



GREATER DOWNTOWN SAN JOSÉ ECONOMIC RECOVERY TASK FORCE

SUPPORTED BY THE OFFICE OF COUNCILMEMBER RAUL PERALEZ

PUBLIC TASK FORCE MEETING

SEPTEMBER 9, 2020

1:30PM - 3:00PM

Hosted on [Zoom Webinar](#)

ARTS & SPECIAL EVENTS

Brendan Rawson, *San José Jazz*
Wisa Uemura, *San José Taiko*

FOOD & BEVERAGE

Adriana Amador, *Enoteca La Storia*
Fernanda Carreira, *Adega / Adega Pastelaria*

FAITH BASED & COMMUNITY SPACES

Gabrielle Antolovich, *Billy DeFrank Center*
Phil Mastrocola, *Grace Baptist Church*

GENERAL RETAIL & SERVICES

Chris Patterson-Simmons, *Neu2U/Urban Kiosk*
April Gee, *Petite Galleria*

HOTELS & HOSPITALITY

Enrique Fernandez, *Unite Here*
Jimmy Sarfraz, *Hilton San José*

LARGE EMPLOYERS & PROPERTY OWNERS

Jeff Arrillaga, *Urban Community*
Jay Ross, *Hopkins & Carley*

PERSONAL CARE

Alan “Gumby” Marques, *Heroes Martial Arts*
Takahiro Kitamura, *State of Grace Tattoo*

PERFORMANCE & ENTERTAINMENT VENUES

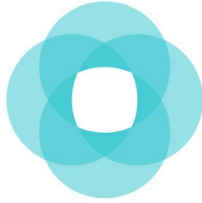
Dalia Rawson, *New Ballet*
Scott Guggenheim, *3Below Theaters*

AT-LARGE MEMBERS

Laura Chmielewski, *Team San José*
Stacie Shih, *Office of Assemblymember Ash Kalra*
Jonathan Perez, *Office of State Senator Jim Beall*
Blage Zelalich, *Office of Economic Department*

SUPPORTED BY:

Councilmember Raul Peralez, *District 3*



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MEETING MINUTES · SEPTEMBER 9, 2020

Approved September 30, 2020

*****Moderated by Councilmember Peralez*****

1. Welcome & Opening Remarks (5 Minutes)

Councilmember Raul Peralez will provide brief opening remarks launching Phase II of the Task Force.

CM Peralez: Good afternoon everyone and welcome to the eighth meeting and the beginning of Phase 2 of the Greater Downtown San Jose Economic Recovery Task Force. Thank you to all our task force members for being here today as well as all our attendees.

My name is Raul Peralez and I am the San Jose City Councilmember for District 3 which encompasses Downtown and the surrounding neighborhoods.

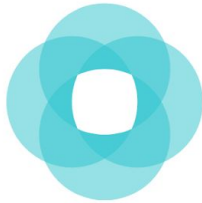
Before we get started, I would like to go over some housekeeping. Everyone other than our task force representatives are muted. At the end of the meeting, we will open it up for public comment and we will unmute you to speak for 2 minutes each, out of interest. If you are interested, you simply need to click the “raise your hand” feature at that time. This meeting is not streamed live but it is being recorded and will be posted on our website

I am excited to welcome you all to Phase 2 of this task force. Several months ago, the Downtown business community came together to form this task force in response to the impacts from the pandemic. We started off with four committees and over 5 weeks put forth recommendations that the city council approved. Unfortunately we are still in this pandemic with continuous impacts to our business community. This is why we must continue this task force and now expand it to four new industry-based committees.

Our mission which you all went over in your committees is to “To inclusively put forth solutions that will safely revitalize the Greater Downtown San José area by supporting the recovery of businesses and community organizations while fostering interest and confidence in public life in a COVID-19 impacted world.” and that is what we are here to do for the next several months. I cannot guarantee you what will come out of this task force but can commit to ensuring this is a transparent and inclusive process.

2. Task Force Introductions (10 Minutes)

Committee representatives will introduce themselves and their committee members.



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CM Peralez: At this time, I would like to invite each representative to introduce yourselves and introduce the committee you are representing including the members.

Please share who you are, what business/organization you are from, and who is on your committee (including their businesses)

Wisa: Hello, I am Wisa Uemura from San Jose Taiko.

