

July Meeting Minutes

Meeting Type: Regular Board Meeting

Date: Wednesday, July 15, 2026

Time: 10:40AM - 12:39PM

Location: Hybrid - In Person at Moveable or Zoom

Chairing: Christina Bui

Attendees: Christina Bui, An Ngo, Eric Perez, Isabel Saralleno, Diana Vo, Melissa Ortiz, Kaitlyn Aldaz, Fernando Espera, Jimena Landaverda, Minh Tran, Kathleen Podrasky, Ryan Sebastian, Leo Fernandez, Chuck Scifers

Absent: Dilpreet Bhandal (Excused), Vic Ram, Bien Doan, Hayley Ramos, Angelica Bedolla, Joel Anaya, Jairo Olvera, Nicole Dona, Anh Nguyen, Deputy Chief Max Zuniga

1. CALL TO ORDER

- Chair Christina Bui opened the meeting and welcomed attendees. The meeting began with discussion while the Board waited for quorum. Quorum was confirmed later in the meeting with four board members present. 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 (Kaitlyn Aldaz, Fernando Espera, & Jimena Landaverda)**
 - Councilmember Doan's office introduced new and returning staff members.
 - Kaitlyn Aldaz introduced herself as Councilmember Doan's scheduler / executive admin.
 - Fernando Cruz Esparza introduced himself as Councilmember Doan's Policy Advisor / Council Aide.
 - Jimena Landaverda introduced herself as Councilmember Doan's Community Outreach and Policy Advisor.
 - TREBA shared that the former Coffee Lovers location on Tully Road is now Pho San Jose and asked whether District 7 was aware of the new business or any potential ribbon cutting.
 - District 7 staff stated they were not yet aware and would look into it.

- TREBA emphasized the importance of keeping both District 7 and District 8 updated on new businesses in the corridor.
- **2.2 District 8 - Councilmember Domingo Candelas' Office (Melissa Ortiz)**
 - Melissa Ortiz provided an update on behalf of Councilmember Domingo Candelas' office regarding the July 4th event at Lake Cunningham.
 - The event was reported as highly successful, with approximately 30,000 attendees. Vendors were pleased with the turnout, and community feedback was positive. Melissa noted that the event was well received overall and that attendees enjoyed the programming.
 - The Board also discussed event elements, including the drone show, food vendors, stage setup, music, and the luchador / wrestling activation. TREBA noted that the event drew strong attendance and created positive community engagement.
 - Melissa also participated in follow-up discussion regarding July 4th funding and reimbursement. TREBA reviewed event-related expenses and noted that District 8 had allocated approximately \$90,000, while total event costs appeared to exceed that amount. Melissa agreed to follow up with the District 8 office regarding remaining funding and reimbursement coordination.
- **2.3 Office of Economic Development (Minh Tran)**
 - Minh Tran provided OEDCA updates.
 - The Storefront Grant Program remains available for eligible businesses.
 - Businesses must have a storefront / brick-and-mortar presence and at least a three-year lease remaining.
 - Interested businesses should contact Minh to join the waitlist for the \$10,000 Storefront Grant Program.
 - OEDCA is working on a new vendor contract for the Free Legal Services Program.
 - The Free Legal Services Program is expected to return around October.
 - The Streamline Restaurant Program remains available for food and beverage businesses seeking faster support with permitting.
 - Minh discussed future BID renewal planning and recommended TREBA work backward from its June renewal cycle.
 - OEDCA can provide forecasted annual assessment collection numbers using multiple years of data to support future budget preparation.
 - TREBA discussed the need to start planning earlier for future BID renewals and annual budgets.

- **2.4 Valley Transportation Authority (VTA) (Kathleen Podrasky)**
 - Kathleen Podrasky joined the meeting and participated in discussion regarding Capitol Expressway / VTA-related impacts.
 - TREBA noted that members frequently travel along Capitol Expressway and have previously discussed issues such as nails, tire damage, and construction impacts.
 - Kathleen confirmed she would help direct concerns and documentation to the appropriate VTA contacts when needed.
 - TREBA continued discussing the importance of VTA partnership, especially as transit construction affects the business corridor.
 - TREBA expressed interest in continued VTA participation at future meetings and potential collaboration on banners, ridership, and business visibility.

3. **APPROVAL OF MINUTES**

- Motion to approve June 10, 2026 Meeting Minutes.
 - Vote: Unanimous (4 Yes)
- Motion passed.
- The June 10, 2026 Meeting Minutes were approved.

