



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Lee Wilcox

SUBJECT: See Below

DATE: May 27, 2025

Approved

Date:

6/2/25

COUNCIL DISTRICT: 7

SUBJECT: Public Hearing on the Monterey Corridor Business Improvement District and Levy of Assessments for Fiscal Year 2025-2026

RECOMMENDATION

Conduct a Public Hearing and adopt a resolution approving the Monterey Corridor Business Improvement District Budget Report for Fiscal Year 2025-2026 as filed or modified by City Council and levying the Monterey Corridor Business Improvement District assessments for Fiscal Year 2025-2026.

SUMMARY AND OUTCOME

Approval of this action will result in the levy of assessments for the upcoming fiscal year of the Monterey Corridor Business Improvement District (Monterey Corridor BID).

BACKGROUND

The Monterey Corridor BID was established by City Council in 2024 pursuant to the California Parking and Business Improvement Area Law of 1989 (BID Law) to promote the economic revitalization and physical maintenance of the Monterey business corridor as shown in Attachment A. In 2024, City Council appointed the Monterey Corridor Business Association as the Advisory Board for the Monterey Corridor BID, to advise City Council on the levy of assessments in the Monterey Corridor BID and manage the expenditure of revenues derived from the assessments for the benefit of the Monterey Corridor BID.

Pursuant to BID Law, an annual public hearing is required in order to approve an annual budget report and levy the annual assessments. On June 3, 2025, the City Council preliminarily approved the Fiscal Year (FY) 2025-2026 Budget Report as shown in

Attachment B, adopted a resolution of intention to levy the annual assessments for FY 2025-2026 for the Monterey Corridor BID, and set June 17, 2025, at 1:30 p.m. as the date and time for the required public hearing on the levy of the proposed FY 2025-2026 assessments. In accordance with BID Law, the City Clerk published the required legal notice regarding the levy of assessments for FY 2025-2026.

ANALYSIS

Under BID Law, when a public hearing is held to levy assessments of a BID, the City Council shall hear and consider all protests against the continued authorization of the BID, the district boundaries, the assessments, the furnishing of specified improvements or activities. Protests may be made orally or in writing. Written protests must be filed with the City Clerk at or before the time fixed for the public hearing. BID Law requires that the proceedings shall terminate if the protests made in writing against the continued authorization of the BID are from businesses or property owners in the proposed district that will pay a majority of the assessed charges. If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the area, those improvements or activities shall be eliminated.

As required by the BID Law, the Budget Report has been filed with the City Clerk and contains, among other things, a list of the improvements and activities proposed to be provided by the Monterey Corridor BID in FY 2025-2026, and an estimate of the cost of providing the improvements and activities. The Advisory Board has recommended no change in the Monterey Corridor BID boundaries or the method and basis for levying assessments. Therefore, the proposed assessments in the Monterey Corridor BID for FY 2025-2026, described in the Budget Report, are the same as the assessments for FY 2024-2025.

During the course, or upon conclusion of the public hearing, City Council may order changes in any of the matters provided in the Advisory Board's Budget Report. At the conclusion of the public hearing, City Council may adopt a resolution confirming the Budget Report as originally filed or as modified by City Council. The adoption of the resolution constitutes the levy of the assessment for the FY 2025-2026.

EVALUATION AND FOLLOW-UP

The Advisory Board will come before City Council next year to present a report that proposes a budget for the FY 2026-2027.

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COST SUMMARY/IMPLICATIONS

The Monterey Corridor BID assessments are restricted for use exclusively by the Monterey Corridor BID. It is anticipated that a healthy Monterey Corridor BID will encourage the growth of the retail community, which indirectly generates business tax and sales tax for the City. The FY 2025-2026 Operating Budget, subject to City Council approval, includes projected assessment revenue and corresponding expenses totaling \$252,000, as detailed in the Source and Use Statement for the Business Improvement District Fund (351). The Proposed Operating Budget includes an administration fee to be retained by the City equal to one percent of the amount of assessment revenue estimated at \$2,520 in the FY 2025-2026. The forecast net income to be paid to the Advisory Board in the FY 2025-2026 is \$249,480.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, City Clerk's Office, City Manager's Budget Office, Finance Department, the Planning, Building, and Code Enforcement Department, and the Monterey Corridor Business Association.