Brandan: Hello, I am Brendan Rawson from SJ Jazz and those in our Arts and Special events committee consist of:

- Anjee Helstrup-Alvarez, MACLA
- Trami Nguyen Cron, Chopsticks Alley
- Chris Esparza, Giant Creative
- Dana Seeger, School of Philosophy & Visual Arts
- Daniel Garcia, Content Magazine
- Nick Nichols, Symphony Silicon Valley
- Sayre Batton, Museum of Art

Gabrielle: Hello everyone, I am Gabrielle Antovovich from the Billy De Frank LGBT Community Center.

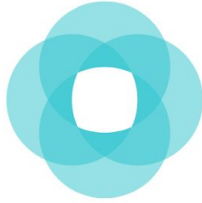
Phil: Hello, I am Phil Mastrocola from Grace Baptist and those in our Faith Based & Community Spaces include:

- Erika Cisneros, LGBTQ+ Youth Space
- Jill Bourne, MLK Library
- Rev. Joseph Benedict, St. Joseph's Cathedral
- Rev. Julia McCray-Goldsmith, Trinity Cathedral
- Milan Balinton, AACSA
- Rev. Gerald Sakamoto, Betsuin Temple

Fernanda: Hello my name is Fernanda Carreira and my husband and I own Adega/Pasteleria Adega.

Adriana: Hello, my name is Adriana Amador from Enoteca La Storia and those in our Food and Beverage Committee consist of:

- Adrian Kalaveshi, Clandestine Brewery
- Cache Bouren, Haberdasher SJ



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- Ryan Summers, Good Karma/Pizza Flora
 - Jo Lerma-Lopez, Luna Mexican Kitchen
 - Jordan Trigg, Spread/JTown Pizza/Bamboo7

Chris: Hello, my name is Chris Simmons from Neu2U Boutique Shop/Urban Kiosk.

April: Hello, I am April Gee from Petite Galleria and the following are a part of our General Retail and Services.

- Cindy Ahola, Community Cycles
- Ivy Vuong, Flowers by Ivy

Jimmy: Hello, my name is Jimmy Sarfraz from the Hilton San Jose.

Enrique: Hello, my name is Enrique Fernandez from Unite Here and those on our Hotels and Hospitality.

- Dan McGowan, Fairmont San Jose
- John Southwell, Marriott Hotel
- Henry Phan, Hotel Clariana
- Tanya Fleming, Holiday Inn San Jose

Jeff: Hello, my name is Jeff Arrillaga from Urban Community.

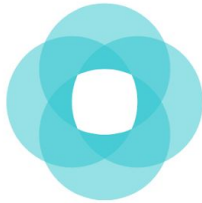
Jay: Hello, my name is Jay Ross from Hopkins & Carley and the those in our Large Employers and Property Owners include:

- Alicia Forbrich, Property Owner
- Ann Marie Lang, Property Owner
- Charlie Faas, San José State University
- Dan Gordon, Gordon Biersch
- Scott Ekman, Adobe
- Gary Dillabough, Property Owner
- Nathan Ulsh, SJDA

Scott: Hello, my name is Scott Guggenheim, 3Below Theaters.

Dalia: Hello, my name is Dalia Rawson from New Ballet and those in our Performance and Entertainment Venues Committee includes:

- Chris Burrill, Hammer Theater
- Cathleen King, San Jose Stage Company
- Dana Zell, Children's Musical Theater



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- John Ciulla, Team San José
 - Javier Macias, Club Caribe/Rodeo Club
 - Marilee Jennings, Children's Discovery Museum
 - Bill Fairweather, 134 IATSE
 - Rob Lindo, Casino M8trix
 - Scott Emmert, SAP Center/SSE

Taki: Hello, my name is Taki Kitamura from the State of Grace and a member of the Personal Care committee.

Gumby: My name is Gumby Marques from Heroes Martial Arts also from the Personal Care committee.

CM Peralez: Thank you to all the committees for your introductions. I would like to also say that I am pleased that at least one member from each of the Phase 1 committees have returned! Hair salons and nail salons have been operating. We want the downtown core to be vibrant again. Wanted to have this task force really be inclusive of all industries.

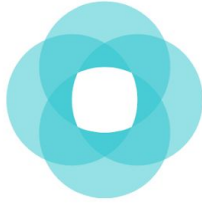
Finally, we are glad to have two returning at-large members and a new representative from California State Assemblymember Ash Kalra's and State Senator Jim Beall's office. Please introduce yourselves:

- Laura Chmielewski, Team San Jose
- Blage Zelalich, Downtown Manager, Office of Economic Development
- Stacie Shih, District Director for Assemblymember Ash Kalra
- Jonathan Perez, Office of State Senator Jim Beall

Having the representation at the state level was important. We have also received the request to include 1-2 more at-large members including one from the airport, regional experience. If the task force wanted to open it up to have more at large members, we can take that as a suggestion.

