

Notes from Draper University & Collective Entrepreneurs Club Meeting

Hosted by the DSMA

December 12, 2012

- Jessica Evans (Executive Director for the DSMA) intro
 - Purpose of the meeting is to have the public hear more about the Draper University and Collective Entrepreneurs Club plans
 - What it means for the downtown landscape
- Carol Lo (COO at Draper University) intro
 - Introduced team (Andrea Draper and Ken Jillson) and explained her role at the school
 - Showed recent video from ABC 7 on Draper University
- Tim Draper's vision for the project
 - Spoke about past speakers from June pilot program
 - CEO of Zappos came to speak on how to change a city
 - The school had speakers who presented on the future and clean energy; after the students were assigned projects based off of what the speakers taught to get them thinking and engaged on how to change the world
 - Showed renders of what the Collective will look like; decided to keep the name "The Collective" as it will be a place for students and entrepreneurs to gather
 - Encouraged people to walk past the Collective windows as there is a documentary playing from the June pilot program and a different tree
 - They want a flow – The Ben Franklin is where the students live and learn, after they go through the school they can set up shop in the Collective – should feel like a campus.
- Draper University alumni spoke on their experience with the program
 - Audrey Proulx (junior at Stanford working on a computer engineering degree)
 - Always interested in entrepreneurship but did not know where to go/what to do
 - Every student in the program had some sort of technology background/interest and what was most helpful to her was every person was so interesting and different, ideas were built by bringing people together
 - The Collective will be really interesting so ideas can expand
 - Students were broken into teams to complete tasks and you always had to be open to anything; it was a truly amazing experience
 - Christine Guibara (owns her own fine jewelry company)
 - When she started at DU, she did not know what to expect - once you are there you get so many different perspectives from the interesting students and speakers
 - The program completely changed her perceptiveness on her business – She started with a small business mind and came out really wanting to change her industry
 - It completely came from the speakers
 - She has been through a lot of schooling: UCLA, FIDEM & jewelry program and there is nothing like this!
 - She would love to be in the Collective and interact with more people to help her business grow
- Voices from the Local Business Community
 - Alicia Petrakis (owner of Astaria restaurant)

- Whether people are for this project or not, she has been in their shoes. She has been in the Ben Franklin hotel for 9 years and been a resident of San Mateo for 46 years – she is very connected to the town and only wants the best
 - In the property, she has been through 5 landlords, 2 recessions and 2 failed projects. She was very wary of the DU project.
 - After being very involved in the project in June, she saw how magical it was and how beneficial it was for the block and community
 - She sits on the Chamber Board of Directors (for 8 years), she developed EDGE and there are communities around the country paying a ton of money trying to attract people like Tim into their communities – San Mateo did not spend a penny
 - He came on his own because he saw a great opportunity
 - If it was going to be a hotel, it would have been one already. She would love it to be a hotel but every hotel has to buy that property from Los Angeles to San Francisco, but it's not the right location. It's been vacant for 9 years
 - There is uncertainty and there is change but it's a good change.
 - There are people saying that the community is fine, but why would any of us settle for fine! We should not settle for fine. The past is the past, if we want to be part of a game changer for San Mateo, really look at this project with open eyes
- Questions for Alicia
 - How many employees do you have working at the restaurant?
 - 42
 - How many do you provide parking for?
 - Almost all of them ride bikes and have 5 management staff that we provide parking for
 - Have you been guaranteed by Draper that when the school opens your restaurant will stay there?
 - When we began negotiating with Mr. Draper we have 4.5 years left on our lease and now we should be around for 8.
 - Tim Draper – We love Alicia, she provided food to our students every day for breakfast and did a cooking class in the June pilot
 - Alicia – I put on a cooking boot camp and was so impressed by the quality of the students. I wish I had something like this when I was younger and maybe it would have helped with my restaurant
 - Carol – The plan is to have Alicia to continue provide breakfast to our students. The days are long 9am-10pm so they don't have much time to do anything else then focus on their business and team activities but we want our students to be involved in the community
- Jeannette Oberholser (former store manager, executive assistant at Collective Antiques)
 - Managed the Collective Antiques for 7 years, no one loved that building more than her
 - She was very sad when she heard about the closing – they were there for 3-4 more months after Tim Draper bought the building

