



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Lee Wilcox

**SUBJECT:** See Below

**DATE:** May 12, 2025

Approved

Date:

5/20/25

**COUNCIL DISTRICT: 7**

**SUBJECT: Actions Related to the Monterey Corridor Business Improvement District 2025-2026 Budget Report, 2025-2026 Annual Assessments, Setting a Public Hearing on the Levy of Assessment, and Approving an Amendment to the Ordinance Related to District Boundaries**

## **RECOMMENDATION**

- (a) Preliminarily approve the 2025-2026 Budget Report as filed by the Monterey Corridor Business Improvement District Advisory Board, or as modified by the City Council.
- (b) Adopt a resolution of intention to levy the annual assessment for Fiscal Year 2025-2026, and set Tuesday, June 17, 2025, at 1:30 p.m., as the date and time for the Public Hearing on the levy of the proposed assessments.
- (c) Approve an ordinance amending Ordinance No. 31159, which established the Monterey Corridor Business Improvement District Pursuant to the Parking and Business Improvement Area Law of 1989, to correct the address numbers listed for Curtner Avenue within the district boundaries.

## **SUMMARY AND OUTCOME**

Approval of this action will result in a resolution of intention to levy assessments for the upcoming fiscal year of the Monterey Corridor Business Improvement District (BID), set the time and date for the public hearing, and correct the address numbers listed for Curtner Avenue within the district boundaries.

## **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

May 12, 2025

**Subject: Actions Related to the Monterey Corridor Business Improvement District 2025-2026 Budget Report, 2025-2026 Annual Assessments, Setting a Public Hearing on the Levy of Assessments, and Approving an Amendment to the Ordinance Related to District Boundaries**  
Page 2

the economic revitalization and physical maintenance of the Monterey business corridor. The Monterey Corridor BID service area is shown in Attachment A. 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 the expenditure of revenues derived from the assessments for the benefit of the Monterey Corridor BID.

Pursuant to BID Law, the Advisory Board must come before City Council on an annual basis to present a report. The report proposes a budget for the upcoming fiscal year for the BID to advise the City Council on the levy of assessments in the BID, and identifies the proposed allocation of revenues for the benefit of the BID service area. City Council must then 1) review the report and preliminarily approve it as proposed or as changed by City Council; 2) adopt a resolution of intention to levy the assessments for the upcoming fiscal year; and 3) set a date and time for the public hearing on the BID-related actions. Absent a majority protest at the public hearing, at the conclusion of the public hearing, the City Council may approve the budget for Fiscal Year 2025-2026 as filed or as modified by the City Council and levy the BID assessments for Fiscal Year 2025-2026.

## **ANALYSIS**

The Advisory Board prepared the Budget Report (Attachment B) for City Council's consideration as the proposed budget for the Monterey Corridor BID for Fiscal Year 2025-2026. As required by 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 in the Monterey Corridor BID in Fiscal Year 2025-2026, and an estimate of the cost of providing the improvements and activities. The Advisory Board recommends no change in the method and basis for levying assessments.

City Council may approve the Budget Report as filed or modify the Budget Report and approve it as modified. After approval of the Budget Report, City Council must adopt a resolution of intention to levy the annual assessment for Fiscal Year 2025-2026 and fix a time and place for a public hearing to be held on the levy of the proposed assessment.

In addition, staff has determined that an amendment to Ordinance No. 31159 that established the BID in 2024 is necessary to make a correction to the address numbers listed for Curtner Avenue, from "1 CURTNER AV – 2199 CURTNER AVE" to "1 CURTNER AVE – 395 CURTNER AVE", consistent with the Monterey Corridor BID boundaries (Attachment A).

May 12, 2025

**Subject: Actions Related to the Monterey Corridor Business Improvement District 2025-2026 Budget Report, 2025-2026 Annual Assessments, Setting a Public Hearing on the Levy of Assessments, and Approving an Amendment to the Ordinance Related to District Boundaries**  
Page 3

### **EVALUATION AND FOLLOW-UP**

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

### **COST SUMMARY/IMPLICATIONS**

The Monterey Corridor BID assessments are restricted for use exclusively within the Monterey Corridor service area. Estimated assessments for the Monterey Corridor BID for the Fiscal Year 2025-2026 will total \$252,000, less a one percent fee of \$2,520 for the City's administration of the collection, leaving a balance of \$249,480. The Fiscal Year 2025-2026 Proposed Operating Budget, subject to City Council approval, includes projected assessment revenue of \$252,000 and corresponding payments to the Monterey Corridor Business Association totaling \$252,000, as detailed in the Source and Use Statement for the Business Improvement District Fund (351). A budget action will be brought forward as part of the regular budget process to align the budgeted amounts with the expenses to be passed through to the Monterey Corridor BID that are recommended in this memorandum.