I would also like to introduce my team who is staffing this Task Force:

- Christina Ramos
- David Tran
- Patricia Ceja
- Mindy Nguyen
- Bridget Brown
- Raquel Vegas



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It takes a full team effort to help support this task force and the committees. All the coordinating of the meetings is being led by my team. We also have city support and staff who have volunteered their time. Thank you everyone and I am excited for the breath of industry experience and expertise here. Before we get started, I wanted to go over some ground rules:

- Please be respectful at all times
- Step Up and Step Back (create the space for everyone to be able to participate)
- Stay on topic (want to be efficient as possible)
- Be mindful of one another's time

As task force representatives, you are representing the industry based committees that elected you. You are here to ensure their voice is heard and that their feedback makes it to this body. Not representing your own business but your committee as a whole.

3. **Current Industry Conditions** (45 Minutes)

a. City of San Jose Staff Presentation

City of San Jose Staff will provide a short presentation of the current COVID-19 conditions including the California New Blueprint towards Reopening the Economy.

- Nathan Donato-Weinstein, *Office of Economic Development*
- Bena Chang, Director, *Intergovernmental Relations*

b. Committee Report

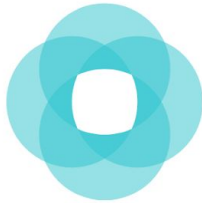
Committee representatives will provide a report of the current industry conditions from their respective committees.

CM Peralez: Now today is really to allow ourselves to set a baseline of where we are in terms of the impacts from the pandemic. This will help inform what we need to discuss in the coming weeks and months. To help us with this discussion, I am pleased to welcome two City of San Jose staff members to provide us an update on the current condition, both here locally and at the state level:

- Nathan Donato-Weinstein from our Office of Economic Development
- Bena Chang, Director of our Intergovernmental Relations Team

Nathan and Bena, the floor is yours.

Bena: Thank you for having us back. I would like to take this time to give an update of what has been happening. Things have moved quickly. I wanted to provide an update on state actions since the last meeting and also an update on reopening and financial assistance. Financial assistance: the governor signed 3 bills earlier today. This includes support for small businesses



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(businesses with 100 employees or less). There is also a tax credit that can be applied. (\$1,000 per employee hired back) Nathan will now provide a walkthrough of the latest state blueprints.

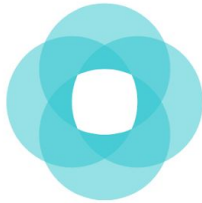
Nathan: Thank you for having us. Our job is to help support businesses and help them move or expand in San Jose. It is also a crisis response and working with the business community and helping them understand guidelines and also advocate for businesses. The City is not the developer of the orders. We are working to help businesses learn how to access resources.

We have interest in hearing from you and your take of this new system. What works and what needs to be improved. Color coded system, a framework that can stay with us for a while. The goal is that this will eventually have a uniform framework that is simple, slow and stringent. There are 4 tiers determined by 2 metrics: case rate for 100,000 and positivity rate. In the last few days we moved from purple to red and are now in a new tier. Test positivity rate is down. In the red tier, gyms can start to slightly open, museums and zoos. Additional personal care and tattoo shops also but there are a lot of modifications that are needed. The number of tests we are doing is important. Get employees to get tested every month. Continue to get the case rate at a good number.

New state system: makes it easier to look up the rules. User friendly system that works well for most users. The new system is a lot clearer but there are some businesses that do not fit into the existing categories. You can now look at the data and see how our country is doing and see how other counties are doing. Business owners can start to monitor how things are trending and it can give us an early heads up if things will change. Allows us to be flexible and ability to slightly see into the future.

Some of the statewide criteria for sectors include:

- Ability to accommodate face covering wearing at all times (e.g. eating and drinking would require removal of face covering)
- Ability to physically distance between individuals from different households
- Ability to limit the number of people per square foot
- Ability to limit duration of exposure
- Ability to limit amount of mixing of people from differing households and communities
- Ability to limit amount of physical interactions of visitors/patrons
- Ability to optimize ventilation (e.g. indoor vs outdoor, air exchange and filtration)
- Ability to limit activities that are known to cause increased spread (e.g. singing, shouting, heavy breathing; loud environs will cause people to raise voice)



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Outdoors is currently seen as safer than indoors. Activities need to maintain social distancing. Avoiding super spreader events such as indoor dining, movie theaters, indoor gatherings (places of worship). Our county directives still remain in affect. Things continue to be more complicated and have to be ready to look into stuff and call for help as needed. Uncertainty about what the state means about capacity but the county does have blueprints for this. There has been an uptick in scammers trying to get business owners to pay fines for breaking the order.

