

Minutes of Regular Meeting

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

August 18, 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: Friese, Guido, Kline, Mancuso, McGowan, Ortbal, Phan, and Zelalich

Members absent: Lambert, Bartl and Schneider

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 Semu One Bear, Block by Block Operations Supervisor Chris Kendrix, DOT Division Manager Eric Hon and District 3 Council Aide David Tran.

Zelalich called the meeting to order at 8:35 a.m.

The minutes for the May meeting were unanimously approved, with an adjustment.

Zelalich wanted to make sure that, in the minutes, the board did not discuss removing cars off of every downtown street, but was referring to the potential redesign of Park Ave.

President's Report:

- Staffing Update: Zelalich congratulated One Bear for his promotion within Block By Block corporate. His new role will be training other Block by Block staff and opening new accounts in the region. Zelalich acknowledged his commitment to Groundwerx and how much he has done to build the program to what it is today. Chris Kendrix has been hired as the new Program Director. Kendrix, Shipp and Rich Mongaro from Block by Block corporate will be interviewing for the Operations Supervisor role Kendrix was in. One Bear thanked the board for the support throughout the years. Tran said that the City Council will be presenting One Bear with a Council Commendation as a token of appreciation.

New Business:

- Stabilization Plan: Zelalich was heartened to see a lot of people interested in the plan. She felt that with input on the plan, the more improvements can be made to the plan and the stronger downtown is going to be.

- Stabilization Plan Implementation: Knies reflected on the challenges of the last five months. He also thanked the board for contributing \$10,000 to the stabilization plan. Knies emphasized the plan will not sit on the shelf and the study showed how important the PBID is to the future of downtown.

The key takeaways were that keeping downtown clean and safe was supported by almost everyone, and that SJDA and the PBID will put programming and communications through an equity and inclusion lens moving forward. There is also a need to do clearer and more consistent communication on the programs and services our organizations provide, in an effort to bring people back down to downtown as re-opening continues.

The PBID will be involved with the top three issues in the stabilization plan and these issues will all flow into the PBID renewal. The PBID is considering expansion of services and district boundaries as a part of the renewal process.

Knies proposed a community engagement position, with 60 percent of funding drawn from the PBID and 40 percent from SJDA funding. This position would provide high-tough outreach that is needed as a part of the PBID renewal process. This role would also be integral in modernizing the organization's story telling.

McGowan asked if there is a proforma to the return and thinks this position will help bring energy back into downtown. Kline asked for clarification around the position's role with storytelling and data visualization. He suggested consulting work for data visualization instead because it is hard to find a person that also does storytelling and business outreach. Knies clarified that the position would be weighted towards building relationships with stakeholders.

Zelalich added it is a lot of work to do renewal specific community outreach and it impacts both PBID staff and the board's capacity. She expects in the future that as the PBID expands services in new neighborhoods, it will be important to have someone focus on building these relationships. Guido agreed on the importance of having the community engagement position and that it is an imminent need. He added that the board should also look at consultants, too.

Knies said this position will be bridging together aspects of the downtown environment to experience narratives. Another aspect of the position that has yet to be determined is the reporting structure. The role will either sit under SJDA Managing Director Bree Von Faith or Ulsh.

Knies thanked the board for their support and direction. He said the position will be added to the next revision of the FY20-21 budget.

- Street Life FY 20-21: Millares share an updated Street Life budget that accounts for the current state of downtown. She updated the board on the potential Christmas activations in Chavez Park. The activation is

pivoting away from the Circle of Palms projection and will focus on passive activation lighting instead, especially in darker areas. She also added parklet and Al Fresco funds for future and potential convenings in public spaces.

SoFA pocket park is moving forward. Millares and Yu are working on the project agreements with Veggielution, and will work with cultural institutions and art groups to decorate the site.

Mancuso asked where the additional \$80,000 to the expense list is coming from. Knies answered the PBID reserves. He explained that some projects last quarter were pushed out from last fiscal year, and that funds were underspent last year so there is opportunity to deficit spend this fiscal year.

Zelalich asked about how funding for the SoFA pocket park was determined. Millares replied the goal is \$80,000 and she is looking at other funding partners. Veggielution is also looking towards their budget and funders to see what they can contribute. The goal is to work with them to find new sources of funding for the project. Knies talked about equity goals and believes this project is a big one for tackling food insecurity in the surrounding SoFA frame neighborhoods. Plus, many of the residents in the new housing in the district have dogs and the park will be a key amenity.

Staff Reports:

- Operations Report: Shipp presented highlights including the interview with Sal Pizzaro about Groundwerx leadership transition, PBID district renewal RFP, Groundwerx PTO payment policy, and wage increase for transit mall cleaning.
- Business Development Report: LeBlanc presented highlights including SoFA district restaurant support, San Pedro Street and Post Street al fresco closures, Prop 15, and development design reviews.
- Street life Report: Millares presented highlights including 3rd St mural completion, Hella Gardens, k-rail painting, transit mall tree pruning, and Post St Pridify.
- PBID Coordinator Report: Yu presented highlights including the SoFA pocket park, Citydash, tree ungirdling, Cityview planter move, and sanitation materials.

Other Matters:

The meeting was adjourned at 10:01 a.m.