

Minutes of Regular Meeting

Board of Directors San Jose Downtown Property Owners' Association

January 12, 2021

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, Egge, Friese, Guido, Kline, McGowan, Phan, Ristow, Schneider, and Zelalich.

Also present were SJDA, Block by Block, CMG, P.U.M.A. 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, Community Engagement Director Eric Glader, PBID Project Coordinator Dennis Yu, Block by Block Program Director Chris Kendrix, DOT Division Manager Eric Hon, CMG Associate Matt Arnold, CMG Principal Willet Moss, Emily Lipoma from the Office of Economic Development, and Brad Segal from PUMA.

Bartl called the meeting to order at 8:33 a.m.

The minutes for the November 21, 2020 meeting were unanimously approved. Friese motioned to approve the minutes.

President's Report:

- Personnel Update: Bartl updated the board about Ulsh's paternity leave, which is extended to the end of January. Ulsh will be back in February. The board also welcomed Glader, SJDA's newest member as the Director of Community Engagement. Glader introduced himself and shared with the board that he came from sales and has been involved in non-profits prior to joining SJDA.
- Bartl announced that Oracle put their downtown building up for sale. Once the building is sold, PBID will need a new board president.
- PBID Board Vacancy Seat: Sarah Mancuso's board seat is still vacant. Shipp shared that Christy Marby from Swenson is interested in filling out Mancuso's unexpired term.

New Business:

- Groundwerx COVID Sick Leave Update: Several Groundwerx staff have been paid out in accordance with the City's emergency COVID sick leave ordinance which sunsets December 31, 2020. Of those staff, three staff members contracted COVID-19. City council extended the leave policy retroactively to June 30, 2021. Shipp has asked the board to extend this policy through June 30 to match the City's ordinance, with staff being eligible for 80 hours for COVID related absences, once staff have exhausted their existing PTO.

Zelalich asked for clarification on how staff contracted COVID. Shipp shared the cases were from close contact with family during off work hours. McGowan asked how many people utilized the emergency pay. To date, 12 have utilized this emergency sick leave, the majority of which were out with COVID symptoms and waiting for test results.

Schneider motioned to approve the staff recommendation, and the motion passed unanimously.

SoFA Pocket Park: Millares updated the board on the project's progress. The site preparation is in progress. Key amenities have been installed, such as lighting and water connections. Fencing, turf installation, and painting is projected to be completed by the end of January.

Edge asks if there will be a grand opening. Millares shared that an opening for the dog park portion is being planned for early February, in accordance with County Health directives. The Community Garden portion of the park will not be completed until later in the Spring and then a grand opening will be held.

Millares invited the board to join the upcoming ad hoc street life meeting.

- Park Avenue Project: Shipp introduced the board to Willet Moss from CMG to present the City's Park Avenue Redesign Project. Zelalich shared that the project has been in motion for more than four years. The project was born out of a partnership with the Knight Foundation. The presentation includes design decisions made after some planning and community engagement.

CMG Landscape Architecture first presented the project to the board in May 2018. The initiative reimagines how Paseo de San Antonio connects with Park Avenue. There was a robust community engagement process that led to a vision of connected canopies and spaces that create identity and continuity along this corridor. The design team also focused on social infrastructure. Environmental changes focus on reducing vehicular areas in place of plants. To implement the design, developers will develop their sections of the Park Avenue public right of way as their developments finish.

Friese asked if multiple contractors will be building the project. Moss said it is most likely multiple contractors will work on the public improvements, but that the hope is maintenance and operations will lie with one or a small number of groups.

The urban forest is a primary feature of the redesign, and is planned with the City arborists. There is also storm water overlay and water treatment areas.

Friese expressed that this is a beautiful project and that he hopes the redesign is able to tie into existing art activations within the

District, like art crosswalks. He asked if art crosswalks can be installed as a part of the redesign. Moss agrees there should be more art incorporated in the project.

Zelalich added that this project is going to need a degree of maintenance in order to keep it world class. She shared that the PBID has been considered a maintenance partner for this public space. If that is the direction taken, there is a need for a formal agreement with the City and adjacent property owners. As the board looks toward PBID renewal, the baseline services agreement with the city could be considered for the additional maintenance on Park Avenue. The project team anticipates that Park Avenue construction will not be complete until three to five years. PBID staff is in conversations with City staff on what maintenance needs may be, and how the PBID could support those needs.

Kline shared that Adobe has safety challenges with their buildings and the adjacent park. Safety issues and how to respond to them must be included in the operational conversations happening now. Kline and Schneider both indicated consistent activation of the space can help alleviate some of these challenges.

Bartl shared concern that the maintenance is going to be time and cost intensive, and asked for clarity on funding for maintenance. Zelalich said this is going to have to be an all-in thing, meaning Park Ave will need efforts from property owners and PBID as the delivery model. Zelalich's intention is to make sure the three way partnership is developed correctly so that the agreements are sustainable.

Knies reminded the board that the PBID currently does not assess the city's downtown parks and only maintains Paseo 3. However, a number of public spaces have ended up under informal PBID management by default. Knies indicated the renewal is an opportunity to formalize how the District takes on management of existing and newly created public spaces.

- PBID Renewal: Brad Segal from P.U.M.A. introduced his staff and provided background on P.U.M.A.'s working relationship with the PBID and SJDA, including the recent Stabilization Plan.

Segal reminded the board that the PBID renewal is an 18 month process. The next six to nine months will be dedicated to working with the board and business owners on strategic planning.

The next phase is the actual renewal process, including petitions to property owners, a ballot process, and City Council hearings.

Part of the planning process will include discussions of potential new PBID services and changes to existing services. Boundary expansion and phasing of services will also be considered in the renewal process.

Shipp said there was City approval to use Docusign for the petitions, eliminating potential challenges if we are still in shelter in place during that stage of the process. The City's Dept. of Public Works is

also securing ownership data for potential expansion areas.

Freise asked Segal how can the board help. Segal wants access to the board members and their institutions to outreach and start conversations about PBID renewal over the next six to nine months. During the second half, the legal process, Segal hopes board members can help "sell" PBID renewal to property owners and other influential stakeholders in the downtown -- getting them to sign petitions. The board was reminded that PBID renewal is a bit of a campaign to get property owners approval in both the petition and ballot process. Segal emphasized the need to make a renewal that will survive the changes of the next 10 years.

Knies added there are big decisions to make on the boundaries and what type of services and rates will be needed. Whether the PBID provides services to parks and plazas, or take on Park Ave, will be large items to discuss. There are also liability issues that come with more responsibilities. Knies suggested using the steering committee to vet these topics.

Freise suggested the board should find out who can afford what services and see how much each entity can pitch in. When it comes to expanding services, the PBID board has a history of extracting the most out of every dollar, so Freise thinks if the PBID can afford to expand services, then it should do it.

Phan asked if the board can bring in some best practices from other cities to help address our street level issues. Segal used the Golden Triangle BID in Washington D.C. as one example and wants to bring flexibility into the new plan. The management plan would start July 1, 2022, six months prior to the current management plan's expiration date.

Staff Reports:

- Staff reports were distributed prior to the meeting, and due to the length of meeting verbal staff reports were not given.

Other Matters:

- The Groundwerx Employee of the Month award has been instituted. The first employee of the month is Mirko Veraja, who has been with Groundwerx since day one. This effort is to increase visibility of our Groundwerx programming and the people behind those services.

The meeting was adjourned at 10 a.m.