathan Ulsh, PBID Project Coordinator Dennis Yu, Block by Block Program Director Chris Kendrix, DOT Division Manager Eric Hon, and PBID Board Members-Elect Essex Property Trust Senior Manager Benjamin Egge and CSJDOT Director John Ristow.

Bartl called the meeting to order at 8:31 a.m.

The minutes for the August meeting were unanimously approved.

Bartl recognized Ortbal's departure from the PBID Board. This was Ortbal's last board meeting before retirement in January 2021. Ortbal expressed that PBID board service has been a big highlight in his career. Ristow will take Ortbal's place on the board.

Mancuso is departing from the board, taking on a new role at JLL, which does not have assets in downtown San Jose. She expressed gratitude for being a part of the board.

Bartl introduced John Ristow, City Director of Transportation, and the City Manager's new appointee to the PBID Board. Ristow is happy to follow in Ortbal's footsteps.

Bartl introduced Egge, who is a Senior Manager of Essex Property Trust, Inc., and was elected to the Board in October and will be replacing Jeff Lambert. Essex is a large multifamily property owner in the PBID. This will be Egge's first time serving on a Board of Directors. He sees Groundwerx in the field regularly and is aware of PBID's involvement in keeping downtown clean and safe.

**President's Report:**

- Election of Officers: Schneider motioned to elect the slate of officers: Bartl as President, Zelalich as Vice President, Guido as Treasurer and Phan as Secretary. Motion passed unanimously.

## **New Business:**

- SoFA Pocket Park: Millares shared new updates on the SoFA Pocket Park, an interim use dog park and garden. An MOU was signed with Urban Community and Veggielution is now a project partner. PBID staff is currently working with TOPA Architecture to finalize the design. Millares shared TOPA designs with the board. The main features of SoFA Pocket Park include a dog park, garden, storage area, farm stand, and food truck area. Hours of operations for the dog park are still under consideration. Staff also shared an announcement with SoFA Pocket Park neighbors and reached out to them. The MOU with Veggielution is also ready to go, and will include contractor costs in the MOU. Staff is aiming for a January grand opening. The contractor is ready to start as early as next week.

Millaries and Knies reviewed the reallocated Street Life budget. The main items discussed were the reduced line items for the augmented reality artwalk, thermoplastic crosswalks, and parklets.

Knies reviewed the overall FY20-21 Budget. The total amount budgeted for the Pocket Park from assessment funds is \$130,000. Knies is confident in receiving at least \$25,000 in sponsorships from residential projects in the area, such as 360 Apartments, Sparq, and Pierce. Staff recommendation to the board is to proceed on the project.

EGge asked about the lot conditions. Millares explained the asphalt will be removed and baserock graded to drain the lot. Class A baserock will be compacted into the food truck area. Additional baserock will be compacted in the park, with sand layered on top of the turf to weigh it down. Groundwerx will spray the dog park twice a week. EGge is fine with a twice per week spray.

Schneider asked how often the food truck will come in. Millares said the goal is to have the truck weekly. Veggielution runs a food entrepreneur incubator program that uses the food they grow. Veggielution will start with the farm stand first, and then layer other uses in as restrictions fluctuate. Schneider was curious what kind of people will use the dog park. Millares said many new residents in the apartments will use it along with residents in the established adjacent West of Fourth, MANA and South University neighborhoods. Veggielution will also have a demonstration garden for educational purposes for non-dog owners. Wolfram was concerned the program idea (dogs and garden) is a mixed bag. Millares said long term this will help Veggielution bring itself into the downtown area, along with its small food business incubator program. Millares asked the board if this combination is a fair concern.

Phan really liked the idea, he thought this was cool and new, and has never seen anything like this. He asked who is responsible for managing it, and the staff said PBID will manage it.

Ortbal questioned how the Street Life Budget was rearranged. Knies and

Millares explained and showed the new budget breakdown. The cost increases in SoFA Pocket Park budget mostly consist of extra design elements, and staff still needs to value engineer some items. Ortbal asked if PRNS knows about this, and mentioned it seems like a good complimentary space. Knies agreed given the project's proximity to Pobladores Park and said PRNS will be invited to the opening.

Schnieder motioned to approve the project, Phan seconded, all approved unanimously.

- Personnel Update:

Ulsh shared news about his upcoming paternity leave at the end of 2020, and that a plan for coverage is being created now.

Knies updated the board on the Community Engagement Manager position. SJDA received 200 applications. Sixty percent of the funding would come from PBID, forty percent from SJDA. Zelalich asked how the work from this position will be distributed. Ortbal asked if the CEM position will have an impact on PBID renewal. Knies said it will especially be helpful in renewal for potential expansion areas, outreach in areas not currently in the district.

Ulsh and Von Faith have been working on a new hiring process and looking at diversity, equity, and inclusion (DEI) in particular. They created a new approach on how SJDA conducts hiring and got three CEM finalists with distinct characteristics. Bartl suggested keeping CEM an open topic for the next meeting.

- PBID Renewal:

PUMA was chosen by the Renewal RFP Selection Committee to lead PBID renewal. The next renewal meeting is on Nov 30. Shipp has a list of members to invite to the steering committee and explained that it is a one year commitment to be a part of it. PBID staff is preparing an annual report that highlights all the activities done in FY 19-20. Electronic and physical copies of the report will be made and used for outreach to property owners to communicate what the PBID does.

- Block by Block Contract: Shipp shared four contract scenarios to increase the number of cleaning hours per week: 20, 40, 60, or 80 hour increases. These four options also include the purchase of a new pressure washer and trailer. Feedback from the recent PBID and SJDA surveys indicate there is a desire for more cleaning services and more eyes on the street.

Kendrix feels that one extra FTE (40 hours) will make a difference. One item of note is that the al fresco road closures limit Groundwerx's ability to deploy some equipment in those areas, like the ALTV. Additional cleaning staff would allow for more detail cleaning in these areas.

Zelalich motioned to approve the addition of 40 hours to the 2021 Block by Block contract, the motion was approved unanimously.

**Staff Reports:**

- MOMENT: Ulsh shared with the board that he has taken over management of MOMENT. Due to COVID-19, several shops had to pause operations, which has resulted in delayed rent payments.

The Al Fresco street closure has led to increased sales for MOMENT tenants. Ulsh is looking at winterization, DCDC budget, and quotes from AAA Roofers to install awning shields to prevent water from invading the stalls.

- Operations Report: Shipp presented highlights from the Operations Report. The report highlights changes in Groundwerx leadership, Groundwerx's COVID-19 response, the VTA contract, and the cessation of the DST work experience program.
- Business Development Report: LeBlanc presented highlights from the Business Development Report. The report focused on COVID-19 response, small business support, City process updates, and committee updates.
- Street life Report: Millares presented highlights from the Street life Report. The report focused on SoFA Pocket Park, murals, downtown lights, street tree maintenance, and beautification.
- PBID Coordinator Report: Yu presented highlights from the Street life Report. The report focused on SoFA Pocket Park, Wrike, SoFA kiosks, street tree maintenance, and beautification.

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