

Minutes of Regular Meeting

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

November 5, 2019

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 the San Jose Downtown Association Offices, 28 N. 1st Street, Suite 1000.

Board members present: Bartl, Friese, Kline, Lambert, Mancuso, McGowan, Messinger, Ortbal, Phan and Zelalich

Members absent: Schenider

Executive Directors Scott Knies, Operations Manager Chloe Shipp, Street Life Project Manager Marie Millares, Business Development Manager Nate LeBlanc, PBID Project Coordinator Dennis Yu, and Eric Hon from the city of San Jose's Department of Transportation were also present.

Bartl called the meeting to order at 8:32 a.m.

The minutes for the May 21 and September 13 Joint SJDA-PBID Board meetings were unanimously approved.

President's Report:

- Welcome to Dennis Yu, PBID Project Coordinator. Yu is a graduate student at SJSU in the Masters in Urban Planning program. Yu is assisting PBID staff with various projects, including creation and maintenance of maps, assistance with landscaping and tree work and data entry.
- SJDA will be hosting the California Downtown Association's West Coast Urban District Forum in March 2020. Staff will be working on securing conference space, sponsorships and speakers.
- Park Ave Trees: PBID staff worked with DPW and City Arborists to ensure that palm trees adjacent to 200 Park Avenue will be replanted in the Almaden Boulevard Median instead of the trees being removed and discarded, a common occurrence when development projects have mature trees within the construction site.
- San Jose Spotlight Opinion Piece: A Spotlight opinion piece will be published that criticizes Knies' October Public Meeting speech and the connection between advocacy efforts at SJDA and the operation of PBID services, no draft of piece was provided to SJDA at this time. Spotlight has offered SJDA the opportunity to respond to the piece after it is published.
 - Knies indicated that is best that the PBID hold true to our service and organization values, creating a clean, safe and vibrant downtown core. Knies shared that his speech was intended to alert members to the Strong Mayor initiative and 2020 election.
 - Ortbal and Zelalich shared that it would be helpful to know what exactly is in the piece to determine whether or not the PBID should respond. If there are inaccuracies it may be in the board's best interest to respond

New Business:

- PBID Staffing Updates: Azevedo is on maternity leave until December 2 and

will return in a part-time capacity till mid-March. Azevedo will be returning to Washington DC for a new role at the State Department. Knies will work with Azevedo on the scope for the role as well as hiring process.

- 2020 Meeting Calendars: The board packet includes a 2020 meeting calendar, locations for meetings are still needed. This calendar includes a potential joint board meeting with the DCDC board.
- Santa Clara Street Corridor Update: Shipp provided an update on the Santa Clara Corridor pilot. Staff held a kick-off meeting for corridor property owners to discuss the corridor and their priorities for the pilot program.
 - Property owners shared that safety and security, homeless services, reduction of trash along the corridor and beautification projects are their top priorities. Ownership was most interested in the proposed SEU pilot program. The proposed program is comprised of two shifts of two officers for five hours, Monday – Friday, for a total program cost of \$250,000, most of which would need to be contributed by corridor property owners. PBID staff suggests the PBID funds \$50,000 of this program cost.
 - Staff shared that consolidating commercial trash to reduce the number of toters and dumpsters along the corridor was also prioritized by corridor property owners. Messinger shared that he can provide insight into the operations of the San Pedro shared trash facilities.
 - Millares is looking at possible street life projects along the corridor, including decorative lighting. Additional opportunities include collaboration with OED and Local Color for art in vacant storefronts.
- FY 2019–20 Budget Update:
 - PBID staff asked for a \$50,000 allocation for the Santa Clara Corridor SEU pilot, which represents a \$38,000 increase to the SEU line item in the PBID budget. SJPD has reduced the rates for the SEU program to a flat rate of \$70, resulting in lower than anticipated expenses for the program for this fiscal year.
 - St. James Park Governance Study – The St. James Park governance committee is looking to commission a governance and business plan study for the park for it's current state, and if it is redesigned. The study would include what models for governance and operations that could work for the park moving forward. The governance committee is looking for stakeholder funding and participation in the study. PBID staff is asking for a \$5,000 contribution from the PBID for this study.
 - SJDA is hosting the CDA annual conference in March, and PBID staff is asking for a \$10,000 sponsorship contribution from the PBID. SJDA is providing volunteer staffing support.
 - The board unanimously approved the recommended budget adjustments for the SEU pilot program, the St. James Park study and CDA sponsorship.

Staff Reports:

- Operations Report: Shipp presented highlights from the Operations Report on pages 9–11 in the agenda packet.
- Business Development Report: LeBlanc presented highlights from the Business Development Report on pages 12–15 in the agenda packet.

- Street life Report: Millares presented highlights from the Street life Report on pages 16-19 in the agenda packet.

Other Matters: Mike Messinger is stepping off the PBID board at the end of his year-end term. Nate Guido from Pestana Properties was elected at the October Annual Meeting to fill the vacant board seat.

The meeting was adjourned at 9:56 a.m.