Just a reminder that you can always reach out. Please encourage employees to get tested as it helps with our numbers. We have a new grant program that is opening up for applications focused on helping small businesses with rent. Here are also some tips and resources:

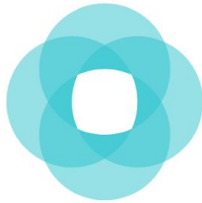
- County business page: <https://www.sccgov.org/cv19business>
- Encourage workers to get tested at least monthly: www.Sccfreetest.org
- County biz help hotline: (408) 961-5500 M-F, 9-5
- Free eviction help for small biz: smallbusinesshelp@lawfoundation.org
- Stay up to date on changing financial resources: www.sjeconomy.com
- New San Jose rent-relief grant application period opens today: <https://siliconvalleystrong.org/go-virtual/smallbiz/>

Also wanted to share some economic indicators and where we are going. Unemployment shows cases for the county by week (new initial claims). Rate of growth for new claims. Continues to be very high and continue to see layoffs even though claims have tapered off a bit. As a city our unemployment rate is under 11%, about 60,000 residents that are unemployed since July. Varies depending on where you are. Other neighborhoods are experiencing higher or lower rates. WARN (large number of layoffs) notices have slowed down.

We have also seen some recovery in consumer spending. We want to open it up for feedback on the new state system and what is working and what can be changed.

CM Peralez: I would like to open up the floor to our representatives to share the feedback on what are the current conditions your respective industry is facing. Some questions that were posed in your committees included:

- What impacts has your respective industry experienced to date due to the COVID-19 pandemic?
- What are the major concerns that you have about the future?
- What is new or has changed for your industry in the last several months?



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We want to have some of that conversation right now and what was expressed in your committees.

- Economic Indicators
 - Unemployment claims are plateauing but still historically high
 - City unemployment rate is 10.8% compared to 2.7% in Feb 2020 ~60k residents unemployed
 - PPP has protected 130,000 jobs in SJ, 57% of businesses received PPP in SJ as of June

Enrique: 130,000 jobs secured by funding, what jobs were those?

Nathan: Larger PP loans were granted to larger businesses which meant more jobs were kept.

Enrique: How were those jobs and numbers discovered?

Nathan: There was limited data that we could access: loans above 150,000 dollars could show what those businesses were. That data included the number of jobs that the applicant said they saved as a result of that loan. The data is not perfect and hospitality was in there. Manufacturing, tech and retail were well represented. Not much insight into small business loans.

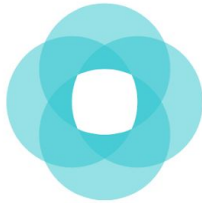
Wisa: Uncertainty of where we might be categorized. We have a wide breadth of organizations. Museums, dance studios, visual arts field. Music groups are wondering if we can open and if that can be indoor or outdoors. Some guidance on how you would think through it.

Nathan: Personal enrichment is not outlined in the states blueprint because there is a lot of unknown. How do we interpret that? What do we call them? I have a question out to the county on this and can get back to you.

Wisa: Dance studios are being included under gyms. Thank you for following up.

Fernanda: When is the county or city making the decisions for dining to go indoors? How much notice do we get when we have to reclose? Fear of spending a lot of money to reopen and then having to close again.

Nathan: County is in the driver seat. County was asked directly on what you need to see to reopen dine in. County didn't say there was a metric exactly but the case rate is too high for them to be comfortable to open dine in again. The movement of the tiers looks at the weekly



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assessment by county rates or positivity rate within 2 consecutive weeks. Counties will have 3 days to implement closures if needed unless it merits quicker action. If we follow the numbers, we can get a sense of where things are going, we can see how things are trending.

CM Peralez: The more we are testing and getting negative results, the better that helps us. Stress the point that we can all do our part to help. Many of us do not get tested regularly or just take the test because we think we might have come in contact with someone who had it. Change the way we go out to get tested.

Fernanda: Every 2 weeks we get tested. Is there a limit on how often you can get tested?

