



## Board of Directors Meeting Minutes

May 25, 2022 • 6:00 P.M. - 7:00 P.M.

Via ZOOM conference: <https://us02web.zoom.us/j/86909160163>

Phone Option: 1-669-90-06833 • Meeting ID: 869 0916 0163

**Attendees:** Robert Sakai, Mary Ishisaki, Kathy Nelsen, Jerry Ono, Eunice Ashizawa, Dennis Kern, Steve Ishii, Emily Nichols

**Absent:** Kim Kolbe, David Dunham, Daniel Byron

**Staff:** Grace Horikiri, Brandon Quan, Melissa Bailey Nihei, Max Nihei

**Guests:** Greg Vilorio (JCM), Jeremy Chan (JTF)

1. Call to order and roll call 6:00
2. **Action Item:** Resolution Making Findings to Allow Teleconferenced Meetings Under California Government Code Section 54953(e) 6:03  
Motion: Mary Ishisaki; Second: Steve Ishii  
The motion passed unanimously.
3. **Action Item:** Approval of April 2022 Minutes 6:05  
Motion: Dennis Kern; Second: Kathy Nelsen  
The motion passed unanimously.
4. **Action Item:** Approval of April 2022 Financial Report 6:10  
Motion: Dennis Kern; Second: Jerry Ono  
The motion passed unanimously.  
Budget Variance Report: The May year-to-date report shows gross income of \$467,904. During the month, we received \$350 from Nihonmachi Parking Corporation and \$48.60 from Paypal Giving Payout. The ytd total income of \$467,904 is 24% higher than the ytd budget of \$378,583. The actual expenses ytd is \$590,500 and the budget ytd is \$576,096. This is \$14,405 over the budget or 2.5%. This is a bit lower than previous month's expense variance of \$5.6%. During the month, there was a payment of \$1,300 to Mark Moriguchi for his tax return services. The Finance Committee has reviewed both the FY2021 Tax Form 990 and the audited financial statements.  
Balance Sheet: The May year-to-date balance sheet shows that cash balance decreased by 5% to \$718,834 from prior month's \$759,987. The balance sheet includes the \$60,000 agency reserves funding for: (1) operations \$40,000 and (2) Safecity Camera \$20,000. It has a retained earnings of \$1,107,191.  
Profit & Loss: The total income May ytd is \$467,904 and the total expenses is \$590,500 which gives a net loss before carryovers of \$122,596. Last month's net loss was at \$85,482. With the carryovers from the prior years included in the budget, the net income is \$571,491.  
A. FY 22-23 Budget Discussion  
The FY22-23 Draft Budget was sent out to the Board, however it is still a working draft at this point. The budget is increasing from \$1,170,186 to \$1,308,423. The changes are listed by category, and will increase or decrease depending on the needs seen in the past year. More money is being set aside for AVS, the camera systems, and the marketing program. However in marketing, we are ending the contract with LGPR, Inc. and plan to reallocate the funding to

JCBD staff and some contractors. The projected non assessment revenues are 100%, the same as last year. The non-assessment revenues will be decreasing because these funds will be used to pay off overages such as the Dandelion Project and also to pay for the installation of the new street lamp banners. The deficit for the last month has increased due to that. That will go down next year since the banner costs will be for the permits only and will be readjusted in the budget. Expenses for Block by Block are going up, but not as bad as we had anticipated. Salaries for Al and Tony will be increasing, Al on a salary basis and Tony at an increased hourly rate. The AVS rate will be reduced with a five year extended plan for maintenance. Emily Nichols has offered to have Buchanan Hotel work with JCBD on marketing which has allowed a decrease in marketing expenses. Calculations are currently pending re: costs for full time staff and benefits.

#### B. 2021 990 Tax Filing & RRF-1 Annual Registration Renewal

The tax filing was taken care of before the due date of May 15, 2022.

#### 5. Board Retreat Recap & Next Steps

6:20

##### Admin/Advocacy:

Should JCBD revisit its policy to release videos to the public? City agencies (i.e. Rec and Park) only provide footage to SFPD, DA, and City Attorney. Can this change? ACTION: Need to contact legal counsel on this issue

Can businesses and property owners pick up other costs in order to free up funding within the JCBD budget for other purposes? Utilize the Economic Impact Report to provide information on what types of costs can be taken on by the businesses. Japan Center Garage revenue data can also be used for this purpose. ACTION: Staff can take this on to determine how best to use the data.

ACTION: Search Engine Optimization for JCBD website, events, and initiatives

Is it possible budgetwise to have Community Ambassadors or Security at night in Japantown?

We need to create a list of what we are looking for in adding this. Do we want more than observing and reporting? Brandon: two officers for a swing shift with a private company can cost upwards of \$500,000 per year. An increase at that level in budget would need to be incentivized to have buy in from stakeholders. Possibility of tapping into the program that hires retired officers, but it would be at a similar rate for cost.

ACTION: Look into the data on reporting the effectiveness of the cameras and deterrent signage, along with paying for additional security personnel

ACTION: Create 2 FTE salaried positions and implement fringe benefits. Grace and the Officers will take this on.

ACTION: Draft Mission and Values Statements by the June Board Meeting for approval. Grace and Jan Masaoka to take this on.

ACTION: Review By Laws and evaluate the addition of an attendance policy and tenure policy for Board Members. Grace and the Officers will take this on.

ACTION: Develop a 5 Year Strategic Plan to guide projects and funding sources to approach. Need to create a Strategic Plan Ad Hoc Committee. Create an assessment strategy for board cultivation. Determine long term plan for board meeting structure: in person, virtual, hybrid? Emily also suggested via email in person every other month.

