

June Meeting Minutes

Meeting Type: Regular Board Meeting

Date: Wednesday, June 10, 2026

Time: 10:33AM - 12:00PM

Location: Virtual - Zoom Link

Chairing: Christina Bui

Attendees: Christina Bui, An Ngo, Eric Perez, Isabel Saralleno, Dilpreet Bhandal, Vikita Sharda, Fernando Cruz Esparza, Hayley Ramos, Anh Nguyen, Claudia Cortez, Yen Dinh, Lady Benites, Maria Cid, Anthony Gonzalez, Jonathan Perez, Lt. Mike Piña, Chuck Scifers, Francesca Delisle, Jeffrey Ruiz, Osazee Edebiri

Absent: Vic Ram, Bien Doan, Angelica Bedolla, Joel Anaya, Jairo Olvera, Nicole Dona, Minh Tran

1. CALL TO ORDER

- Chair Christina Bui called the meeting to order and welcomed attendees at approximately 10:33 AM. The chair noted that the meeting had been moved to Zoom due to a family emergency and thanked attendees for their flexibility. Quorum was confirmed once Board Member Isabel Sarellano joined the meeting. 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 (Vikita Sharda & Fernando Cruz Esparza)**
 - Representatives from Councilmember Bien Doan's office joined the meeting and participated in the discussion regarding Tully Rd. / 101 encampments and coordination with Beautify San José.
 - The Council office clarified questions regarding the faster Caltrans posting and removal process.
 - The office remains available for follow-up regarding District 7 concerns connected to encampments, blight, and coordination with City departments.

- **2.2 District 8 - Councilmember Domingo Candelas' Office (Hayley Ramos)**
 - Hayley Ramos provided updates on District 8 activities.
 - Councilmember Candelas' office is finalizing preparations for the July 4th event at Lake Cunningham.
 - The event will include a drone show and a health/resource fair.
 - TREBA is expected to have a table at the event.
 - Hayley noted that the office is also working on FIFA watch party coordination and related restaurant activations.
 - TREBA and Councilmember Candelas' office are working to support local restaurants participating in watch parties, with businesses to be listed in the TREBA newsletter.
 - Hayley shared that she is now part-time with the Council office and that her weekly availability may vary.
- **2.3 Office of Economic Development (Anh Nguyen)**
 - Anh Nguyen provided updates on the Streamline Restaurant Program.
 - The Streamline Restaurant Program is an expedited plan check review process for food and beverage businesses.
 - Eligible businesses may include:
 - Restaurants.
 - Bakeries.
 - Ice cream shops.
 - Bars.
 - Other food and beverage service facilities.
 - Anh shared that eligibility, criteria, and requirements are available online and encouraged businesses to reach out with questions.
 - Christina also noted that TREBA's BID renewal had been approved unanimously by City Council for another year, allowing TREBA to continue receiving funding for activations and community support.
- **2.4 San Jose Police Department (Lt. Mike Piña)**
 - Lt. Mike Piña introduced himself as the acting captain for the Foothill Division, noting that former Captain Max Zuniga had been promoted to Deputy Chief.
 - Lt. Piña provided a 30-day public safety update:
 - 178 calls for service in the TREBA area.
 - 41 calls resulted in police reports.
 - Most calls were theft-related.
 - No significant violent crime patterns were reported.
 - Police self-initiated activity, including enforcement and vehicle stops along Tully Road, has significantly increased.
 - Highest call areas included:
 - South King Road / Burdette corridor.
 - Eastridge Mall.

- SJPD continues to work with organized retail theft teams to address theft-related activity in the corridor.

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- **2.5 Beautify San Jose (Anthony Gonzalez)**

- Anthony Gonzalez provided an update regarding the Tully / 101 cloverleaf encampment areas, particularly near Chuck E. Cheese and the nearby hotel.
- Caltrans is using a newer process that allows posting and removal within approximately 48 hours, compared to the previous process that could take about two weeks.
- Beautify San José is coordinating with Caltrans and housing outreach teams to address encampments while also attempting to connect individuals to services.
- Caltrans was last out in the area on June 4.
- Anthony offered to assist with coordination across jurisdictions if TREBA identifies additional blight or encampment-related issues.
- The area remains a high-impact location, and partners are working on longer-term strategies because encampments have been moving between nearby areas.

- **2.6 Beautify San Jose/Neighborhood Engagement Team (Claudia Cortez, Yen Dinh, Lady Benites, & Maria Cid)**

- The City of San José Neighborhood Engagement Team provided an overview of their services.
- The team works with neighborhood association leaders and community leaders to support:
 - Neighborhood activation.
 - Beautification efforts.
 - Community events.
 - Litter pickups.
 - Dumpster day coordination.
 - Connections to City offices and resources.
- The team is preparing for National Night Out on August 4 and is supporting neighborhood groups with registration, planning, supplies, and outreach.
- Upcoming programs include:
 - Quarterly neighborhood forum on June 27 at Seven Trees Community Center.
 - Leadership workshops.
 - Canva / outreach training.
 - Eventbrite and community engagement training.
- The team encouraged TREBA to share these resources with neighborhood leaders and community members in the corridor.

