

**From:** Phil Koen

**Date:** November 5, 2019 at 8:07:11 AM PST

**To:** Steven Leonardis <[SLeonardis@losgatosca.gov](mailto:SLeonardis@losgatosca.gov)>, Marico Sayoc <[maricosayoc@gmail.com](mailto:maricosayoc@gmail.com)>, Marcia Jensen <[MJensen@losgatosca.gov](mailto:MJensen@losgatosca.gov)>, BSpector <[BSpector@losgatosca.gov](mailto:BSpector@losgatosca.gov)>, Rob Rennie <[RRennie@losgatosca.gov](mailto:RRennie@losgatosca.gov)>

**Cc:** Laurel Prevetti <[LPrevetti@losgatosca.gov](mailto:LPrevetti@losgatosca.gov)>, Robert Schultz <[RSchultz@losgatosca.gov](mailto:RSchultz@losgatosca.gov)>, Catherine Somers <[catherine@losgatoschamber.com](mailto:catherine@losgatoschamber.com)>

**Subject:** Agenda Item 17 - discussion of the PBID

Dear Honorable Mayor and Council Members,

Subsequent to sending you my email of a few days ago, I have learned that in fact there are a number of cities that have formed PBIDs which included public parking lots. What I have not found is any PBID which included a city's civic center.

There are two specific issues that need to be thoroughly discussed as you review the merit of the proposed PBID that is in front of you this evening.

1. The Staff report states that the Town is "dedicated to maintaining its infrastructure and providing regular maintenance and upkeep of public spaces". If this is correct, why do the property owners feel compelled to form a PBID which would include all of the Town's downtown parking lots, the Town's civic center and recreation centers as well as the Pageant and Plaza Parks "to create and maintain a clean, inviting, usable district for the benefit of the assessed parcels".

This strongly suggests that property owners believe that the Town's parcels ARE NOT being properly maintained and DO NOT meet an acceptable level of cleanliness. If the current baseline of services provided to the Town's properties are inadequate, this Council should direct Staff to address this inadequacy. The Town does not need a PBID to do this.

Rather, the Town should budget an appropriate service level that meets the residents and property owners standards for cleanliness and maintenance. If the Town has the money to pay an annual \$90k assessment fee for 5 years, the Town also has the same funds available to properly maintain these properties. We don't need a a PBID to insure the Town's properties are properly maintained and are clean. We need a Council that directs Staff to discuss these service levels with key stakeholders and agree to providing these service levels to the Town's properties.

2. The current assessment plan calls for commercial property fronting Santa Cruz and Main Street to be assessed the same \$.20 per sq. ft. rate as the public parking lots behind these parcels. It is highly probable that this assessment plan violates State law since parcels utilized solely for parking purposes will not fully benefit from the special services provided by the district to the same extent as commercial property fronting these main streets. One has to wonder why the Staff would put forth this recommendation and who is acting as an independent voice for the Town residents to ensure this process is fair to all stakeholders, including the Town residents.

If the Council continues down the path of wanting to contribute Town property to the PBID, it must insure the assessment methodology complies with State law or risk the chance of the PBID being legally challenged.

Thank you.

Respectively,

Phil Koen

**From:** Shari Flick  
**Sent:** Monday, November 04, 2019 10:48 PM  
**To:** Council <[Council@losgatosca.gov](mailto:Council@losgatosca.gov)>  
**Cc:** Clerk <[Clerk@losgatosca.gov](mailto:Clerk@losgatosca.gov)>  
**Subject:** Support for the PBID Proposal

To: Los Gatos Town Council

I am writing to ask that you support Town of Los Gatos PBID participation at the assessment level for Town-owned parcels, as drafted by the PBID steering committee.

I am the owner of 3 parcels within the PBID Boundary, which include 9 commercial tenants. As you well know, many retail stores, restaurants, and salons are struggling to remain viable with the quickly-changing retail environment and have difficulty retaining employees in the Silicon Valley. I believe we are at a critical turning point to remain successful and competitive with nearby communities and to hold on to the unique charm and quaint atmosphere of the Los Gatos that we all love.

The Town has done a tremendous job with the recent policy changes to enable businesses to expand, evolve, and experiment with ways to grow. The PBID is the next step to harness the funding, energy, and support of the property owners and businesses to build on that momentum and to expand the Town's vibrancy.

The PBID will be critical for:

- Marketing to a broader audience for entertainment, dining, shopping, services, and physical fitness
- Organizing special events around Town
- Adding beautification
- Presenting, organizing and implementing ideas from the business community
- Providing additional capital improvement funding

All Los Gatos residents, businesses, and services will benefit from an improved and more vibrant commercial core through PBID projects.

Thank you,  
Shari Flick  
Foster Road, Los Gatos, CA 95030