

## April Meeting Minutes

**Meeting Type:** Regular Board Meeting

**Date:** Wednesday, April 8, 2026

**Time:** 10:30AM - 12:56PM

**Location:** Hybrid - In Person at Moveable or Zoom

**Chair:** Christina Bui

**Attendees:** Christina Bui, An Ngo, Eric Perez, Isabel Saralleno, Bien Doan, Jimena Landaverde, Hayley Ramos, Minh Tran, Anh Nguyen, Captain Max Zuniga, Fung Wah Chan, Erick Vargas, Nicole Dona, Angelica Bedolla, Mayra Contreras, Leo Fernandez, Brandon Quintanilla, Chuck Scifers

**Absent:** Dilpreet Bhandal, Joel Anaya, Jairo Olvera, Frank Deturris, Natalie Del Toro

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### 1. CALL TO ORDER

- Chair Christina Bui called the meeting to order and welcomed attendees at approximately 10:30 AM. Roll calls and introductions were conducted. The meeting was conducted in accordance with Brown Act requirements and recorded via Zoom.

### 2. PUBLIC PARTNER UPDATES

- **2.1 District 7 - Councilmember Bien Doan's Office (Bien Doan)**
  - Councilmember Doan provided updates on upcoming District 7 activities and community priorities.
  - Budget town hall / mayor's budget message scheduled later in April.
  - Ongoing abatement work near the Ramblewood / encampment area was discussed.
  - Councilmember Doan noted that shelter resources are being offered, though some individuals may refuse placement.
  - Councilmember Doan shared information about Black April / April 30th commemorative events, including:
    - Flag raising at San José City Hall.
    - Documentary screening in partnership with San José State University.
    - Community event at the Rotary Summit Center.
    - Planned helicopter flyover featuring a Vietnam-era Huey helicopter.

- TREBA noted the upcoming litter pickup near Chuck E. Cheese / Fontaine Inn area and will share timing and details with Councilmember Doan's office.
- **2.2 District 8 - Councilmember Candelas' Office (Hayley Ramos)**
  - Hayley Ramos provided updates on collaboration opportunities with TREBA.
    - Councilmember Candelas' office is interested in collaborating on upcoming FIFA watch parties.
    - TREBA will coordinate details with the District 8 office as event planning continues.
    - Discussed the possibility of hosting business workshops in collaboration with TREBA and Evergreen San Jose Business Association.
    - Potential workshop topics discussed:
      - Marketing and content creation.
      - AI tools for small businesses.
      - Recycling and waste education.
      - Business regulations and compliance.
      - New business support and ribbon cuttings.
      - Suggested workshop timing: after business hours, approximately one hour.
    - Confirmed the Council office can help promote new businesses, ribbon cuttings, and social media announcements when TREBA is aware of new openings.
- **2.3 Office of Economic Development (Minh Tran & Anh Nguyen)**
  - Minh Tran provided updates from OEDCA.
    - TREBA's BID renewal is in progress and currently under review with the City Attorney's Office.
    - Once review is complete, the renewal will move forward to City Council for approval.
    - The Storefront Grant Program is expected to reopen soon through the new SimplyGov interface.
      - The new system is intended to make applications easier and more streamlined.
      - Interested businesses may email Minh Tran to determine eligibility and be placed on a waitlist.
    - OEDCA continues to wrap up prior CASPP / storefront grant applicants.
    - Minh also provided a brief update on the Streamline Restaurant Program, noting that Anh Nguyen and Juan continue to support expedited permitting for food and beverage businesses.

