



**Board Meeting Minutes
January 9, 2019 (6pm)**

National Japanese American Citizens League Headquarters Building
1765 Sutter Street, San Francisco, CA 94115

Attendees: David Ishida, Eric Moulton, Kathy Nelsen, Robert Sakai, Michael Sim, Mary Ishisaki, Chip Nakamura, Denny Kern, Rob Malone, Kimberly Kolbe

Absent: Steve Ishii, J.P. Oliver, Abraham Sanes, Sim Seiki, Jerry Ono

Staff: Grace Horikiri, Nikki Yoshikawa

Guests: Rod Valdepenas (Kimochi), Dmitri Shimolin (AVS), Roland Tolosa (AVS), Nob Mihara (Paper Tree), Lauren Nosaka (JTF), Rene Suarez (Recology), Rich Hashimoto (JMA/JCGC), Kirsten Fletcher (Kinokuniya Mall), Emily Glick (Kimpton Buchanan), Sandy Mori (JTF Chairman of the Board)

1. Call to order and roll call

The meeting was called to order at 6:03 p.m.

2. Approval of Minutes from the December 12, 2018 JCBD Board Meeting

Motion to approve the December 12, 2018 meeting minutes, moved by Eric Moulton, and seconded by Mary Ishisaki. The motion passed by unanimous vote.

3. Financial Report

Report presented by (JCBD Accountant) Rod Valdepenas and Mary Ishisaki

- This is a YTD financial report through Dec 31st, with the first half of the fiscal year starting July 1st. On the income side, you'll see actual donations \$750k out of \$755k budgeted. The first assessment of \$240,864 was received and will be reflected in the January report.
- Total expenses YTD \$217,639, compared to \$576k budget, which is a variance of a negative 62%
- The report shows monthly breakdowns of when money is received, total expenses incurred, and what our net income is. It's a very positive and concise picture of our JCBD budget. If you have any questions, call Mary or Grace
- Per David, our goal next month is to email this out with the packet of information prior to the Board Meetings

- Kathy's question: Is all income coming from assessments that came in prior to July, except for the one donation that was received in Sept? Yes, that is correct
- Motion to approve the financial budget moved by Kathy Nelsen and seconded by Rob Malone

4. **Japantown CBD SafeCity Program**

A. Follow up to approval of Purchase Agreement - Addition of Mechanics Lien Waiver

- At the last Board meeting, we discussed including a Mechanics Lien Waiver. We referred to Counsel Claudine Cheng. She noted that because of the nature of our work that we don't actually need it, but that it's ok to put it in. Dmitri (AVS) was ok to adding it, so it has been included in the language. It is line item 23, and this is the only addition to the last Purchase of Service Agreement.

B. Discussion to streamline the payment process pursuant to the Purchase Agreement

- Recommendation to pass a resolution to help streamline the payment process, pursuant to the Purchase Agreement.
- In prior instances, according to Board policy, any expenditures over \$500k had to be approved by the Board. This request it is to streamline the process, and allow the Executive Director and/or Board officers to authorize payments to AVS, as long as the amount is within the budget allocated.
- Motion moved by Mary Ishisaki, and seconded by Robert Sakai. The motion passed by unanimous vote.

C. Monthly financial and progress report from AVS

- Summary of Phase 1 completion which included Hotel Kabuki and 1700 Post in the amount of, \$145,444.90
- Phase 2 includes estimated costs for 1765 Sutter, AMC Theaters, and the Kimpton Buchanan Hotel
- Kathy's question: 1750 Geary, was there a decision to not include Geary, between Fillmore and Webster?
 - Dmitri: Coverage on Geary is very much in the plan. The AMC building and Kinokuniya building will be covered, as well as the Webster side. And at least a third of the Fillmore side will also be covered
- Board members and guests were invited to go to the JCBD office upstairs to view the video control center.
- Per Dmitri, the next report will include an more itemized detail for each location that will include: cameras, cabling, labor, etc

- Guest comment (Kirsten Fletcher): Concerned that the AMC gets a generous \$77k budget for security cameras, but they don't even pay for their own 24-hour security. She doesn't think that is fair. They do not have their own 24/7 guards or security, and they typically call the Kinokuniya Building to remove vagrants which is not in their contract. She thinks this is an unbalanced equation, and would rather see this money go to other areas, like the Peace Plaza or other areas.
 - Per Eric: This is not for the security inside buildings, it is to assist the police in stopping crimes outside the buildings, like for car break-in's. We want to provide street level coverage, not for the businesses itself
 - Per Dmitri: Confirms that this is to provide coverage for the district as a whole, and working to provide an infrastructure to put the foundation in place. It's more about being efficient now, for easier expansion later. The AMC building is efficient from an engineering standpoint because it can cover both the area in front of AMC and the Kinokuniya building, and this can bring the expansion costs down
 - Per Kirsten: Homeless tried to grab a child from his father's arms, and they ran to the Peace Plaza, but there wasn't any camera coverage. She thinks the Peace Plaza needs to be covered.
 - Per Dmitri: By the next Board meeting, you can expect coverage on Geary, Fillmore, and Post around the AMC building. They just got approval for the Kimpton on Sutter/ Buchanan. He is hopeful to get Kinokuniya's approval, but thinks it's unlikely to get it before the next Board meeting.
 - Per Kirsten: Grace will send language in Japanese, so they may get approval soon
- Motion to approve the Japantown SF SafeCity financial reports moved by Michael Sim and seconded by Rob Malone. The motion passed by unanimous vote

