Minutes of Regular Meeting

Board of Directors
San Jose Downtown Property Owners' Association

May 21, 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, Freise, Garcia, McMahon, Phan, Ristow, Schneider, Zelalich

Members absent: Egge, Herrera, Southwell

Also present were SJDA and City of San Jose Staff: Chief Executive Officer Alex Stettinksi, Deputy Director Chloe Shipp, Business Development Manager Nate LeBlanc, Community Engagement Manager Juan Carlos Aguirrue, Street Life Manager Lou Jimenez, Operations Manager Chris Kendrix, PBID Project Coordinator Dennis Yu, City of San Jose Downtown Manager Nathan Donato-Weinstein.

Freise called the meeting to order at 8:36 a.m.

Schneider motioned to approve the minutes, Zelalich seconded, and the minutes were approved.

No public comments were made.

President's Report:

- Introductions: The board welcomed Burroughs to his first meeting.

- Santa Clara Corridor Project: The board discussed progress on the Santa Clara Corridor Project. The project committee tentatively approved $100k to improve the Western Dental Building. The goal is to spend one million dollars, in which $400k is from the PBID, $250k from the City of San Jose, and the remaining balance is fundraised. The committee has divided the labor into property owner outreach, design, costing and execution. The committee would like to use the Western Dental makeover as a fundraising show piece.

    - Lighting: PBID staff is looking at lights to install on street trees from Market Street to City Hall. There would be a fee arrangement between the City and PG&E. PG&E has charged the PBID with figuring out the cost of lighting. PBID staff is working with Redwood Electric to discover these costs.

    - Broken Window: Shipp is drafting a window repair MOU for Santa Clara Street businesses with broken windows. This would replace windows, doors and graffiti film. Kendrix is getting quotes for

replacing the first few businesses(Hom, Mexico Bakery, and 91 E Santa Clara Street). PBID staff hope to use the replaced windows to build business participation in the overall street beautification effort.

- Historic Architecture: McMahon is setting up a call with property owners to discuss replacing building parts for historic buildings.

- Retail Curation: Freise suggested finding retail options to move into Western Dental after building improvements are made.

- Old Axe-men Building: Freise found a promising vendor to move into the old Axe-men Building.

- Historic Paint Update: Donato-Weinstein reported that the Downtown Food Hall has committed to spending $300k to paint the historic building. This will possibly start in three months.

- Burroughs Involvement: Burroughs will help in property outreach for the old Chase building.

New Business: Budget Approval

- Circle of Palms Lighting Refresh: Lou presented to the board new lighting options for the Circle of Palms.
  - Option 1: Replace existing setup with tree rings and wash lights.
    - Staff recommended Option 1
    - Lights use the same system as San Pedro Arch lights
    - PBID staff will look into regional uplighting guidelines.
    - Freise motioned to approve Option 1, Wolfram seconded, and all were in favor
  - Option 2: Replace existing setup with tree rings and festoon lights
    - Tree trimming will be tough for tree maintenance
    - String lights are less weather resistant compared to flood lights
    - Woodpeckers and weathering degrade wired lights over time
  - Option 3: Regular maintenance of existing setup

Old Business:

- Staff Reports: The board had positive reviews about the new staff report design, in particular the addition of visuals. This made the report easier to read.
- Placer.ai: Aguirre presented data on PBID visit trends and the Placer.ai dashboard features. Board members can now make data requests to PBID staff.

Staff Reports:

- Business Development Report: Refer to PBID board report.

- Community Engagement Report: Refer to PBID board report.

- Operations Report: The Groundwerx contract is ending and Kendrix will need three board members to volunteer to help interview the applicants. The board is invited to share any innovative ideas that they would like to see the clean team use, such as new technology being used in other districts. Kendrix shared the dates for the Selection Committee and they did not work for some of the board members. Kendrix will push Selection Committee interviews to a later date and send emails requesting availability.
    - Schneider suggested promoting more Social Impact Team (SIT) stories to downtown residences.
        - SJDA MARCOM Team will work on promoting SIT
    - PBID staff is working on a SIT brochure.

- Street Life Report: Refer to PBID board report

Other Matters:

- Freise encouraged the board to not delay Santa Clara Street corridor efforts and to keep the momentum going.

The meeting was adjourned at 9:39 a.m.