PUBLIC OUTREACH

In accordance with the California Parking and Business Improvement Area Law, the City Clerk has published the required legal notice with regard to the levy of assessments for FY 2025-2026. The budget for FY 2025-2026 was reviewed and approved by the Advisory Board on May 8, 2025 as shown in Attachment C.

This memorandum will be posted on the City's website for the June 17, 2025 City Council meeting agenda.

COMMISSION RECOMMENDATION AND INPUT

No commission recommendation or input is associated with this action.

CEQA

Not a Project, File No PP17-004, Government Funding Mechanism or Fiscal Activity with no commitment to a specific project which may result in a potentially significant impact on the environment.

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PUBLIC SUBSIDY REPORTING

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.



Lee Wilcox

Assistant City Manager

Acting Director, City Manager's Office
of Economic Development and
Cultural Affairs

The principal author of this memorandum is Jessica Munoz, Senior Executive Analyst, City Manager's Office of Economic Development and Cultural Affairs, and Victor Farlie, Assistant to the City Manager, City Manager's Office of Economic Development and Cultural Affairs. For questions, please contact Jessica Munoz, Senior Executive Analyst, at jessica.munoz@sanjoseca.gov or (408) 659-0202.

ATTACHMENTS

A: Monterey Corridor BID Boundary Map for Fiscal Year 2025-2026

B: Monterey Corridor Budget Report for Fiscal Year 2025-2026

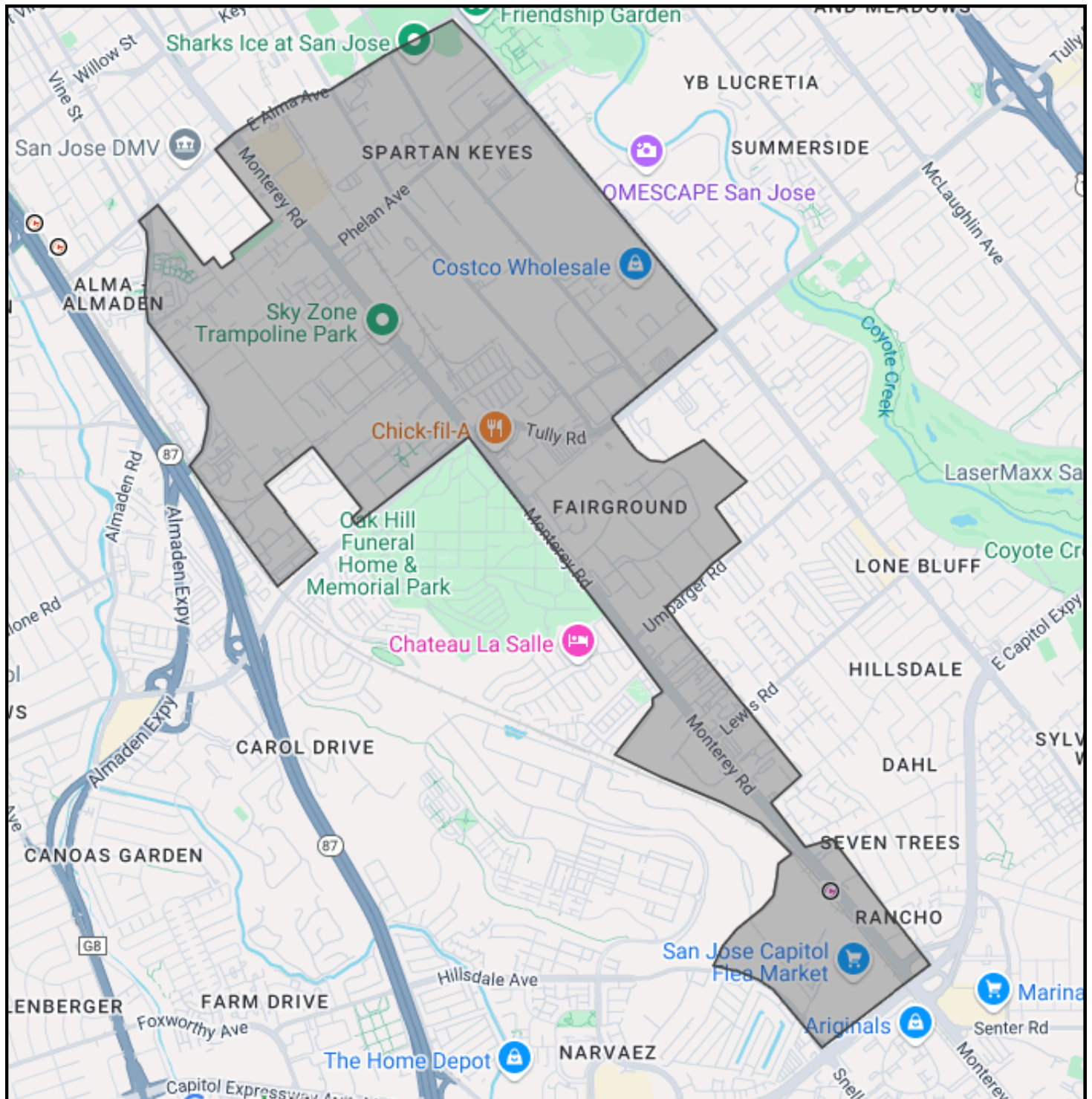
C: Monterey Corridor Business Association Board Minutes for Fiscal Year 2025-2026



