

GREATER DOWNTOWN SAN JOSÉ ECONOMIC RECOVERY TASK FORCE

SUPPORTED BY THE OFFICE OF COUNCILMEMBER RAUL PERALEZ

MEETING #7 · AUGUST 19, 2020

THANK YOU FOR JOINING US TODAY. ALL PARTICIPANTS
WILL BE GIVEN AN OPPORTUNITY TO MAKE PUBLIC
COMMENTS LATER IN THE MEETING.
FEEL FREE TO CLICK ON THE “**RAISE HAND**” FEATURE TO
BE IN THE QUEUE.



ROLL CALL

Arts & Special Events

Brendan Rawson, *San José Jazz*

Wisa Uemura, *San José Taiko*

Food & Beverage

Fernanda Carreira, *Adega / Pastelaria Adega*

Cache Bouren, *Haberdasher SJ*

General Retail & Services

April Gee, *Petite Galleria*

Chris Patterson-Simmons, *Neu2U/Urban Kiosk*

Personal Care

Meaghan Karabatsos, *WESTCA Gym*

Takahiro Kitamura, *State of Grace Tattoo*

At-Large

Laura Chmielewski, *Team San José*

Blage Zelalich, *City of San José*



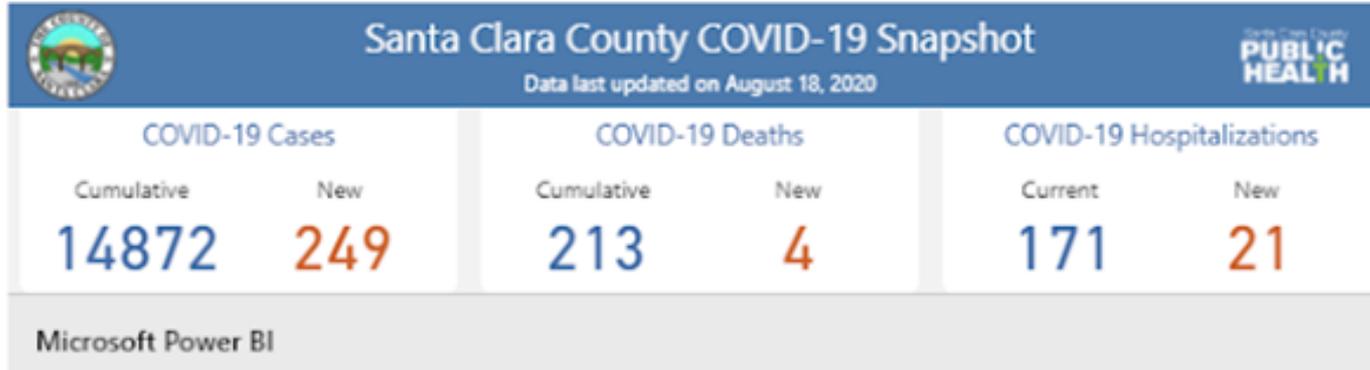
OLD BUSINESS

- **ACTION ITEM:**
 - Approve the **06/17/20** meeting minutes



OLD BUSINESS

- **INFORMATIONAL:** Councilmember Peralez's Report



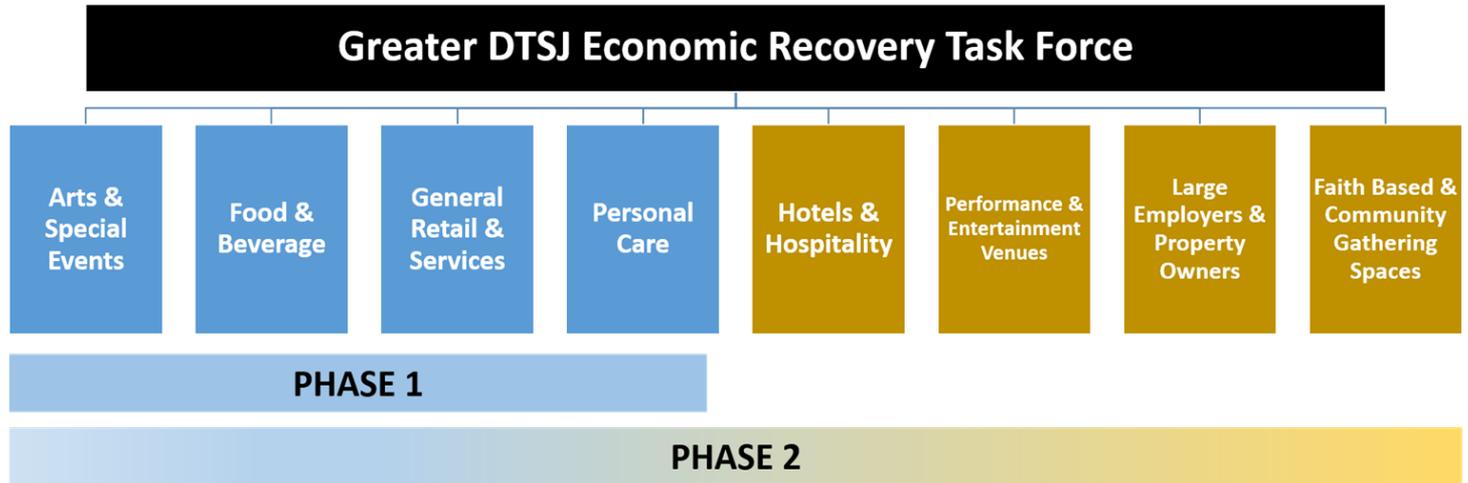
OLD BUSINESS

- **INFORMATIONAL: Councilmember Peralez's Report**
 - **Community Development Block Grant (CDBG) Microenterprise Grant Program**
 - Up to \$15,000 grants made available to low-income, small businesses
 - Applications deadline extended to Friday August 28, 11:59pm
 - Go to <https://www.opportunityfund.org/>



OLD BUSINESS

- **INFORMATIONAL:** Councilmember Peralez's Report



TASK FORCE PHASE I RECOMMENDATIONS FOLLOW UP



GROUND RULES

- Please be respectful at all times
- Step Up and Step Back
- Stay on Topic
- Be mindful of time



