Minutes of Regular Meeting

Board of Directors
San Jose Downtown Property Owners' Association

November 19, 2024

A regular meeting of the Board of Directors of the San Jose Downtown Property Owners' Association (POA, a non-profit California corporation, was held in person at 16 N 3rd St.

Board members present: Burroughs, Garcia, Herrera, McMahon, Phan, Ristow, Schneider, Southwell, Zelalich

PHAN, LOU, ALEX, KATHERINE, NATE, JOHN SOUTHWELL, WOLFRAM, KENDRIX RISTOW, kris herera, NDW, josh burroughs, Julie Garcia, Blage, Ted McMahon,

Members absent: Egge, Freise

Also present were SJDA and City of San Jose Staff: Chief Executive Officer Alex Stettinksi, Chief Operating Officer Katherine Connell, Business Development Manager Nate LeBlanc, Street Life Manager Lou Jimenez, Operations Manager Chris Kendrix, PBID Project Coordinator Dennis Yu, City of San Jose Downtown Manager Nathan Denato-Weinstein.

Phan called the meeting to order at 8:34 a.m.

Schneider motioned to approve the minutes, Ted seconded, and the minutes were approved without amendments.

No public comments were made.

President's Report:

- Introduction of Katherine Connell COO: The board introduced themselves to Connell. Her role at SJDA will focus on improving organization processes.

- SJDA Advocacy for BART and District 3: The advocacy committee has focused on promoting single bore technology for the construction of BART. This would reduce the environmental and economic impact to Santa Clara Street Corridor. McMahan and Chris Shay, Senior Vice President of Sharks Sports and Entertainment, are leading the advocacy to push back on the potential change to twin bore construction. The committee also attended a Valley Transportation Authority (VTA) board meeting and will attend an oversight meeting on December 12th. Stettinski has done one on one meetings with VTA board members to understand the motivation behind the shift to twin bore.

  District 3's vacancy council seat will either be an appointment or special election. The City Council will decide on the method, and there are pros and cons for both. Special elections empower the community, but take time and cost money. The Mayor proposed a hybrid model that has an appointment first and then special election later that would cost 1.2

million dollars. The appointment advantages would have someone in the seat for two years, giving downtown a representative until the next election. The gap of not having a representative is long, and the Mayor cannot be an advocate for District 3. SJDA is open to an appointment as long as the person is not polarizing and has a proven understanding of downtown issues and recovery. Anyone can apply to be an appointee, one that is being discussed is Carl Salas, who is not interested in running for election and will just be here for two years. SJDA does not officially endorse candidates, but does host talks for educational purposes for the community. Salas is a community advocate that is involved in the Rotary Club, downtown fireworks, fundraising, and Guadalupe River cleaning. Stettinski encouraged the board to reach out to the council about any appointment recommendations.

- Santa Clara Corridor Project Update: Jimenez provided an overview of Santa Clara Corridor Projects.
    - Committee: 16 members
    - Broken Windows: Five out of six broken windows have been fixed
    - 15 E Santa Clara St art installation begins in November
    - Santa Clara Street Trees: There are issues with electrical capacity, and the flood light fixtures will be slightly different from Circle of Palms
    - 82 E Santa Clara Street will host a low rider culture mural
    - Illuminated window displays: The committee is looking at potential locations
    - Chevron Plant Beds: PBID staff is looking at a mid December plant installation
    - Western Dental Painting: Design planning is in progress. Color choices have been decided, and the vertical signs, awning, and film mirrors will come off.
    - Jay Paul Company was approached about Santa Clara Corridor projects and potential buy in.
- Combined SJDA/PBID Board Retreat in January: Adobe will host the half day retreat on January 17th. The agenda will be strategically created by a retreat committee.

New Business:

- NEW Block By Block Contract: Clean and Safe services were renewed with Block By Block. Selection committee interviewed service providers and had a true open selection, almost choosing another provider, but decided BBB was the best fit for the current situation. Able to cut down 100k for the same service solely due to competition. Equipment was given to SJDA at no cost. Funds also went to training the Groundwerx Director. A workshop is being scheduled for January to do a deep dive into program changes. Hours unused is an issue, this month Groundwerx put in 500 extra hours and hired extra cleaning staff to reach the 2,000 unused hours by the end of the year. Stettinski would like the Safety Ambassadors to function more as concierges in addition to watching out for safety issues.
- Elect Board officers: No objections. All officers are willing to reassume their positions. Southwell motioned, Schneider seconded, positions were

approved.

Old Business:

- Lighting Updates: The Circle of Palms diffused lighting upgrade is complete. Light programming is underway. Additional scene and color selections can be purchased. Sharks, SJSU, Nvidia, and other sports teams may be additional colors.
  Blage would like to expand cathedral projections to other properties. The board discussed different possibilities of illuminating buildings in 2025. Marriott is potentially interested in illuminating their building. John, Josh and Julie can potentially figure out an illumination for 2024. NDW knows someone that has a grant for illumination of children's art that can potentially go on at the Marriott. Lou would like to start lighting projects for the holidays on June.

Staff Reports:

- Business Development Report: Eos and Nyx opening, pressroom being built in Santa Clara, Hobees opened. Several night life spots, downtown food hall. Pete B Center coming soon. CEO noodle grand opening.

- PBID Coordinator Report: Benche painting

- Operations Report: RFP Proposal, new contract starting in 2025. SIT collaborating with PATH and joint outreach with PATH associates. Tabling at ST James Park with PATH and SIT. Able to connect 4 individuals with permanent supportive housing. Holiday Drive has been gathering items for outreach programs like Pacific Motor Inn. GW leaf season started and got 2 additional electric leaf blowers and looking at additional tools. Helping out OED with unpermitted vendors this holiday.

- Street Life Report: Asphalt mural final stage completed, much more grip. Orchestria palm court mural.

Other Matters:

  - Burroughs would like an update on the Burning Man relationship with OCA and wonders why there aren't more installations like Sonic Runway in downtown. NDW can connect.
  - City's unpermitted vendor team will be out at the public dance at the Convention Center. Phan has seen unpermitted vendors on Thursday and Friday nights sell alcohol. NDW can do a show and tell of their program in the future.
  - Crosswalk mural refurbish due to construction,
  - Stettinksi invited the board to Downtown Ice grand opening.

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