Minutes of Regular Meeting

Board of Directors
San Jose Downtown Property Owners' Association

March 25, 2025

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, Freise, Garcia, Herrera, McMahon, Phan, Ristow, Southwell, Zelalich

Members absent: Egge

Also present were SJDA Staff: Chief Executive Officer Alex Stettinksi, Chief Operating Officer Katherine Connell, Economic Development Director Nate LeBlanc, Street Life Manager Lou Jimenez, Operations Manager Chris Kendrix, and Community Engagement Manager Brenda Zendejas.

Members of the public were also present: City of San Jose Downtown Coordinator Chris Arkley and Groundwerx Program Director Jonathan Lopez.

Freise called the meeting to order at 8:38 a.m.

Zelalich motioned to approve the minutes, McMahon seconded, and the minutes were approved unanimously without amendments.

No public comments were made.

President's Report:

- SJDA Advocacy for BART:
  - The likelihood for the federal government to fund BART is unlikely in the near term.
  - VTA will not tear down buildings until they have the funding to construct new buildings.

- Santa Clara Corridor Project Update
  - The Western Dental building painting project is complete.
  - Street tree lights will be installed in mid April.
  - Window dressing will be installed on Ngan's Tailoring.
  - Goldrock Building artwork will visualize potential retail stores.
  - The Hank Coca building mural will feature food imagery.
  - Ike's Sandwiches received repurposed planters and will receive a new map on their building exterior with their logo.
  - The design process is underway for the Chase VTA building murals.

- Proposal to Raise Second Signer Limit from $5k to $10k
  - Burroughs motioned to approve the proposal, Phan seconded, and the motion was approved unanimously.

New Business:

- New SJDA Hire: SJDA hired Kelly Rouillard as the new Head of Marketing and Communications
- Placer.ai and Data Dashboard Preview: The SJDA website will host a data dashboard that features foot traffic, economic impact, office and commercial real estate market, and SJDA program data. More dashboard tabs will be created in the future to feature transportation, housing, and advocacy data.
- Nvidia GTC 2024 and 2025:
    - Stettinski compared foot traffic data between Nvidia GTC 2024 and GTC 2025. The impact to downtown business was much greater in 2025, with more visitors, hotel use, and restaurant visits than in 2024. SJDA staff will be working on getting event statistics to the press on a regular basis in the future.
    - Board members discussed potential dangers of price gouging during Nvidia GTC that could deter future visitors.
- Groundwerx Safety Ambassadors Program Update
    - Hospitality training is being integrated in the ambassador program.
    - Guard cards will be removed as a requirement for hiring, and will be obtained after hiring.
    - Adding welcoming messaging to ambassador uniforms and training to be more engaging in the field.
    - Creating more training teamwide to help identify mental health crises.
    - The Groundwerx app is no longer supported and is replaced with a webpage. Staff are working on promoting the webpage to downtown members.
- Budget 2025/2026:
    - The budget was not voted on. The board requested more time to analyze the budget before giving feedback.

Staff Reports:

- Business Development Report: Refer to report.
- PBID Coordinator Report: Refer to report.
- Operations Report: Refer to report.
- Street Life Report: Refer to report.

Other Matters:

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The meeting was changed to a closed session at 9:48 a.m.