CITY STAFF

Office of Economic Development

Blage Zelalich, Downtown Manager

Office of Cultural Affairs

Kerry Adams-Hapner, Director

Tammy Turnipseed, Events Director

San José Police Department

Deputy Chief David Tindall, BFO

Lieutenant Scott Johnson, Permits & SEU

Intergovernmental Relations

Bena Chang, Director

Planning, Building & Code Enforcement

Martina Davis, Supervising Planner

Brent Carvalho, Planner II

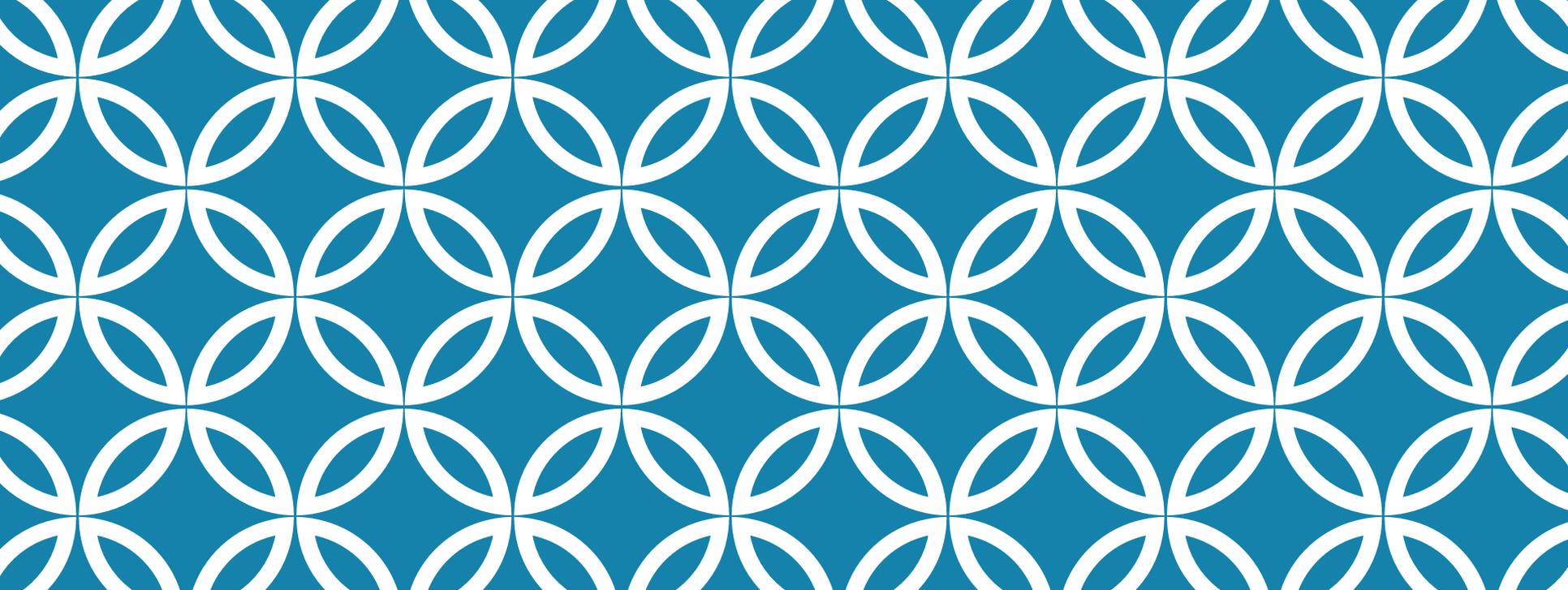


RECOMMENDATION #6: Include as high-priority legislative advocacy the following:

- A. That County, State and Federal agencies reduce, waive and/or defer fees and taxes for small businesses during this transitional time to reopening the economy
- B. County of Santa Clara
 - i. Improved County/City Coordination related to reopening the economy.
 - ii. Advocate to the County that:
 - 1. Personal Care businesses such as hair salons, nail salons, gyms and tattoo parlors are permitted to begin operating immediately with the condition of implementing social distancing protocols.
 - 2. Special events may begin operating immediately
 - iii. Encourage first hour of the business day be open to the elderly or immunocompromised only.
 - iv. Request that compliance status should be stated on the storefront window certificates.
 - v. Ask that the county allow Type 48 establishments to pair up with third party permitted eating establishments .
- C. State of California
 - i. Lobby ABC to implement additional regulatory reliefs
- D. Federal
 - i. Advocate for policies that provide assistance to both commercial property owners and commercial property renters

- City has and continues to provide input to the County on reopening strategies and tactics
- Recommend a sit-down with taskforce members to discuss desired City action in more detail and to determine the appropriate next steps (e.g. integrate into existing workplan and/or City Council Priority Setting)





STATE AND FEDERAL LEGISLATIVE UPDATE

Greater DTSJ Economic
Recovery Task Force

STATE



Eliminated minimum \$800 franchise tax for all first-year businesses.



Allow small businesses to defer sales tax payments for 12 months up to \$50,000.



Extended sales tax deadlines.



Waived property tax penalties for small businesses.



Budget included \$75 million for small businesses that may not have qualified for federal PPP loans.



[SafelyMakingCA.org](https://www.SafelyMakingCA.org) – encourages businesses to procure PPE from other CA businesses.

STATE DISCUSSIONS

Governor

- Accelerate \$400 million in existing bond funds.
- Wildfire and green infrastructure projects.
- Workforce training support – skills libraries, certification strategies.
- Main Street Hiring Tax Credit – targeted at small businesses.
- State tax exemption on PPP loans.

Legislature

- Additional unemployment benefits
- Expanded tax credits for low-income and undocumented workers
- Small business tax breaks – continuing sales tax loan program and exclude small businesses from unemployment insurance costs

FEDERAL

CARES Act – 3.0 Stimulus Package

- Paycheck Protection Program (PPP)
- Small Business Administration's Economic Disaster Injury Loans
- Pandemic Unemployment Insurance – additional \$600 a week

Paycheck Protection Program and Health Care Enhancement Act – 3.5 Stimulus Package