CM Peralez: No there is no limit

Brendan: For indoor gatherings, what are the state and county guidelines? Is that related to what they are seeing in terms of transmission?

Nathan: Decisions based on the principles that were created and not any specific sector.

Brendan: What are they referring to as square footage?

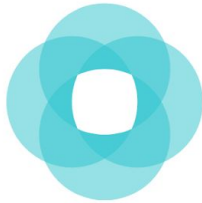
Nathan: There is a calculation that you fill out to determine the capacity allowed. Supposed to use the more restrictive one. Unclear on what the capacity is but the county wants you to use the most restrictive one to determine how many people to have inside.

Brendan: Does the credit card data you mentioned, is it being tracked for downtown or for the entire city?

Nathan: We are looking to get a contract to get more detailed credit card data. Don't have that right now, we only have a countywide look. Would love to get a tool for us to use.

Jeff: Businesses within downtown don't appear to be coming back till next year, how do you reactivate downtown again? How to help them thrive? Looking to activate parking lots. Multiple venues, do they look at parking as one large parcel or each event is calculated separately?

Nathan: The county and state have looked at capacity more so indoors. Not really looked at outdoor capacity beside the 6ft social distancing.



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Blage: How to activate things that look like more events for outdoor gatherings. The number 60 has not changed but can double check if it has increased. How to have 60 people gathered in an outdoors space, tracking, it would need to be the same 60 people. How we might assist businesses and event producers that want to start doing this type of activation.

Jimmy: The protocol that has been shared is pretty clear and helpful. Does not mention, convention center. What is the plan for the convention center? For the hotel industry, it is needed for us. When we look at the timeline for this task force, it concludes in December and we'll have recommendations. Is there any way we can expedite that?

Nathan: Absolutely agree that it is critical to have the convention center to help activate downtown. On ice for this item for now.

Bena: We will take that as an advocacy time.

CM Peralez: Can explore looking at a midway or expedited timeline if needed.

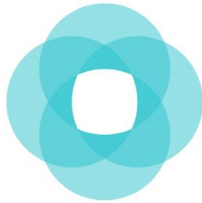
Taki: The stats have been used to determine everything. If we have bad numbers, we could go back a tier. Can we tell people to go get tested and hopefully lower those numbers?

Nathan: The state is looking at the trend over a 2 weeks period. The more tests that are going on, the more accurate picture you have in the county. Recognizing that doing more tests, could be beneficial.

CM Peralez: We don't have enough people getting tested.

Scott: Have spent the last 3-4 months working with the city and county trying to figure out what is possible. We were the first to close and most likely the last to open. A lot of things relative to permitting to allow outdoor events to take place. Were able to work out by using the al fresco idea, we are looking to put entertainment on the roof of 2nd and San carlos. Continue business on your own property which leads to a different permit. Will not allow any live music or singing. A lot of interpretation that is not state mandated but more so county mandated. Still not 100% yet. Hard with the number 60 which includes staff and county won't bend on the 60 max.

CM Peralez: Have been working to get a representative from the county to be a part of this. To get better coordination with the county.



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Gumby: Everything the state has there is clear now. The county is the one confusing us right now. Would help to have a representative from the county to make the clarification that they're coming off as very heavy handed.

CM Peralez: We are currently working to get a voice here from the county. Goal for next meeting.

Gabrielle: Businesses want more time if we go backwards. Us who are community spaces, want more time if we go forward. We will be bombarded by a ton of people and we need more time to get ready for that. Our space can feel 10 years in the waiting and others it feels like it can happen next week. A frustration we are currently feeling. Going back and forth all the time makes it difficult to move forward.

Nathan: Take a look at each color trier to see where things fall. Look and see where other Counties are at, their trends and how ahead they are. Not going to move anywhere for 3 weeks or may be longer than that.

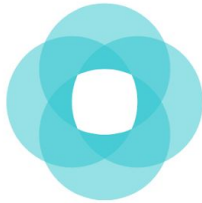
Bena: What time period would make more sense? Ideal length of time that we can share and advocate for.

Fernanda: At least a week if possible.

Dalia: There has been a huge number of job losses. No timeline when people can return. Nutcracker is coming up and can be a bulk of your income for the year but it will be cancelled this year. We will start to see major ballet organizations go bankrupt. Situation is really bad. How can theaters safely reopen when the time comes. Not soon enough to save most organizations. Experience with the county was initially great but stopped receiving responses in August. Have spent a lot of money to build an outdoor studio but can only open at 10% capacity with no clear guide on what that means.