4. **TREASURER'S REPORT**

- July Financials
 - The Board reviewed July financials.
 - Routine monthly expenses were discussed.
 - Major July 4th-related expenses reviewed included:
 - Mosaic Global Transportation.
 - Water trucks.
 - Off-duty SJPd / police support.
 - National Printing.
 - Private security.
 - Event-related entertainment and operations.
 - The Board noted that the July 4th event expenses exceeded the original District 8 allocation.
 - The Board discussed waiting for remaining reimbursements / funding transfers tied to July 4th.
 - TREBA also discussed sending monthly financial information to OEDCA so City transfers and assessment collections can be cross-checked.
 - Motion to approve July financials.
 - Vote: Unanimous (4 Yes)
 - Motion passed.
 - July's Financials were approved.

5. **NEW BUSINESS**

- **5.1 4th of July Event Recap**

- TREBA discussed the July 4th event at Lake Cunningham.
 - The event had strong attendance.
 - TREBA noted that the drone show was successful but received mixed feedback because attendees missed the sound and atmosphere of traditional fireworks.
 - Discussion included whether future shows should return to fireworks or include a stronger audio / music experience.
 - The Board reviewed budget concerns and noted the need to finalize reimbursements and reconcile event expenses.
 - Board members noted that tabling adds responsibility but also creates stronger visibility for TREBA.
- 4th of July Financial Reconciliation
 - The Board reviewed expenses that were specific to the July 4th event.
 - TREBA discussed that District 8 allocated approximately \$90,000 and that actual costs appear to exceed that amount.
 - The Board discussed the need to confirm remaining funding and reimbursement timing.
 - Melissa Ortiz agreed to communicate with the District 8 office regarding reimbursement / funding follow-up.
 - TREBA will continue reconciling receipts, invoices, and payments connected to the event.
- **5.2 District 7 Business Support → Pho San Jose**
 - TREBA informed District 7 staff that Pho San Jose opened in the former Coffee Lovers location on Tully Road.
 - District 7 staff requested the name, address, and contact information.
 - TREBA noted that supporting new business openings and ribbon cuttings is important for both sides of the corridor.
 - District 7 staff agreed to look into possible outreach.
- **5.3 TREBA BID Renewal/Budget Planning**
 - The Board discussed future budget preparation and BID renewal timing.
 - OEDCA explained that the BID renewal cycle is tied to June.
 - TREBA discussed the need to begin budget planning earlier in the year so the Board can approve budget documents and submit them to OEDCA without rushing.
 - OEDCA noted that with additional collection data now available, forecasted annual assessment numbers should be easier to provide going forward.
 - TREBA discussed using OEDCA-provided forecast numbers for future budget planning.

- **5.4 New Organization Landscaping/Cleaning Contract Discussion**

- The Board discussed New Organization Landscaping contract renewal and pricing.
 - The Board noted that cleaning services continue to be important to TREBA's mission and corridor appearance.
 - Discussion included the possibility of reducing service frequency in certain areas if increased costs create budget pressure.
 - The Board discussed asking New Organization Landscaping for revised options, including biweekly service, before approving future contract changes.
 - No final contract vote was taken during this item.

- **5.5 Security Camera Trailer Relocation / Asset Policy**

- The Board discussed a request from Long Le and Cindy Tran to move one of TREBA's security camera trailers from its current location near **Tango in Time** to a location across the street near Cindy's office.
- The Board discussed that the camera trailer is a TREBA asset and that TREBA currently pays the monthly service costs. The Board agreed that if a business or property owner requests that a trailer be moved before TREBA's regular rotation period, the requesting party should be responsible for the relocation fee. The estimated cost to move the trailer is approximately \$300, and the move must be completed by OnView because the trailer requires proper setup and satellite configuration.
- The Board also discussed that TREBA should create clearer rules and procedures for camera trailer relocation requests, including:
 - Standard rotation timeline for camera trailers
 - Who may request relocation
 - Whether the requesting business pays the relocation cost
 - Whether the Board must approve early relocation requests
 - How TREBA assets should be managed and documented
- The Board discussed a general six-month placement period for camera trailers, unless the Board approves an earlier move. If a business requests an early move, the Board discussed that the requesting party should cover the relocation cost.
- The Board also noted that any policy regarding camera trailer relocation and TREBA-owned assets should be added to TREBA's bylaws or internal operating procedures for future consistency.