### **COORDINATION**

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

### **PUBLIC OUTREACH**

The budget for Fiscal Year 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 Council Agenda website for the June 3, 2025 City Council meeting.

### **COMMISSION RECOMMENDATION AND INPUT**

No commission recommendation or input is associated with this action.

HONORABLE MAYOR AND CITY COUNCIL

May 12, 2025

**Subject: Actions Related to the Monterey Corridor Business Improvement District 2025-2026 Budget Report, 2025-2026 Annual Assessments, Setting a Public Hearing on the Levy of Assessments, and Approving an Amendment to the Ordinance Related to District Boundaries**  
Page 4

## **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.

## **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 authors of this memorandum are Jessica Munoz, Senior Executive Analyst, and Victor Farlie, Assistant to the City Manager, City Manager's Office of Economic Development and Cultural Affairs. For questions, please contact Jessica Munoz, at [jessica.munoz@sanjoseca.gov](mailto:jessica.munoz@sanjoseca.gov) or 408-535-8100.

## **ATTACHMENTS**

A: Monterey Corridor BID Boundary Map

B: Monterey Corridor BID Budget Report

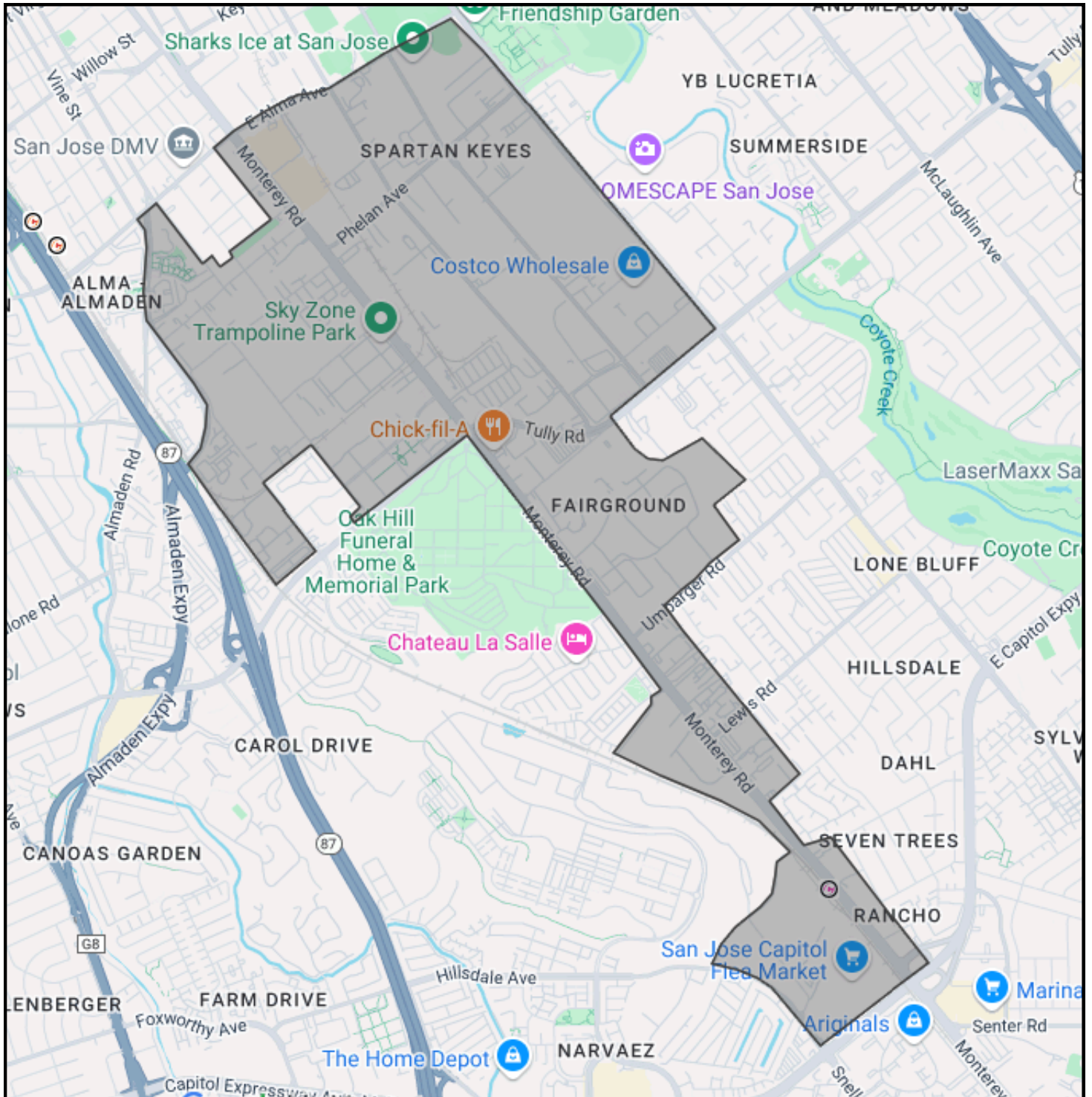
C: Monterey Corridor Business Association Board Minutes for May 8, 2025