- **2.7 Valley Transportation Authority (VTA) (Jonathan Perez)**

- Jonathan Perez provided updates from VTA Government Affairs.
- Jonathan noted that the current rail construction updates are best handled by project staff such as Kathleen or Angel, and he offered to reconnect TREBA with them for future meetings.
- VTA is monitoring FIFA-related impacts, watch parties, traffic advisories, and possible street activity related to major games.
- Jonathan discussed potential opportunities for TREBA to collaborate with VTA on:
 - Tully Rd. bus corridor improvements.
 - Business corridor visibility.
 - Transit-related art or grant opportunities.
 - Communication around traffic and project impacts.
- He offered to send Christina a bullet-point list of potential collaboration areas.
- Dilpreet requested that VTA project staff attend a future TREBA meeting to provide construction-specific updates, including information similar to prior updates about nail/tire claims and project progress. Jonathan agreed to follow up.

- **2.7 Valley Transportation Authority (Jonathan Perez)**

- Jonathan Perez introduced himself as part of VTA Government Affairs.
 - Jonathan explained that he can help connect TREBA to the correct VTA contacts, including Kathleen Pedroski for capital project updates.
 - VTA is interested in strengthening relationships with business corridors and chambers.
 - Jonathan discussed opportunities for VTA to support community mobility, partnerships, and business districts.
 - Potential partnership ideas included:
 - Promoting business corridor events.
 - Connecting with colleges and internship programs.
 - Helping residents and visitors use transit to reach business districts.
 - Supporting future FIFA and SJ26-related opportunities.
- VTA is interested in working with TREBA on future collaboration opportunities and sharing information across the corridor.

- **2.8 SCORE (Chuck Scifers)**

- Chuck Scifers provided a brief update on SCORE.
- SCORE is a nonprofit organization created by the SBA to help small businesses and startups succeed.
- SCORE offers free workshops, webinars, and mentoring across many areas of business.

- Chuck shared that he had recently seen information about grants and loans available for restaurants and offered to forward that information to OED or TREBA.
- TREBA expressed appreciation for SCORE's ongoing sharing of business classes and resources.
- **2.9 MySide (Francesca Delisle)**
 - Francesca Delisle presented MySide, a community connection app and kiosk concept.
 - The platform is designed to connect businesses, residents, visitors, and community events within a local area.
 - Francesca described the concept as a way to:
 - Help users find local businesses.
 - Promote events.
 - Provide resources.
 - Allow users to scan and take information with them through the app.
 - Geofence TREBA businesses and highlight them in the corridor.
 - Provide TREBA with visibility and data.
 - Francesca stated that the kiosk and app opportunity would be offered at no cost to TREBA.
 - TREBA discussed possible kiosk locations, with Lion Plaza and Eastridge identified as the most realistic options, pending property owner approval.
 - The Board agreed that additional follow-up discussion is needed with Francesca to review location, logistics, data, and implementation details.
- **2.10 Silicon Valley Gay Softball League (Osazee Edebiri)**
 - Osazee Edebiri provided an update following TREBA's support of a recent softball tournament at Arcadia Ballpark.
 - The event was described as impactful and connected to the local community.
 - Osazee shared that the Silicon Valley Gay Softball League is interested in continuing to work with TREBA.
 - Discussion included the possibility of future collaboration around the 2027 Gay Softball World Series, which may include Arcadia Ballpark as one of the fields.
 - The 2027 event is expected to be large, with thousands of players and visitors, creating potential economic impact for nearby businesses and restaurants.
 - TREBA expressed interest in keeping the conversation open and exploring future collaboration opportunities.

3. **APPROVAL OF MINUTES**

- Motion to approve May 13, 2026 Meeting Minutes.
 - Vote: Unanimous (4 Yes)
- Motion passed.
- The May 13, 2026 Meeting Minutes were approved.

4. **TREASURER'S REPORT**

- June Financials
 - A full Treasurer's Report was not presented as a separate line-by-line report during the meeting. However, several budget and funding items were discussed.
 - TREBA is awaiting or tracking multiple funding sources connected to upcoming events.
 - The 4th of July funding remains pending / under review.
 - Sports Authority and Councilmember Candelas' office are providing grant funds intended to support approximately 10 businesses participating in watch party activations.
 - At the time of discussion, several businesses had completed MOUs, while others had not yet confirmed participation.
 - TREBA discussed that unused funding may need to be reallocated to BQ / Dale Fútbol to help fill remaining event funding gaps, pending invoices and a clearer understanding of expenses.
 - Christina noted that approximately \$12,000 had already been provided to BQ for his portion of the activation, and additional funding may be considered depending on remaining needs and business participation.