- **5.6 TREBA & Possible Lake Cunningham Partnership Opportunities**

- TREBA discussed future event opportunities connected to Lake Cunningham.
 - Discussion included possible coordination with new Lake Cunningham operators and upcoming free community events.

- Potential opportunities mentioned included concerts, movies, skate events, and other free community programming.
 - TREBA discussed whether it should partner with existing community events rather than fully producing all events itself.
 - The Board noted that partnerships may reduce cost while still promoting the TREBA corridor and bringing people into the area.
- **5.7 TREBA Event Strategy & Night Market Discussions**
 - The Board discussed whether TREBA should continue pursuing traditional night market-style events.
 - Discussion included the rising cost of night markets and saturation in the San Jose event market.
 - The Board discussed considering lower-cost, more unique activations instead.
 - Potential strategies included partnering with existing event organizers or creating events that are smaller, more targeted, or easier to operate.
 - TREBA will continue evaluating event formats for 2027.
- **5.8 Potential 5K Event**
 - The Board discussed a possible 5K-style event connected to TREBA's future cultural programming.
 - Discussion included the idea of routing an event from Lake Cunningham toward Lion Plaza.
 - The Board also discussed layering multiple activities into one event, such as:
 - A 5K / wellness activity.
 - A cultural festival component.
 - Fashion / entertainment programming.
 - Lantern distribution or evening activation.
 - TREBA discussed potential partners, including YMCA and cultural organizations.
 - No final approval was taken; the concept remains under discussion.
- **5.9 Eastridge Card Expo / Monthly Event Concept**
 - The Board discussed a proposed Eastridge Card Expo.
 - The concept includes Pokémon cards, One Piece cards, and other collectible / trading card vendors.
 - The event is not yet formally approved but is likely to move forward.
 - The event may become monthly if successful.
 - TREBA discussed supporting the event through social media rather than staffing a table.
 - TREBA will be included in social posts if the event proceeds.
- **5.10 Clarice Dr. Garden & Volunteer Support**

- TREBA discussed the Clarice Garden project.
 - The garden continues to do well due to consistent volunteer support.
 - Friday volunteer participation has helped maintain the garden.
 - Current fundraising and support needs are more focused on volunteers than direct funding.
 - TREBA will continue encouraging volunteer participation.
- **5.11 Administrative Staff Support**
 - The Board discussed administrative support and their Executive Assistant ongoing work for TREBA.
 - Board members expressed appreciation for her work, reliability, and increased confidence.
 - The Board discussed the importance of retaining administrative support.
 - Motion to increase the Executive Assistant's hourly wage from \$22 to \$24, effective August 1.
 - Vote: Unanimous (4 Yes)
 - Motion passed.
 - The hourly wage increase was approved, effective August 1.
- **5.12 Silicon Valley Gay Softball League Partnership**
 - The Board discussed continued engagement with the Silicon Valley Gay Softball League following TREBA's prior support of the league's tournament at Arcadia Ballpark.
 - The league is expected to begin its season in mid-July and continue through September. TREBA discussed attending a future league date for a photo opportunity and continued relationship-building.
 - Because some Board members may be unavailable during part of July, the Board discussed coordinating a media or photo opportunity once members return in August.
 - No formal motion or vote was taken on this item.
- **5.13 Board Membership / Attendance Review**
 - The Board discussed ongoing attendance and participation concerns regarding a current board member. The discussion focused on the importance of consistent attendance, active participation, and board member commitment, especially because TREBA relies on quorum to conduct official business and move forward with time sensitive decisions.
 - The Board referenced the attendance expectations in the bylaws and discussed the need to provide formal written notice to the board member regarding their status.
 - The Board agreed that the Executive Assistant will send a formal email notice to the board member, with the remaining board members copied. The Board also discussed updating board only communications and

activities, including the upcoming Board Appreciation Dinner, to reflect the active board roster.

6. **PUBLIC COMMENT**

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

7. **ADJOURNMENT**

- The meeting adjourned at 12:39PM.

8. **NEXT MEETING DATE**

- Wednesday, August 12 2026
- **8.1 Board Availability & August Attendance**
 - The Board briefly discussed upcoming member availability for late July and August. Board Chair Christina Bui noted travel / availability limitations & won't be available to be back for the August Board Meeting.
 - Another board member will be expected to chair on behalf.
 - No formal motion or vote was taken on this item.