CM Peralez: It is difficult to hear how many of our industries are doing right now and that so many of them are on the brink of failure or shutting down for good. We are here to help advocate for the county and state. A lot of people here care about your businesses and we want to see how we can help.

Dalia: I have spent a lot of money restructuring only to be told that you can't. The back and forth is difficult and all the money we are losing.



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Blage: With the per square footage formula, you can plug in your number to determine your capacity.

Nathan: I am happy to work with you to get an answer and more information.

CM Peralez: Once you have that number or more information, we can share that with everyone.

Laura: How to activate convention centers and can help share information.

Adriana: Our future in terms of winter and fall: restaurants will not be able to serve outside. To share these recommendations in december may be too late. Huge concern for us.

Blage: If going indoors is not an option, what would it take to help do al fresco in the Winter? What assistance would businesses need? Having more propane heaters? Giving grants for heaters? What it would take to winterize your organization and how much would that take? Would a \$5,000 grant be helpful or would more be needed? Start thinking about that.

Adriana: Would take more than heaters. Already tried to see what it would take to cover the patio and add more heaterts and it is really high up.

Cache: As for the new bill the Governor signed that gives \$1000 tax credits for every new hire, what are the dates it encompass?

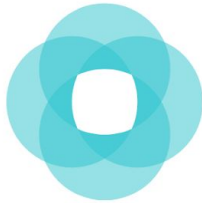
Bena: I will double check.

4. Public Comment (15 Minutes)

Members of the public may address the task force on any issue for a prescribed duration of time at the discretion of the meeting facilitator.

CM Peralez: At this time, I would like to invite anyone from the public to comment on anything relevant to this body. In your zoom toolbar, we ask that you click the raise hand feature. Once you do, my staff will call you one by one and will unmute you - please accept the unmute!

In the interest of time, we will allocate two/one minute per person to speak. Bridget, please begin



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Cache: There is a daily cost for propane heaters. The bill that the governor signed for the tax credit, when does it begin?

Bena: Will double check and send some information about the bill to share with the councilmembers office.

5. Phase I Recommendations Update (5 Minutes)

An update on the ongoing progress of the midterm recommendations from Task Force Phase I.

CM Peralez: We will forward out the information to the group regarding the Phase 1 updates.

Timeline: Having an extra meeting and trying to get recommendations out before December. Add another meeting at the end of October allowing for mid-term recommendations to come from the group. I suggest then the following: adding a meeting after October 21 to put out an early set of recommendations. Does anyone have any feedback?

*Everyone is comfortable with this .

6. Election of Task Force Co-Chairs (10 Minutes)

CM Peralez: Our next and final item is the election of task force co-chairs. Even though I am facilitating today's meeting, this task force is a community based task force, meaning that it is you the participants that should be driving this and moving it forward. Similarly to how you elected co-chairs for your committees, two co-chairs would be facilitating this meeting moving forward. Wisa is willing to continue on and we would have space for 1 more seat.

Task Force Roles & Responsibilities

Councilmember Raul Peralez & District 3 Office

Convener

Administrative Support

Guide on public policy process

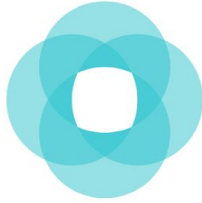
Resource hub

Task Force Co-Chairs

Moderates Task Force meetings

Maintain focus on task force scope

Collaborate with D3 office to achieve desired outcomes



GREATER DOWNTOWN SAN JOSÉ ECONOMIC RECOVERY TASK FORCE

SUPPORTED BY THE OFFICE OF COUNCILMEMBER RAUL PERALEZ

Would anyone like to volunteer now or we can delay this and do it via email. Take your feedback now.

- Wisa - Nominated herself
- Taki- Nominated Gumby
- Chris: Would like to second Gumby nomination.
- April: Nominate Dalia
- Enrique: Nominate Jimmy
- Fernanda: Second nomination for Wisa

We will be sending you all a poll to vote for your 2 co-chairs and 2 alternates and then share the results.

7. Adjournment

CM Peralez: Thank you to everyone for attending today's meeting. Remember that for updates, please visit our website www.sjd3.com/dtsjrecovery The next meeting will be next wednesday September 30. Thank you, be safe and the meeting adjourned.



All meetings are open to the public, recorded and posted online.
For more information about the Greater Downtown San José Economic Recovery Task Force,
please visit www.sjd3.com/dtsjrecovery