

GREATER DOWNTOWN SAN JOSÉ ECONOMIC RECOVERY TASK FORCE

SUPPORTED BY THE OFFICE OF COUNCILMEMBER RAUL PERALEZ

MEETING #12 · NOVEMBER 18, 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*

Faith Based & Community Spaces

Gabrielle Antolovich, *Billy DeFrank Center*

Phil Mastrocola, *Grace Baptist Church*

Food & Beverage

Adriana Amador, *Enoteca La Storia*

Fernanda Carreira, *Adega / Pastelaria Adega*

General Retail & Services

April Gee, *Petite Galleria*

Chris Patterson-Simmons, *Neu2U/Urban Kiosk*

Hotels & Hospitality

Enrique Fernandez, *Unite Here*

Jimmy Sarfraz, *Hilton San Jose*

Large Employers & Property Owners

Jeff Arrillaga, *Urban Community*

Jay Ross, *Hopkins & Carley*

Performance & Entertainment Venues

Scott Guggenheim, *3Below Theaters*

Dalia Rawson, *New Ballet*

Personal Care

Alan “Gumby” Marques, *Heroes Martial Arts*

Takahiro Kitamura, *State of Grace Tattoo*

At-Large

Laura Chmielewski, *Team San José*

Jonathan Perez, *Senate District 15*

Stacie Shih, *Assembly District 27*

Blage Zelalich, *City of San José*

Guest

Derrick Seaver, *County District 4*



OLD BUSINESS

- **ACTION ITEM:**
 - Approve the **10/30/20** meeting minutes



OLD BUSINESS

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



OLD BUSINESS

● INFORMATIONAL: Downtown Revitalization Budget Implementation

Item	Amount	Notes
COVID-19 RELATED BUSINESS OPS. Grants of possibly \$1,000-\$2,000 to ground floor businesses operating in the Greater DTSJ area for COVID-19 related assistance such as PPE, outdoor seating expenses, etc...	\$35,000	35 x \$1000 grant program in the works. Online applications to be open soon. Lottery System.
BEAUTIFICATION & PLACEMAKING. Funding for a Holiday/Winter beautification project to increase patronization of businesses in the Downtown Core from Thanksgiving through January, with the intention of continuing for an additional 6-9 months. Recovery Taskforce funding would be significantly leveraged with additional funding from the private sector.	\$35,000	Fiscal Agent: Japantown: Japantown Business Association East Santa Clara: ESCBA Alameda: Alameda Business Association Downtown Core: Downtown Illumination Project via SJ Jazz
DESTINATION MARKETING. Funding for a targeted marketing effort for the Greater Downtown area through the end of 2020.	\$15,000	Fiscal Agent: SJ Downtown Association \$8,000 → Safely Social \$7,000 → Marketable Activations
DOWNTOWN ECONOMIC STIMULUS & RECOVERY PLAN. Per Phase I recommendation, funding for initial consultant work towards generating a recovery roadmap for the Greater DTSJ area.	\$15,000	Fiscal Agent: SJ Jazz +OCA Funding +Private Sector Funding
TOTAL	\$100,000	



DRAFT

TASK FORCE RECOMMENDATIONS



GROUND RULES

1. Please be respectful at all times
2. Step Up and Step Back
3. Stay on Topic
4. Be mindful of time



SWITCH TO LIVE DOCUMENT



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



NEXT STEPS



CITY



COUNCILMEMBER
RAUL PERALEZ

- **Memo + Letter:** November 25
- **Rules & Open Government:** December 2
- **City Council Meeting:** December 8