MCBA Annual Report

The Monterey Corridor Business Association consists of 1,500 business within the City of San Jose, Council District 7.

Association Boundary Map





MCBA Annual Report

Association Boundary Map

Street	Odd Side of the Street	Even Side of the Street
10 TH	1515 S 10TH ST - 2177 S 10TH ST	1500 S 10TH ST - 2380 S 10TH ST
1 ST	None	1610 S 1ST ST - 1610 S 1ST ST
7 TH	1555 S 7TH ST - 2345 S 7TH ST	1404 S 7TH ST - 2070 S 7TH ST
ALMA	None	210 E ALMA AV - 588 E ALMA AV
ALMADEN	None	1550 ALMADEN RD - 1550 ALMADEN RD
BARNARD	111 BARNARD AV - 291 BARNARD AV	64 BARNARD AV - 298 BARNARD AV
BURKE	477 BURKE ST - 577 BURKE ST	None
Capitol	175 W Capitol Expy - 175 W Capitol Expy	None
CIMINO	None	270 CIMINO ST - 280 CIMINO ST
CREEK	335 CREEK CT - 355 CREEK CT	320 CREEK CT - 360 CREEK CT
CURTNER	1 CURTNER AV - 395 CURTNER AVE	None
DAYLIGHT	2915 DAYLIGHT WY - 2969 DAYLIGHT WY	2912 DAYLIGHT WY - 2994 DAYLIGHT WY
EXPY	1401 EXPY - 1401 EXPY	1492 EXPY - 1680 EXPY
FORD	None	1422 FORD AV - 1498 FORD AV
HILLCAP	3517 HILLCAP AV - 3517 HILLCAP AV	3408 HILLCAP AV - 3630 HILLCAP AV
HILLSDALE	None	192 HILLSDALE AV - 198 HILLSDALE AV
HOPE	3065 HOPE ST - 3089 HOPE ST	3040 HOPE ST - 3060 HOPE ST
KENBROOK	299 KENBROOK CL - 425 KENBROOK CL	None
KYLE PARK	1925 KYLE PARK CT - 1985 KYLE PARK CT	None
LA ROSSA	1551 LA ROSSA CL - 1607 LA ROSSA CL	1508 LA ROSSA CL - 1640 LA ROSSA CL
LEO	215 LEO AV - 285 LEO AV	220 LEO AV - 260 LEO AV
LEWIS	33 LEWIS RD - 33 LEWIS RD	130 LEWIS RD - 130 LEWIS RD
LITTLE ORCHARD	1493 LITTLE ORCHARD ST - 2011 LITTLE ORCHARD ST	1590 LITTLE ORCHARD ST - 1990 LITTLE ORCHARD