- Anh Nguyen shared information on the City of San José Business Tax Amnesty Program.
  - The program launched January 1.
  - It provides a one-time opportunity for businesses and individuals to resolve outstanding business tax certificate fees without penalties or interest.
  - Anh will share the flyer and related links.
  - TREBA will help spread awareness to local businesses.
- Anh Nguyen reiterated the Streamline Restaurant Program.
  - The program helps expedite building plan check review for food and beverage businesses.
  - Eligible businesses may include:
    - Restaurants.
    - Bakeries.
    - Ice cream shops.
    - Bars.
    - Food and beverage-related establishments.
  - Anh encouraged businesses to review eligibility criteria and contact the Small Business Ally Program.
- **2.4 San Jose Police Department (Captain Max Zuniga)**
  - Captain Zuniga provided a public safety update for the corridor.
    - SJPD reported 242 events in the area, including 70 proactive stops.
    - Focus areas include Burdette, Flanigan, Alvin, Chuck E. Cheese, and Eastridge.
    - Eastridge continues to generate the highest number of service calls in the area.
    - Only four vehicle accidents were reported in the past month, all non-injury.
    - Confirmed a fatal solo vehicle accident occurred overnight involving the Capitol Expressway / VTA barrier area.
    - Discussion included possible placement of an additional temporary SJPD camera near Eastridge.
    - Asked TREBA / Eastridge representatives to coordinate with mall security on potential camera locations.
      - The current hotspot mentioned was near the gym and Round1 area.
      - Encampment concerns near Tully / 101 and surrounding areas were discussed.
    - Captain Zuniga requested an email with details and photos so he can coordinate with the appropriate division captain, Beautify San José, Caltrans, CHP, and other agencies.

- Councilmember Doan noted that Beautify San José and Caltrans have already been contacted regarding related encampment concerns.
- **2.5 New Organization Landscaping (Angelica Bedolla)**
  - Angelica provided updates on TREBA's clean and safe services.
    - Cleaning and maintenance continue along Tully, Quimby, White Road, and surrounding areas.
    - White Road has shown major improvement since service was added.
    - New Organization Landscaping submitted renewal information for current routes.
      - Quimby / King / Burdette renewal includes a proposed monthly increase.
      - Tully Road renewal is expected in June or July.
    - TREBA requested updated proposals for both Quimby / King / Burdette and Tully Road so the Board can review cost increases and budget impact.
    - A green waste / palm debris issue on White Road was discussed.
    - Hayley Ramos offered to follow up if photos are sent to her office.
    - TREBA asked Angelica to continue reporting any issues that prevent the team from completing work safely and efficiently.
- **2.6 Team San Jose (Nicole Dona)**
  - Nicole Dona provided an overview of Team San Jose and discussed partnership opportunities.
    - Team San Jose handles destination marketing for San José and promotes the city as a destination for tourism, events, visitation, and investment.
    - Team San Jose can help promote TREBA businesses and events through:
      - SanJose.org listings.
      - Social media collaborations.
      - Neighborhood spotlights.
      - Event promotion.
      - Industry newsletters.
    - Nicole requested early details on TREBA's FIFA-related activities, so Team San Jose can help promote them.
    - Team San Jose is interested in collaborating with TREBA and Diana on social media content.
    - TREBA discussed highlighting unique local restaurants, businesses, and experiences in the corridor.
    - Nicole shared that Team San Jose may be able to visit restaurants and businesses for content opportunities.



- Brandon “BQ” Quintanilla presented on FIFA-related activation opportunities.
  - BQ introduced Dale Fútbol, a soccer-related event concept that has been in development for approximately two years.
    - The project includes a 3v3 street soccer tournament.
    - Main event proposed for June 13 in downtown San José / SoFA District.
    - Series dates discussed:
      - April 18
      - May 30
      - June 11
      - June 13
  - BQ is working with the San José Earthquakes on the tournament structure.
  - TREBA and BQ discussed activating Eastridge Center on June 11 with a viewing party / fútbol festival.
  - Potential elements include:
    - Vendors.
    - Food trucks.
    - Indoor/outdoor activation.
    - Large viewing screen.
    - Community programming.
    - Licensing requirements for FIFA-related viewing events were discussed.
  - TREBA is exploring additional funding support through the City of San José and Community Strong Strategies.

### 3. APPROVAL OF MINUTES

- Motion to approve March 11, 2026 Meeting Minutes.
  - Vote: Unanimous (4 Yes)
- Motion passed.
- The March 11, 2026 Meeting Minutes were approved.

### 4. TREASURER’S REPORT

- April Financials
  - Routine monthly expenses were discussed.
  - Recent event-related expenses and payments were reviewed.
  - TREBA noted that the prior mixer and Tét-related activities were successful and represented strong investment in community engagement.
- Highlights
  - TREBA remains financially stable.
  - The Board emphasized the need to review contract increases carefully before renewal.
  - Future event funding and grant opportunities remain a priority.