COUNTY



SUPERVISOR
SUSAN ELLENBERG

- **Board of Supervisors**

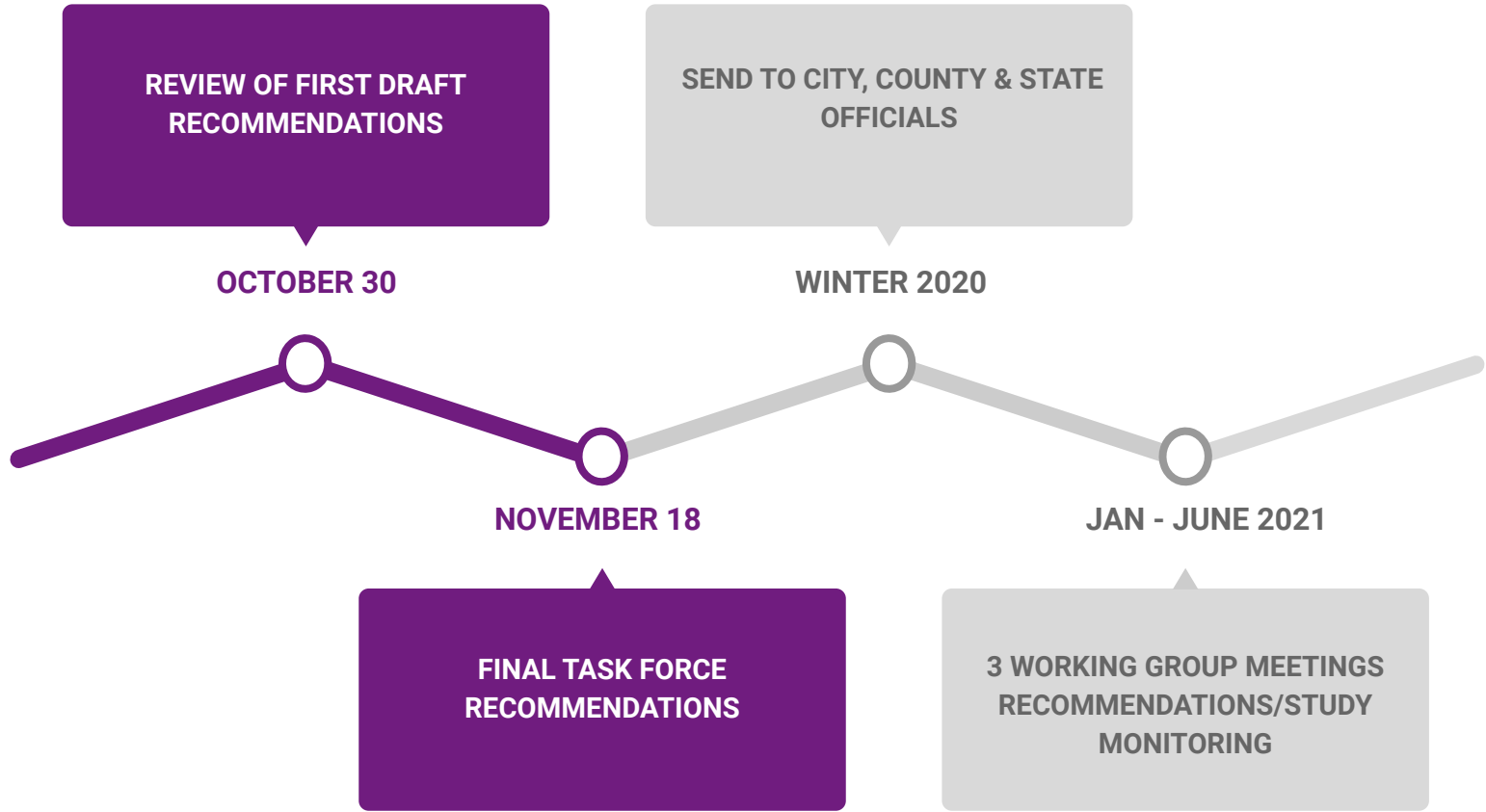
STATE



ASSEMBLYMEMBER
ASH KALRA

- **Letter to Governor's Office**





ANNOUNCEMENTS



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ADJOURNMENT

PHASE II HAS NOW CONCLUDED

VISIT WWW.SJD3.COM/DTSJRECOVERY FOR NEXT STEPS