MCBA Annual Report

Association Boundary Map

MONTEREY	1401 MONTEREY RD - 3111 MONTEREY RD	0 MONTEREY RD - 3930 MONTEREY RD
NEEDLES	None	470 NEEDLES DR - 470 NEEDLES DR
PARROTT	499 PARROTT ST - 543 PARROTT ST	480 PARROTT ST - 580 PARROTT ST
PERRYMONT	411 PERRYMONT AV - 475 PERRYMONT AV	426 PERRYMONT AV - 468 PERRYMONT AV
PHELAN	75 PHELAN AV - 365 Phelan Ave	88 PHELAN AV - 544 PHELAN AV
POMONA	1617 POMONA AV - 1697 POMONA AV	1646 POMONA AV - 1700 POMONA AV
PULLMAN	99 PULLMAN WY - 111 PULLMAN WY	70 PULLMAN WY - 92 PULLMAN WY
SAN JOSE	55 SAN JOSE AV - 359 SAN JOSE AV	6 SAN JOSE AV - 358 SAN JOSE AV
SENER	1661 SENTER RD - 2395 SENER RD	None
SEVENTH	None	1620 SOUTH SEVENTH - 1620 SOUTH SEVENTH
SMITH	1741 SMITH AV - 1801 SMITH AV	1720 SMITH AV - 1802 SMITH AV
SNELL	None	3550 SNELL AV - 3620 SNELL AV
SOUTHSIDE	151 SOUTHSIDE DR - 151 SOUTHSIDE DR	None
STAUFFER	189 STAUFFER BL - 193 STAUFFER BL	188 STAUFFER BL - 198 STAUFFER BL
STONE	1815 STONE AV - 2185 STONE AV	1712 STONE AV - 1990 STONE AV
TULLY	85 TULLY RD - 585 TULLY RD	88 TULLY RD - 150 TULLY RD
TULLY OLD	55 TULLY OLD RD - 131 TULLY OLD RD	None
UMBARGER	None	50 UMBARGER RD - 100 UMBARGER RD