- More funding for PPP
- Additional time and flexibility under separate bill

FEDERAL DISCUSSIONS

House Democrat HEROES Act

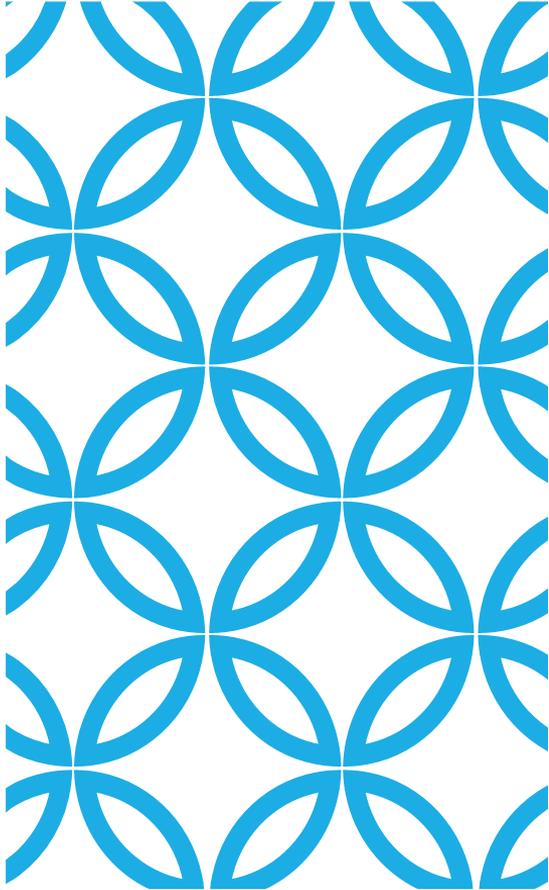
- \$10 billion small business assistance
- Workforce training
- 30% refundable payroll tax credit for essential employees
- Employee Retention Tax Credit
- Payroll tax credit for fixed expenses

Senate Republican Skinny Bill

- Pandemic Unemployment Insurance - \$300 per week
- Liability Protection
- Small Business – more PPP funding
- USPS Funding

President

- Executive Order to delay payroll taxes to end of the year
- Extend Pandemic Unemployment Insurance - \$400, states have to pay \$100



FEEDBACK

What taxes and fees would you like to see reduced?

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RECOMMENDATION #8: Conduct a review of public safety policies and fees for public events and gatherings

- A. Conduct a review which examines strategies to ensure public safety and clearly outlines what measures and precautions are required of the event producer. This review should effectively and meaningfully engage the downtown business and resident community.
- B. Explore ways to reduce associated event costs such as establishing "permit free zone(s)" for approved events of limited size and renting nontraditional public spaces (i.e. South Hall) for event use at an affordable price.

- Recurring 3-4 year conversation with local event producers – consistent review of City service costs and policies for outdoor events
- Scope, strategy and location for each event is different, extremely difficult to come up with a one-size-fits-all model
- Assessment of special event costs through the Easy Urbanism and Placemaking interdepartmental working group found that compared to other cities, San Jose is on the lower end of the spectrum for City service costs and provides more support than other cities
- Departments associated with permits and fees in this recommendation are funded through cost recovery measures
- Recommend a sit-down with taskforce members to discuss desired City action in more detail and to determine the appropriate next steps (e.g. integrate into existing workplan and/or City Council Priority Setting)



RECOMMENDATION #9: Create more opportunities for retail businesses by:

- A. Allowing the selling of Retail Goods in the public right of way associated with existing brick and mortar businesses in Downtown and the surrounding Neighborhood Business Districts. This should include the allowance of shade structures.
- B. Evaluating our Sign Code to allow for more creative, ground floor retail signage that does not obstruct pedestrian access
- C. Modifying our Zoning Code to permit “Outdoor Marketplaces” as an allowable use in private outdoor spaces.

- Recently updated the SJ Municipal Code with respect to Downtown ground floor retail to expand the types of uses allowed, more narrowly define where traditional retail uses should be concentrated and reduce permitting requirements for certain uses
- Recommend a sit-down with taskforce members to discuss desired City action in more detail and to determine the appropriate next steps (e.g. integrate into existing workplan and/or City Council Priority Setting)



TASK FORCE PHASE I RECOMMENDATIONS NEXT STEPS



PUBLIC COMMENT

Have a question or comment? Please use the “**Raise Hand**” feature on Zoom if you are joining us through the Zoom Webinar link or click *9 on your phone if you are calling in.

2:00



PUBLIC COMMENT

Have a question or comment? Please use the “**Raise Hand**” feature on Zoom if you are joining us through the Zoom Webinar link or click ***9** on your phone if you are calling in.

1:00

Stop



ANNOUNCEMENTS



GREATER DOWNTOWN SAN JOSÉ
ECONOMIC RECOVERY TASK FORCE
SUPPORTED BY THE OFFICE OF COUNCILMEMBER RAUL PERALEZ

ADJOURNMENT

NEXT MEETING WILL BE SEPTEMBER 9, 2020
VISIT WWW.SJD3.COM/DTSJRECOVERY FOR MORE INFO