- TREBA will continue monitoring expenses connected to events, marketing, clean and safe services, and grant-funded activations.

## 5. NEW BUSINESS

### ● 5.1 Onview Camera Update

- TREBA discussed a recent hit-and-run incident captured by one of the trailer cameras near King and Burdette.
  - The property owner and victim requested footage.
  - TREBA received the footage approximately 48 hours after the request.
  - The footage was useful for insurance and incident follow-up purposes.
  - The Board discussed the need for a clearer process to request camera footage.
  - TREBA will follow up with OnView regarding:
    - Proper point of contact.
    - Access to camera footage.
    - Monitoring responsibilities.
    - Whether incidents observed by OnView are actively reported.
    - Review of current service obligations.

### ● 5.2 New Organization Landscaping Contract Renewal

- Discussion held regarding renewal of cleaning services.
  - Quimby / King / Burdette renewal includes a proposed increase.
  - Tully Road renewal expected in June or July.
  - TREBA requested updated proposals so the Board can review:
    - Monthly cost increases.
    - Budget percentage impacts.
    - Service area coverage.
    - Whether current service levels should be adjusted.
  - No final vote was taken on the proposed increase at this meeting.

### ● 5.3 Team San Jose/TREBA Marketing Collaboration

- TREBA discussed ways to better promote local businesses and the corridor.
  - Ideas included:
    - Restaurant spotlights.
    - Social media collaborations.
    - Neighborhood features.
    - Sharing Diana's content with Team San Jose.
    - Highlighting unique restaurants and businesses in the corridor.
    - Team San Jose offered support through:
      - SanJose.org.

- Social media amplification.
  - Event listings.
  - Marketing collaboration.
  - Procurement awareness.
  - TREBA will continue coordinating with Nicole Dona and Team San Jose.
- **5.4 TMC Milestone Partnership**
  - Discussion continued after TMC's presentation.
    - The Board discussed the value of offering small businesses another access point to funding.
    - The Board noted that TREBA would not guarantee loans or take on repayment responsibility.
    - The Board discussed potential reputational considerations but agreed the program provides value if communicated clearly.
    - Motion to approve TREBA partnership with TMC Community Capital through the Milestone Program.
      - Vote: Approved by the Board.
      - Motion passed.
- **5.5 FIFA Watch Party / Dale Fútbol Activation**
  - TREBA discussed the potential June 11 FIFA activation at Eastridge Center.
    - The event may include:
      - Viewing party.
      - Soccer / fútbol programming.
      - Vendors.
      - Food trucks.
      - Indoor/outdoor layout.
      - Coordination with BQ, EMLN, San José Earthquakes, and Community Strong Strategies.
      - TREBA will continue exploring funding and logistics.
      - An MOU will be prepared after further discussions.
    - Funding must be allocated specifically toward the Eastridge activation and related approved event expenses.
- **5.6 Great American Litter Pickup**
  - TREBA discussed participation in the citywide litter pickup.
    - **Date:** April 18, 2026
    - **Time:** 10:00 AM – 11:30 AM
    - Proposed area: near Chuck E. Cheese / Fontaine Inn, extending toward Burdette and Tully.
    - Councilmember Candelas' office will provide supplies, including grabbers and trash bags.
    - TREBA will recruit volunteers.

- TREBA may consider providing lunch or refreshments for volunteers after the cleanup.

- **5.7 Business Support/Ribbon Cuttings**

- TREBA discussed the need to better identify and support new businesses in the corridor.
- Council offices offered to help with ribbon cuttings when informed in advance.
- Team San Jose requested information about new business openings so they can help promote them.
- TREBA emphasized the importance of:
  - Welcoming new businesses.
  - Promoting them on social media.
  - Creating video / photo content.
  - Coordinating with council offices and OED.

6. **PUBLIC COMMENT**

- Public comment was opened for items on the agenda.
- No public comments were recorded.

7. **ADJOURNMENT**

- The meeting adjourned at 12:56PM.

8. **NEXT MEETING DATE**

- Wednesday, May 13, 2026