- She saw the students from Draper University in June and felt very encouraged because the energy and vibe they gave San Mateo was new and exciting – she believes it’s going to be a great addition
- She thinks more people will want to open up shops because they will feel encouraged by how many people will be in the area
- She supports this 100%; Tim will take care of and support the building. There are not many people who could do that to an 18,000 square foot building. No retailers could do that and afford the rent –Anyone who worries about it should give it a chance and you will find out that it will help the community

Community questions:

1. I am a homeowner about three blocks away and a member of the Baywood Homeowners Association and the city is having an extreme problem with parking. We followed students to the Ben Franklin who had parked in our neighborhoods. The city is being inundated by requested for two hour metered parking. My question is how are you going to handle the parking?
 - *Draper University:* The students are not allowed to bring cars. We did poll the students to ensure they were not bringing cars. For 4 weeks, there may have been a few students living in San Francisco who brought cars but going forward that will not be allowed. There is a no car, no drug and no alcohol policy – if anyone violates these, there will be disciplinary action. Many students will be from out of the area so bringing a car for 8 weeks does not make sense, additionally the schedule is very crazy and we send all of this in advance which includes a student code of conduct and guidebook.
 - Follow up question: We have definitely noticed an increase in cars and we have a problem. Alicia from Astaria said she provides parking for employees...
 - *Draper University:* We have a parking lot with 21 spaces for employees. We are also implementing transporting demand measures and are working with the city to reduce the number of cars with car sharing, public transportation and bike sharing.
 - Follow up question: So it is in fact a requirement that accepted students cannot drive?
 - *Draper University:* Yes
 - Follow up question: Is there an annual or a quarterly review with your program?
 - *Draper University:* Yes. We are working with the city and funding a 3rd party independent consulting firm to ensure students are not bringing cars. We have had many people contact us about parking and this is a city-wide issue that we are very aware of. We are going to provide 5 cars for students but are busing students anywhere where they need to go
 - Follow up question: Last night the city approved Nueva high school to be built and they will have a parking. I am a board member on the Baywood Homeowners Association and we have invited you to many meetings and you haven’t and we want to know where you guys are in regulating the parking.

- *Draper University*: There are plenty of opportunities to come hear more about us and we will be happy to come to one of your meetings.
 - Follow up question: All of the parking from the city is being pushed into neighborhoods. We have to have two hour regulating parking and that's a huge cost to the city. We want the city to look at a huge master plan for parking. We need to regulate more.
 - *Draper University*: Parking is a pan city issue and we are doing as much as we can on our part.
 - Community voice: Be more constructive, this is the best possible use of the building for the community and with the parking for downtown.
2. I want to focus more on the Collective. I don't think anyone is clear on what you are proposing for the Collective. What is the exact plan, how many people will be using it and what will the parking look like?
- *Julia Yeh from the city planning division*: We are looking at parking for all three buildings and from the city perspective we are looking at the uses for all three buildings and used Nelson Niguard to look at ways to reduce parking demands. Students will sign documents to force them not to bring cars and Draper University will have annual reviews to prove that they are abiding by those rules. Draper University will have incentives for employees who do not drive to work. There is a citywide parking problem; public works is working on addressing the issues and figure out a solution. It is a year-long effort and they will present the issue to the city council and alternatives that San Mateo can do. There is a new initiative called the Transportation Management Association, we need \$50,000 and Tim has donated \$15,000. As new projects come about, we are asking for a donation to help with parking. With this money, it will help the community as a whole. It is not a direct immediate solution but this problem has been coming for a while as our downtown is growing and thriving.
 - Community voice: As a Baywood Homeowners Association member we warned the city about parking and when the cinema project was happening
 - Community voice: Let her finish, you have had your time and spoken a lot!
 - *Draper University*: This is all one campus. The students will live in what's formally known as the Ben Franklin and they need a larger place to work and interact. We want this to be a world-class campus and want to make it really great.
 - Follow-up question: How many entrepreneurs will be in the Collective?
 - *Draper University*: This is not an office building; this is a flex workspace so we will not know exactly how many people will be there on a daily basis. The reality is we have done everything we possibly could for parking. We are funding into the Transportation Management Association, we are building more bike parking.
 - *Draper University question to Baywood*: Is it that people are actually parking in front of your house or let me understand this more?