5. **JCBD Internal Marketing & Communication Update**

Marketing update presented by Eric Moulton

- Our goal has been to look at the different marketing ideas that had been put on the table, and capture the items that we felt we can actually get done this year, and have real impact
- The categories/events are created to make the community more attractive or draw people to it
- As we get each of these finalized, we will come back to the Board to get approvals to fund these ideas:

- **Banners**- we need to come up with a plan to make those more visually effective. The Committee is in the process of developing the banners.
- **Signage** - this may take longer, since it requires City approval, but it's a good opportunity without costing a lot of money
- **Custom Crosswalks** - Noe Valley talked about the positive impact of the crosswalks. Grace trying to get a sense of the costs
- **Posting board for flyers**- Per Emily: From the Noe Valley "Town Square concept" that they activated on 24th St, she learned that they promoted events such as farmer's markets, bands, etc. Having something to post all of these flyers on encourages community engagement, and connecting people in the neighborhood
- **Projection Mapping** - Per Kim: This is where projectors are placed around a building, monument, or wall. Many feel that Buchanan Mall is a little underserved, so she thinks this could be something to create something that will really catch people's attention and attract people to come to Japantown at night.
 - Per Grace: Rich added some lights to Buchanan Mall that gave some warmth to the area
 - Per Mary: Parks & Rec has the ultimate attraction at the Conservatory of Flowers with their Night Bloom show. It's temporary and it's just lights, so it wouldn't need a lot of approvals from the commissions, and so it can get done with less work/permits, etc
- **Stamp Rally** - Per Kim: "The Passport" promotion was done during the Buchanan Street Mall celebration last year. It was well received by participants as well as merchants. The Passport allows visitors to go to certain businesses, get a sticker, and then by filling up your book, they then get entered into a raffle to win a prize
- **Hire a part-time Marketing Coordinator** - Per Eric: JCBD doesn't really have the resources to be an event organizer, and we also don't want to be the one to determine what events should be here. But we do want to help small business promote events, as long as it benefits more than just their store. We know that social media is the more cost effective way to promote, but hiring an agency is fairly expensive. The thought is to bring on a part-time Marketing Coordinator to become a great partner the businesses and to actively post onto social media and make sure events in Japantown are promoted.
- **Outdoor movie screening** - In the Peace Plaza when the weather is a little warmer, and create ideas to tie in retailers to this type of event.

- Per Rich Hashimoto: We tried nighttime movies for 3-4 years, and even put down some astro-turf and passed out blankets, but unfortunately because of SF summers and the Peace Plaza acting like a wind tunnel, it wasn't much of a success
- **Partner with Japantown Garage to update their Website:**
 - We will need to build a website to promote Japantown, and the Japantown garage has the best, most comprehensive website. It would be best if we co-fund and collaborate with them to make that the community website
 - Per Rob: Use existing things to leverage, and look at what is hosted on the Garage website now. Should JCBD own that communication? Look to see where there is overlap, and make sure we're not being redundant
- **Public Relations:** Japantown needs more press, and we can't do that on our own. Our hope is that in Q3 to bring on a PR agency to promote Japantown. It's going to run about \$5-\$6k/month to do a really good job. Towards the end of Q2, we will start reaching out to PR agencies and get proposals to bring back to the Board.
- **Bus Parking to support city tour buses** - Compared to other destinations in the City, tour buses do not regularly stop in Japantown. In order to attract tour bus companies we will need to provide bus stops/parking. We will need to reach out to the City (SFMTA) to make this happen. Rob can assist with this inquiry. He asked the Committee for more details.
 - Per Rich: We had a bus stop on Geary and tried to encourage bus tours, but they didn't use it, so that was scrapped. And we actually do have a bus tour that does stop, but it comes at 8am before everything opens up
- **Tourist Maps** - Currently there is no map of Japantown that is geared towards tourists. Maps can be distributed to tour agencies as well as SF Visitors and Convention Bureau.
- **Visitor take-aways** - Per David, Japantown postcards could be good addition to the plan. He will reach out to the Japanese Tea Garden to get stats of how many visitors they receive. By partnering with them we can cross promote. Capturing the attention of even 5-10% of their visitors, having them come to Japantown would be tremendous and will build on the "Experience and Taste Japanese Culture in Japantown." A postcard campaign at the Tea Garden could be relatively inexpensive. Postcards will inform them to come to Japantown for dinners, or other things to experience. We also have good relationships with the the Visitor and Conventions Bureau, and with the Manager of the Moscone Center. We can provide them

the postcards, which they can include in swag bags at various conventions.