MCBA Annual Report

Budget

FY 2024-2025

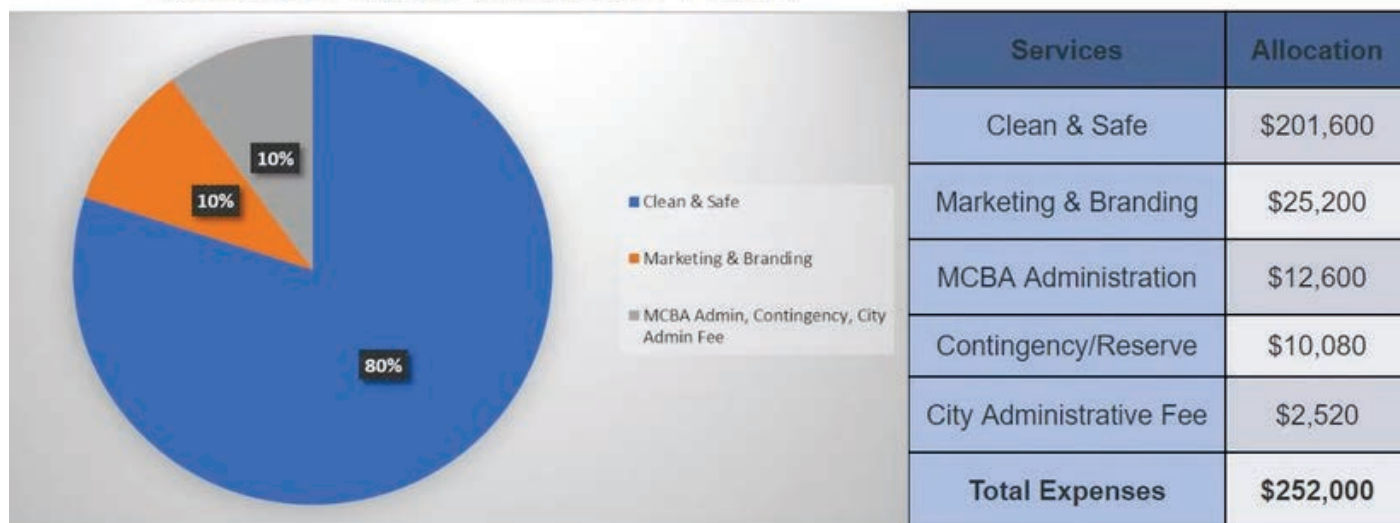
- There was \$7,000 donated from the Business Owners in the district that was spent on operational costs (i.e. insurance and state, non-profit filings, board meeting lunches). No additional BID funding was collected, expended.
- OEDCA provided \$30,000 for marketing and beautification in which \$6,000 was used to build the website (www.mcbasj.com) and provide social media services; \$24,000 was used for two murals in the district.

FY 2025-2026

- The budget for the upcoming fiscal year will be \$252,000 and will be predominately focused on the following services:
 - Clean and Safe:
 - hiring Downtown Streets Team at \$65,000 to reduce blight and increase safety throughout the district.
 - purchase of security tower cameras and fixed cameras on buildings that face public spaces that have historically had issues.
 - Marketing and Branding: these expenses will be for operations of social media and hiring of consultant to implement.

Assessments are \$250 per business tax license.

BUDGET AND SERVICE PLAN



- The MCBA board will manage the district and customized services to fit the need of the district.
- Funds from the BID will be collected by the city through the business license tax and will be distributed to the Monterey Corridor Business Association.

Highlights

Beautification

- One mural was created by Together We Create (Wispr) that reduces blight and adds context to the area. Another mural is slated to be created on the Glencore Recycle building on the northend of the wall, which graffiti is rampant and blight is high.



Website and Social Media

- A new website was created that has updated information about the board members, the business association and Business Improvement District, such as a FAQ and budget. This is important for existing and new members as this will have updated information about the association (www.mcbasj.com).
- The instagram page was created [@montereycorridorba](https://www.instagram.com/montereycorridorba) and has content related to board meetings and projects for the public to view.



About Us

The Monterey Corridor Business Association (MCBA) offers a range of valuable services to support and uplift local businesses. With a dedicated focus on enhancing the economic vitality of the Monterey Corridor, the association provides resources and assistance to its members. These services include networking opportunities, business promotion and marketing, advocacy and representation, educational workshops and seminars, and access to valuable industry information. In partnership with the Office of Economic Development and by fostering collaboration and community engagement, MCBA plays a crucial role in driving the success and growth of businesses along the Monterey Corridor in San Jose.



montereycorridorba Following Message

43 posts 103 followers 123 following

Monterey Corridor Business Association

#MCBASJ

Followed by @spellschools, nick.kasper • 37 more

Board meetings

- Monthly board meetings have met quorum every month which is a strong sign of engagement. Discussions usually involve the Councilmember, PD, OEDCA, and business members. This allows for constant communication and feedback between partners and members.