##### Economic Enhancement:

Deepen relationships and partnerships with institutions outside of Japantown. Partnerships and outreach to international airlines (i.e. AirFrance San Francisco deal).

ACTION: Place promotional materials at tourist destinations outside of Japantown (i.e. Japanese Tea Garden). Dennis can help with this.

ACTION: Collect data on international vs. domestic tourists staying at hotels in the area. Emily can

help with this.

Enable pedestrian counters on camera system. ACTION: Staff needs to look into cost for this. AVS is looking at cost but we have also been in discussion with Placer.ai (annual cost estimated at \$13K).

Conduct surveys and interviews with businesses and visitors

ACTION: SFMTA could implement Intercept Surveys at the garage. This is something that Denny and Dave both have experience with and could help on.

ACTION: Create Ad Hoc Group to develop marketing strategies and partnerships and make a recommendation to the full Board. Partner with Vas Kiniris to take on marketing for \$1000 a month. Partner with soon to be renamed Hotel Buchanan for press trip in 2023 and work with Jeanne to get press mentions and articles published. ACTION: Grace, Melissa, and Emily will work on these partnerships

Environmental Enhancement:

Create a one pager about the Big Belly cans with a map showing their locations. Many visitors often inquire where the trash cans are since they aren't familiar with the Big Bellys. ACTION: Staff will work on this.

7. JCBD Community Fund 6:30

\$2000 was awarded to each of the below organizations for events in FY2022:

A. JCCNC Kodomo no Hi

Kodomo no Hi (Children's Day) took place on May 7, 2022.

B. Ito Yosakoi

For their performances during the April 2022 Cherry Blossom Festival season.

8. Executive Director & Staff Reports 6:35

A. 3rd Amendment for OEWD's Big Belly Grant

OEWD has extended the JCBD's Big Belly Grant for one more year. This grant pays for the maintenance of the Big Belly units. A report on the status and health of each unit along with the invoices for service are submitted to OEWD for reimbursement.

B. Litter Collection Service Update from Recology

Recology will not longer be charging CBDs and BIDs for collection, except for oversized trash items that do not fit inside the bins.

C. **Action Item:** Approval of Block by Block FY 22-23 Contract

Motion: Mary Ishisaki; Second: Emily Nichols

The motion passed unanimously.

This is the seventh amendment. The difference is currently Community Ambassador AI makes \$22.05/hr and Tony makes \$18.55/hr. \$153,167.83 will increase to \$179,489.74 annually.

D. Funding Updates

JCBD submitted to OEWD RFP 223 in support of the project Heart of Jtown Revitalization Project which will expand on the JCBD's efforts include small business assistance, beautification of the neighborhood, and providing opportunities for increased foot traffic into Japantown. Assistance with social media and grant applications will continue, pop up events and performances will be produced in partnership with other Jtown organizations, creating visitor friendly maps, developing partnerships with tourist organizations such as SF Travel, and the creation of a pop up shop to sell SF Japantown branded merchandise. This is a \$50,000 grant over a two year period, with an anticipated award date of June 7, 2022.

The Holiday Lights Add Back was unfortunately rejected by DPW due to JCBD not going through a required bid process for the vendor, which was not relayed to us by District 5 staff.

However, funds from the Nihonmachi Community Coalition grant will be allocated to make up for this deficit. This is due to the fact that the planned allocation of funds to the camera replacement was disallowed by OEWD.

E. Cleaning & Safety Update

Eunice asked if the sharps pick ups count have increased in the area. Brandon reported 49 sharps were picked up in the past month, which is stable, but there has been an increased in unfamiliar homeless individuals and drug use in the area likely from the push the City is making in the Tenderloin. SFPD has been notified of this issue. HSOC also assists on clearing encampments that appear on the Geary median.

Video requests were significantly lower this month (1). There was an increase in foot officers during the overtime program period, however they are starting to reduce in number since they are starting to take on less hours.

Brandon met with Christian at SOMA West and was inspired by his creativity working at SOMA West and how he's grown the organization. His team developed the GIA app created in house which was shared a few months ago.

Data from the 311 app was shared and charts were shown to demonstrate the number and types of calls responded to by JCBD Community Ambassadors.

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| 8.  | JCBD Marketing & Communication Committee Updates<br>The contract with LGPR, Inc. will not be renewed in FY22-23 and the Marketing Committee will regroup on strategy in July.   | 6:45 |
| 9.  | General public comment - 2 minute per person<br>Jeremy Chan thanked JCBD for the Community Fund award for Ito Yosakoi.  | 6:50 |
| 10. | Announcements and New Business<br>JCBD received 5000 COVID home test kits that will be distributed to the small businesses this Friday. Virus Geeks will be continuing through June due to the COVID positivity rate, and Grace will have an update by the end of the week. | 6:55 |
| 11. | <b>Action Item:</b> Adjournment<br>Motion: Jerry Ono; Second: Mary Ishisaki<br>The motion passed unanimously.   | 7:00 |

**Next JCBD Board Meeting:** The next scheduled JCBD Board meeting will take place on Wednesday, June 22, 2022 at 6pm. We will be continuing with our virtual meetings for the time being until we hear more from the City on guidance. After the roll call at the start of each meeting, the JCBD Board will take a vote to allow teleconference meetings under the CA Government Code Section 54953(e).

Login information is located at the top of the page. Agenda materials distributed to the JCBD Board members are available for inspection during regular office hours please contact Meliisa Bailey Nihei at [melissa@jtowncbd.org](mailto:melissa@jtowncbd.org) to request materials.