- **Next steps:** Per Grace, tomorrow, she, Rich, Sandy, Steve and others are meeting with 3d Investment representatives to discuss marketing of Japantown. 3D charges a 1% marketing fee to their tenants and over the years this has grown to about \$500k.

6. Executive Director Report

Report presented by Grace Horikiri

A. December Crime Report

- There has been a slight decline in crime. During the holidays, there were a few incidents reported around the Kabuki area, but luckily because we had the cameras, we were able to provide the data to Officer Nagamine. In the short 2-weeks time that the cameras went online, we've already seen how helpful it is, and hopefully it will reduce the crime in the future.

B. Cleaning Highlights

- Japantown has two Community Ambassadors, Michael and Kevin. Unfortunately Kevin left at the end of December. Since then, community members such as Steve Nakajima, his wife, Grace, Rich and Operations Manager Jasmine have all pitched in to keep Japantown clean. In the meantime, we'd like to ask business/property owners to clean in front of their businesses
- Jasmine is looking to hire Kevin's replacement, as well as hire another part-time Ambassador to take on special projects

C. BigBelly Trash Can Pilot Program Update

- Grace and Steve Nakajima met with Kevin Schoenthaler
- We originally requested 3, but the City is providing us with 4.
- The BigBelly locations will be at: Post & Webster, Sutter/Buchanan, Post/Buchanan, and one more location that is TBD
- The goal is to have the BigBelly's in place before the Cherry Blossom Festival in April.
- We can seek Sponsorships for the BigBelly's. Sponsorships will enable businesses to promote on the receptacles. Grace met with Lance Lew/NBC, the network that is going to host the 2020 Tokyo Summer Olympics, and has inquired if NBC11 would consider being a sponsor of one of the BigBelly's.

D. Recology Service Update

- Per Supervisor Rene Suarez from Recology: He's working on getting 2 locked trolleys (96 gallon - black for landfill and blue for recycle) for the community ambassadors to use

- We need to figure out a secured location that the homeless won't have access to. If we can come up with a secure location, they would be happy to service this on a daily basis
- This service is provided free to the JCBD

7. **Updates**

Updates reported by Nikki Yoshikawa

A. Dept. of Building Inspection Accessible Business Entrance Program

- JCBD organized an ABE Workshop in Japantown for our business/property owners last month, and brought in DBI (Dept of Building Inspection) folks in for an informational and Q&A session
- Outcome: Successful meeting - 26 attendees. Lots of good questions, and more importantly, businesses who hadn't taken action, either filed for extensions, or contacted CASp's (Certified Access Specialists)
- Next steps: We have been talking to a couple of CASp's to see if we can get group discounted rates. It's possible that we organize another ABE follow up session, if needed.

B. Legacy Business for Kinmon Gakuen

- We'll be providing a Legacy Business presentation to the Kinmon Gakuen board members. Because a few of their board members are primarily Japanese speaking, JCBD approved to get a Legacy Business presentation translated into Japanese, which can then also be used for other businesses in the future

8. **Upcoming Community Events**

Events reported by Grace Horikiri

A. Jan 10th Japantown foundation dinner - completely sold out

B. January 12 - Japanese Chamber of Commerce of Northern California 64th Annual. New Year's Party, Westin St. Francis Hotel

C. January 13 - 61st Kimono Day, Kinokuniya Building

9. **Discussion and possible action items for future meetings**

- No items of discussion

10. **General public comment****

- No public comment made

12. **Adjournment**

The motion was moved by Robert Sakai and seconded by Denny Kern to adjourn the meeting at 7:12pm. The motion passed by unanimous vote.

Next JCBD Board Meeting: Wednesday, February 13, 6:00 P.M. at the National Japanese American Citizens League Headquarters Building (1765 Sutter St., San Francisco, CA 94115)

**** General Public Comment:** Members of the public may address the Board for up to two minutes with respect to each item on the agenda, and may speak up to two minutes regarding matters not on the agenda during general public comment.

Meeting materials distributed to the JCBD Board members are available for inspection and copying during regular office hours at the Japanese American Citizens League Building, 1765 Sutter Street, 2nd Floor, prior to the meetings.