MCBA Annual Report

Board of Directors

Sean Panchal (Board Chair) - Business and property owner

Dave Lujan (Secretary) - Stucco Supply

Beth Seibert (Co-Treasurer) - Property owner

Melissa Volau (Co-Treasurer) - Little Orchard Self Storage

Mike McGrath, board member - Graniterock

Chad Erickson, board member - Angelicakes

Caroline Niemiec, board member - Premier Recycle

Eire Stewart, board member - JP Dinapoli Companies

Nicole Youngblood, board member - Western Site Services



Monterey Corridor Business Association (MCBA) Meeting

Thursday, May 8, 2025

12 p.m. - 1:30 p.m.

[Zoom](#) ([click here](#))

Agenda

- I. Roll call
 - Sean Panchal (chair)- present
 - Beth Seibert (co-treasurer)- present
 - Melissa Volau (co-treasurer)- present
 - Dave Lujan (secretary)- present
 - Caroline Niemiec- absent
 - Mike McGrath- present
 - Eire Stewart- absent
 - Nicole Youngblood- absent
 - Chad Erickson-absent
- II. Introductions
- III. Updates
 - A. Mayor's Office
 - B. Council District 7- encourage participation at the state of the city event, May 17th
 - C. SJPD- absent
 - D. OED- absent
 - E. Small Business Ally Program- continue push for the restaurant streamline program and ADA complaint program; Juan clarified Annes's question regarding a recent mailer from the county about an environmental impact review, noting that this matter will need to be addressed directly with the County. He also responded to Anne's inquiry about business owners installing mural on personal property, explaining that while no permit is required, the mural design must comply with the city's guidelines (available on the city's website)
 - F. BeautifySJ- The team noted ongoing issues with delayed pickup of dumped items, reported by board members
 - G. OLIVE Program- allows businesses owners to report RVs and lived in vehicles through 311 app. The enforcement zones change location regularly, concentrating enforcement effort in one area while making sure coverage at other hotspots.
- IV. Old Business
 - A. Glencore Mural update
 - Patrick Bielejec made a note that the warmer and sunnier weather meant that the Glencore mural could be started potentially in May. The

Community Strong Strategies team will continue to identify additional sources of funding for the extended version of the mural.

B. Martha's Kitchen Debrief (Sean)

Sean, Beth, and Dave gave a comprehensive overview of the meeting with the CEO of Martha's Kitchen. There is concern from the group about the lack of follow-up. Dave will send an email to the CEO, Bill Lee, to continue establishing communications.

V. New business

A. Business Improvement District

1. [Annual report](#) and filings with City

2. Vote: Adopt 2025/2026 budget: \$252,000 - <https://www.mcbasj.com/bid>

Motion: Beth Seibert

Second: Dave Lujan

In Favor: 5

Oppose: 0

Result: Approved

B. Advocacy

1. Just Breakfast incident

Ken and Jane Wall shared their experience with one of the auto repair shops near them. Starting six months ago, cars are often parked tightly along the street, including in the bike lane. This lane blocking for bike riders is a safety concern. Ken and Jane have asked for assistance from the business association and shared a positive update; SJPd and Parking Enforcement have been working with them.

C. Cameras

Beth explained to the group that once more funds are collected, a budget can be created and refined for the amount of units and camera types.

D. Meeting with Home First May 21 @ 11:30am

VI. Reports

A. President's Report (Sean)

B. Treasurer's Report (Beth/Melissa)

C. Secretary's Report (Dave)

VII. Consent items

A. Approve [April 17, 2025 minutes](#)

Vote: Approving the April Minutes

Motion: Beth Seibert

Second: Caroline Niemiec

In Favor: 5

Oppose: 0

Result: Approved

VIII. Next board meeting (Second Thurs of the Month @ noon):

A. Date – June 12, 2025 (zoom)

IX. Any other business/topics

X. Adjournment