

Minutes of Regular Meeting
Board of Directors
San Jose Downtown Association

March 9, 2007

A meeting of the Board of Directors of the San Jose Downtown Association, a non-profit California organization, was held at Asqew Grill, 200 South First Street in downtown San Jose.

The following directors were present at the meeting: Bernstein, Casella, Coca, Conway, Cord, Cottle, Dohery, Florian, Gagliardi, Gansheimer, Harlan, Mauldin, Nicoletti, Pulcrano, Randall, Ryan, Salata, Schneider, Skaggs, Sutton, Tibbilis, Williams, and Wong.

The following directors were absent from the meeting: Bordelon, Chandler, DiNapoli, Knox, Kong, Leathers, Moore, Sahn, Sprintz, and Valenzuela.

The following were also present at the meeting: Scott Knies, Blage Zelalich, Alanna Leverenz-Garbarino, Amy Anderson-Glanz, Joan Malana, Helen Hayashi, Paula Saidy, Rick Jensen and Kristen Lowell.

President Bernstein called the meeting to order at 8:20.

Minutes of the January 12 board-only meeting were approved as distributed via email.

President's Report

- Bernstein announced that Sean Cottle of Hoge, Fenton, Jones & Appel, Inc. joined the board as approved by the executive committee. Cottle was appointed to the board to fill out the unexpired term caused by former member Richard Villarreal's resignation. Cottle briefly introduced himself.
- A calendar of important upcoming meetings and events is included in the agenda packet. The next public board of directors meeting is at Adobe Systems on April 13.

Property Business Improvement District (PBID) approval and petition distribution

- Bernstein informed the board that at the last executive committee meeting the committee continued the discussion and approved a motion to move forward with the PBID management plan and proceed with the preparation of the PBID petitions for board member assignments. If the board also approves the plan this morning, the petitions will go to all property owners and we will need a majority of the assessed properties to sign petitions in order to move to the next step: a city council vote. If the council approves, a ballot will then be mailed out. Bernstein referred to the separate PBID newsletter as a complete source of information on the plan, process, rates and boundaries. As the Petition Coordinator, Sutton noted that the petitions were brought to the meeting for distribution. Schneider asked if there was a way to circulate residential homeowner's petitions and Knies noted that he has been attending homeowners association (HOA) meetings where many of the members gave mostly green and a few yellow lights. Members asked about the city's current obligation to clean downtown. Knies responded that city's baseline services have been agreed to at the \$635K level in a letter from City Manager Les White. Also, the city owns approximately 20% of the property in the district; therefore the city will be a major stakeholder in the PBID. In response to a question, Kristin Lowell, PBID engineer consultant, added that the property owner board of

directors could decide to raise the assessment rates 0-5% per year, however the city council must approve the raise. In response to a question from Coca regarding the ability to make changes to the plan, Lowell said minor adjustments can be made throughout the approval process. However, the rates cannot be changed once published unless the changes are insignificant in impact. The PBID plan was approved 20-1-2 (one nay and two abstentions). Lowell then walked the board through the petition package:

1. Cover letter
2. Newsletter (from pages)
3. Instruction on signing
4. Actual petition (green sheet)
5. Data verification
6. Summary of management district plan (double sided)
7. Map of district
8. Return envelope

Board members went around the table and signed up for petitions in which they would be responsible for making contact with the property owner. They will need to have their assigned property owner sign the petition and return it to the SJDA office.

Parking Management Plan (PMP) position

- Per Tibbils, there will be a community parking meeting on March 12. The Parking Board will then meet to discuss feedback from the community meeting before the parking proposal goes to City Council. Members expressed concern with the proposal to charge \$5 after 10 p.m. at public garages on Friday, Saturday, and Sunday nights. Also, the parking plan proposal currently does not address aggressive, unfriendly parking enforcement. Randall commented that free parking does not work in urban areas and that paying to park is the cost of doing business in a congested area. His feeling is that SJDA should focus on friendly parking. Conway responded by stating that patrons can go other places, such as Santana Row, park for free and enjoy clean, safe garages. His feeling is that if the city is to charge money to park, they should do it at all times, and not just a times that penalize bar and nightclub owners. Doherty added that the Third Street and San Pedro Square garages should be sold. A summary about the parking management proposal and SJDA's recommendations are included in this month's Downtown Dimensions. The Association's position will be communicated again at both the public meeting and to the parking board.

Executive Director's report

- No report given.

Other Matters

- Next Board meeting is Friday, April 13 at Adobe Systems.

Meeting Adjourned at 9:32 a.m.