5. **NEW BUSINESS**

- **5.1 FIFA Watch Party Kickoff**
 - TREBA discussed the first major FIFA watch party activation scheduled for the following day.
 - The watch party will be tied to Mexico vs. South Africa match.
 - The event is expected to take place at Eastridge.
 - BQ is managing the run of the show and sharing details with the Board prior to the meeting.
 - Christina noted that, due to her family emergency, she may not be able to attend and asked the Board to continue supporting event execution.
 - Eric reassured Christina that BQ had shared the run of the show and that the Board would help manage event needs.
- **5.2 FIFA Watch Party Funding / Restaurant MOUs**
 - TREBA discussed grant funding connected to restaurant watch party activations.
 - Funding is intended to support local businesses hosting or participating in watch parties.

- Several businesses have approved MOUs, while several others still need to complete or decide on participation.
- Coffee Lovers on Aborn was mentioned as one of the participating businesses.
- TREBA will need to determine how to allocate any unused funding.
- Potential reallocation may include supporting BQ / Dale Fútbol if there are remaining event expense gaps.
- BQ has been asked to provide invoices / expense details before additional funds are allocated.
- No final vote on reallocation was recorded during this meeting.
- **5.3 TREBA BID Renewal**
 - TREBA's BID renewal was approved unanimously by the City Council.
 - Christina reported that the City Council and the Mayor approved the renewal, allowing TREBA to continue receiving funding for another year.
 - The Board acknowledged the importance of this approval for future events, activations, neighborhood support, and business corridor improvements.
- **5.4 4th of July Event @ Lake Cunningham**
 - TREBA discussed the upcoming July 4th event at Lake Cunningham.
 - Councilmember Candelas' office is finalizing the event.
 - The event will include a drone show.
 - TREBA will table at the event.
 - A health/resource fair component is expected.
 - TREBA will support the event through outreach and participation.
 - Christina encouraged attendees to come out, support the event, and visit TREBA's table.
- **5.5 Tully Rd / 101 Encampment and Blight Concerns**
 - Anthony Gonzalez provided an update on encampments near Tully / 101 and the cloverleaf areas.
 - Beautify San José and Caltrans are coordinating on postings, cleanup, and outreach.
 - The shortened 48-hour posting/removal timeline may allow Caltrans to respond more quickly.
 - The Board discussed the importance of ongoing coordination because encampments often move from one nearby area to another.
 - TREBA will continue reporting encampment and blight issues to Beautify San José and relevant partners.
- **5.6 VTA / TREBA Collaboration**
 - TREBA discussed opportunities to deepen collaboration with VTA.
 - Areas discussed included:
 - Tully bus corridor improvements.
 - Transit visibility at Eastridge.

- Art and grant opportunities near transit corridors.
 - FIFA-related transportation and traffic coordination.
 - Regular VTA project updates at TREBA meetings.
- Jonathan Perez agreed to send Christina a list of potential collaboration areas and to reconnect TREBA with project staff for construction-specific updates.
- **5.7 MySide Kiosk / App Proposal**
 - TREBA discussed the MySide kiosk and app proposal.
 - Potential benefits include:
 - Business discovery.
 - Event promotion.
 - TREBA visibility.
 - Data collection.
 - Community navigation.
 - Multilingual / localized information sharing.
 - Potential locations discussed:
 - Lion Plaza.
 - Eastridge Center.
 - The Board agreed more discussion is needed before moving forward, including:
 - Location approval.
 - Ownership / maintenance responsibilities.
 - Data access.
 - Property owner permissions.
 - Launch timing.
 - Francesca will coordinate with Christina for a follow-up meeting with the Board after FIFA activities.
- **5.8 SCORE / Small Business Resources**
 - SCORE continues to provide business education resources, workshops, and webinars.
 - Chuck offered to share additional restaurant grant and loan information with TREBA and OED.
 - TREBA will continue distributing SCORE resources to corridor businesses.
- **5.9 Silicon Valley Gay Softball League / Future Partnership**
 - TREBA discussed possible future collaborations with Osazee Edebiri and Silicon Valley Gay Softball League.
 - The League may return to Arcadia Ballpark in connection with future events.
 - The 2027 Gay Softball World Series may involve Arcadia as one of several field sites.

- TREBA noted the potential economic benefit to Eastridge and nearby restaurants if Arcadia is included.
- The Board expressed interest in continuing discussions.
- **5.10 Board Capacity / Chair Update**
 - Chair Christina Bui informed attendees that she is managing a family medical emergency involving her mother and may need to step back from some event responsibilities temporarily.
 - Board members expressed support and encouraged Christina to prioritize family needs while the Board continues moving forward with upcoming activations.

6. PUBLIC COMMENT

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

7. ADJOURNMENT

- The meeting adjourned at 12:00PM.

8. NEXT MEETING DATE

- Wednesday, July 15 2026