# 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 <sup>TH</sup>	1515 S 10TH ST - 2177 S 10TH ST	1500 S 10TH ST - 2380 S 10TH ST
1 <sup>ST</sup>	None	1610 S 1ST ST - 1610 S 1ST ST
7 <sup>TH</sup>	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

## *Financials*

### FY 2024-2025

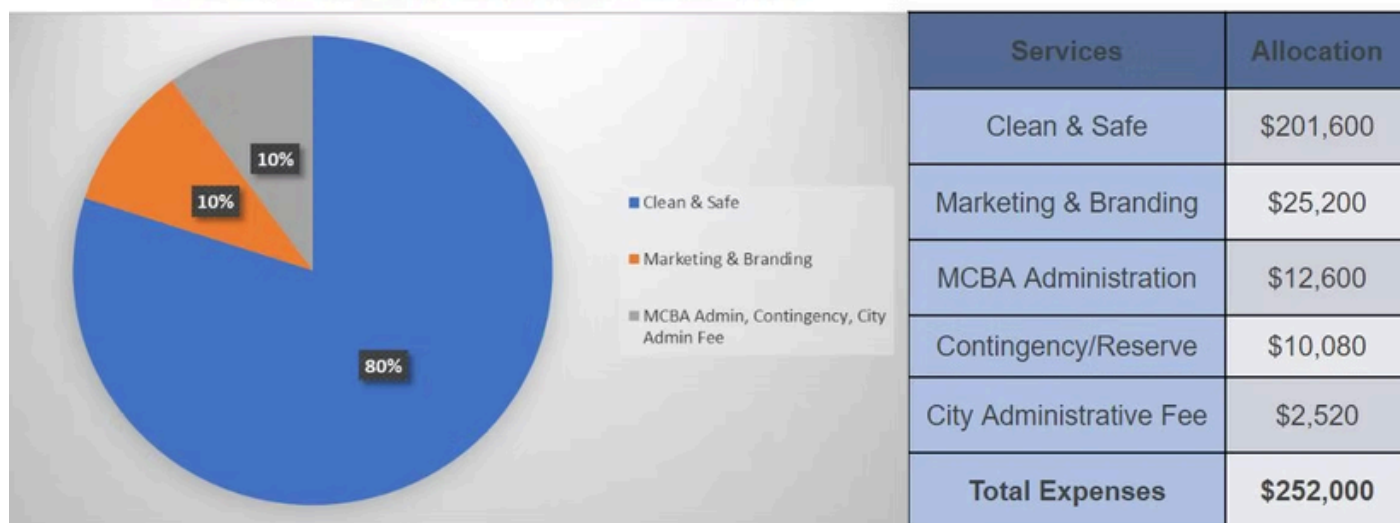
- There was \$7,000 donated from the Business Owners in the district that was spent on operational costs (i.e. insurance and state, non-profit filings, board meeting lunches). No additional BID funding was collected, expended.
- OEDCA provided \$30,000 for marketing and beautification in which \$6,000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



montereycorridorba Following Message

43 posts 103 followers 123 following

Monterey Corridor Business Association

#MCRBA

Followed by @mellismoments, nick.kasper • 37 more

POSTS REELS TAGGED



### 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