- Baywood: People are parking in front of our houses and the city is having to add more meters. We don't want meters in front of our houses. It sounds like you are very cooperative, maybe if in 3 months and parking is worse when school is open, we can come up together how to mitigate the problem.
- 3. I came here to learn more about the Collective, I just came from a startup and am looking to start something new, would I be able to use the space? I have 5 kids and am working out of my house and it's disruptive.
 - *Draper University*: Yes! You will love it, there will be other entrepreneurs that you can interact with and you will have a flow of students and maybe you can hire them. We want to build a community of entrepreneurship.
- 4. Is the sign going to change on top of the Ben Franklin to Draper University and is the Collective street view appearance going to change?
 - *Draper University*: The front of the Collective will stay the same. The signage will change. If Apple takes over HP, that sign would change. The building isn't even named after the real Ben Franklin, who we do pay respect to with a photo in our great room, it was named after two architects, Franklin and Benjamin.
- 5. Have you given any thought on working with the city to encourage entrepreneurs to stay in the city? It's always the mundane things that trip people up and maybe you can talk to the city and bridge the gap so that more entrepreneurs stay local.
 - *Draper University*: They may want to stay, Snaplogic is growing really fast. Julia – if you are not sick of me by then, I am happy to help and if they need an extra push I can help. Backblaze is here and they were involved in Draper University's June program and they can speak on what it means to be a start-up in San Mateo.
 - *Yev from Backblaze*: We have been here for two years and will be staying one more year. We had 7 people when we moved and now have close to 20 and want to stick around for a while. We have the same parking issue. We are very invested in the community and we are really excited that we get to be involved with Draper University. I got a chance to speak with the students and love that we can be part of it.
- 6. What is your design for the courtyard and that overhaul and what that means for access to the public?
 - *Draper University*: We will have renders of this project and they will be up in the right glass display case in the Collective. We will be replanting and repaving from 4th street to the alley way to Astaria restaurant. There will be more lighting and have been working with the police department to make sure it's more safe and welcoming.
- 7. 80 students doesn't sound like enough to fill the hotel, what else is going to happen?
 - *Draper University*: We have capacity for 180 but want to be cautious and add people slowly. The rooms are double occupancy.
- 8. The use of the hotel is provisional, should this work out, and I hope it does, do you have a longer term plan for usage? Does it need to be seismic retrofitted?

- *Draper University*: No, but we will need another generator as we do not have enough power for the sprinkles to reach to the 8th floor. We have a temporary generator for our temporary permit and going forward we will put a permanent one on the 3rd floor. We also need more PG&E power.
9. I live and work in San Mateo, what is your vision Tim?
- *Draper University*: I think the concept of retail may be changing as a lot of people get their products online. I am hoping entrepreneurs will come get trained at Draper University and go out and do great things! But I haven't thought of an overall vision for San Mateo but I think that is up to all of us.
10. Speaking of retail, there is a retail requirement and that's not the plan for the Collective, could you speak to that?
- *Julia Yeh from the city planning division*: There is a ground floor retail requirement and the city just changed that, it is now 60 feet deep of the tenant space to be retails and 75% of the frontage. This is applicable to all three buildings. The building on 4th street will have a campus store; the Ben Franklin will apply for a student/school permits and for the Collective will have retail display areas in both glass displays.
 - *Draper University*: In the glass displays, looking at the building, the one on the left will profile members of the Collective and Draper University students and on the right side, from comments from the city we are going to have public access and will feature pop-up retails to house short-term rentals. This will really reinforce the concept of the Collective.
11. I want to speak for the community, we are excited about the school but we love our downtown and have spent years building it. The downtown retail requirement is essential for our community and you are proposing a major change to it. The hotel and the improvements to the walkway are great but the Collective is a different story. It sounds like office space but the ground floor that needs to be retail space. Also that access space is a community pass-through and it is a very important.
- *Draper University*: Thanks for all you did for San Mateo, we love it and are trying to bring more people to shop at the retail stores you love and help their business. Additionally we are going to have speakers/bands in this theater and you can see what's going on after you walk through the right side of the display case. You can also buy a ticket if it's an open event.
 - *Christine, DU alumni*: I would not have spent as much time in San Mateo if not for Draper University. I want to use the Collective not as an office building but as a collaborative workspace. I am a jeweler and I know that retails needs to happen, this is a new way of looking at it.
12. Is there anything else like this?
- *Draper University*: Yes, quite a few – Plug and Play, Rocketspace but this will be different from anything else you have ever seen before. Every city has something similar, co-working/incubator space but this will be more exciting, interesting and functional.