



Notice of Regular Meeting and Agenda

January 8, 2020 • 6:00 P.M.

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

Attendees: David Ishida, Robert K. Sakai, Mary Ishisaki, Emily Glick, Kathy Nelsen, Kim Kolbe, Dennis Kern, Daniel Byron, Chip Nakamura

Absent: Jerry Ono, Abraham Sanes, Steve Ishii, Eric Moulton, Rob Malone

Staff: Grace Horikiri, Brandon Quan, Melissa Ayumi Bailey

Guests: Amy Fowler (SFMTA), Dan Makowski (SFMTA), Greg Vilorio (3D), Roland Tolosa (AVS), Max Nihei (NJAS), Dmitri Shimolin (AVS), Raymond and Adrienne Woo (Nihonmachi Little Friends), Steve Nakajo (JTF)

1. Call to order and roll call

A. Called to order at 6:05PM

2. Approval of Minutes

A. December 11, 2019 JCBD Board Meeting (action item)

B. Motion: Chip Nakamura; Second: Rob Malone; motion passed.

3. Financial Report

A. December Financial Report (action item)

Mary Ishisaki: We received the first disbursement check for the year, which was for \$235,150. We are going right along with our regular expenses. We have made some changes and have approved both Brandon and Melissa as employees. Our outsourced services are looking to be over-budget when in actuality they'll fall into place. The Economic Enhancement takes in Brandon and Melissa's salaries, as does the outsourced services in number 3, which are under budget at the moment. We are going to be looking at a little bit of an overage for the year, but it'll be taken care of by funding from last year's budget. It will only be a ding of about \$3000 through the end of the fiscal year. Next fiscal year the salaries will be mostly taken care of by the Big Bellys, which should leave us about \$6000 to raise or find allocations for. In other areas we have broken down outsourcing, the detail will explain (in report). Other than that, we are going along just fine at the moment. We won't have the legal services we had this year next year, so those amounts will be less and under budget. What we have done so far is being covered by our overages from last year, which is adding up to about \$100,000.

Robert Sakai: How long will the overage last?

Mary Ishisaki: We are working on calculating that since we're re-budgeting items to different categories and won't have outsourced money for taking care of payroll, etc. We will have it long before the fiscal year ends so we will have a good picture and will make any adjustments we need to make. We are looking at a \$15,000 grant, which was supposed to be in last year but is coming in this year, to assist with overages and other expenses. Overall, we are looking healthy.

Emily Glick: A few questions. Charitable contributions are budgeted at \$10,000, and the actual is \$21,000? (Emily misread, this is actually \$2100.)

Mary Ishisaki: Those are items we paid out to different nonprofit entities in the community to assist with their programs.

Grace Horikiri: Osaka Matsuri received \$1000, Soy and Tofu Festival received \$500. We put a cap on how much each organization receives. Starting this fiscal year, any nonprofits that want funding have to go through an application process to make sure we don't double up on contributions and provide equal opportunity.

Mary Ishisaki: We also can't do it on an ask basis, it has to be planned.

Emily Glick: The street banners, we put \$20,000 in the budget. How much did we actually spend?

Grace Horikiri: We spent about \$16,000 so far, but we need to pay out more for the other side of the street. This \$20,000 is an additional budget item for the other side.

Emily Glick: I think we could potentially bring that down since we didn't spend that much in 2019. We are supplementing and not doubling what we have.

Kim Kolbe: That amount also included the artist gathering we had and their fees.

Grace Horikiri: Yes, it seems like we can lower it.

Mary Ishisaki: What we received was prior to July 1st, but it isn't listed here?

Grace Horikiri: Yes.

Mary Ishisaki: We will circle back on this.

David Ishida: The budget runs July to June?

Mary Ishisaki: Yes.

David Ishida: So all the expenses were incurred within this current budget year?

Mary Ishisaki: Yes, that's why I'm questioning.

David Ishida: Let's be sure we correct this. The total was more than \$20,000, so we should have the total project cost. Show money that was expensed and show funds that we may be incurring as they come up. Don't show it piecemeal. It is ok to break it up into more line items.

Emily Glick: Outsourced sources printing seems to be running 1/3rd over budget?

Grace Horikiri: This is part of the postcard and newsletter printing.

Emily Glick: Postcards have an ROI, newsletters are something we need to do, but the cost is worrisome.

Grace Horikiri: This also includes the Pin Rally, Community Outreach flyers shared with merchants.

Emily Glick: Are there design fees under the \$16,000?

Grace Horikiri: No, because I do it all.

Emily Glick: Thank you for that. Then how does printing paper add up to the \$16,000?

Grace Horikiri: I'll itemize it out in the next report to show you where the costs are.

David Ishida: Mary, can you work with staff to identify project costs and plotting them in the budget?

Mary Ishisaki: Yes.

David Ishida: It'll help us understand the report better.

Mary Ishisaki: Yes, we've been talking about it to understand better where the expenses are. It precludes us to know how much we have and where before starting to spend it.

Robert Sakai: I also want to see projections on how long that surplus will last.

Emily Glick: Garage storage, we spent half that budget already, what is that?

Grace Horikiri: The Community Ambassadors' office and storage area.

Emily Glick: Is there anywhere free we could find?

David Ishida: We've been looking.

Grace Horikiri: Access is also an issue. Currently, they can let themselves in/out.

Emily Glick: AVS maintenance is always a sticking point. How much of our money going forward has to be used for this? It's costly and maybe creeping up more than we expected when we got the donation for installation.

Mary Ishisaki: At this time we are still using money from the donor and are planning ahead for how this maintenance will be covered.

Robert Sakai: Camera maintenance is the most key, after 5 years they start to break down, so we'll have to start spending money to replace them. The cost of repairing becomes prohibitive and it's easier to just replace.

Mary Ishisaki: We are working on the write off each year and the depreciation over a 5 year period.

Emily Glick: Is there grant money out there to support this?

Melissa Bailey: It gets difficult when you're talking about supplies vs. equipment, and the cost of this would fall under equipment. You would have to keep applying to different funders who would actually fund equipment costs, and it would be hard to find a new grant each year to guarantee supporting maintenance long term.

Mary Ishisaki: We are looking for money and sending a notice out for the Holiday Lights and if you'd like to donate towards it this would be a good time to do so (this is going into the 2020 holiday season, so next fiscal year).

B. Motion: Dennis Kern; Second: Robert Sakai; motion passed.

4. Block by Block - 3rd Amendment to the Agreement for Environmental Maintenance and Supplemental Safety Services (action item).

Action made by David Ishida to move this item up in the agenda so Kathy Nelsen can vote before leaving the meeting.

Motion: Robert Sakai; Second: Mary Ishisaki; motion passed.

A. David Ishida: This is the third amendment to the Block by Block contract to up the salaries of the community ambassadors and add in the operations supervisor position for \$8000. This was resolved with Rich Mongarro and that position has been filled. There's a slight increase of \$4000 since we originally voted. This is below the \$5000 threshold that requires voting, but we wanted to alert the board of the change. We received an approved change in the business relationship with Block by Block. The City's minimum wage is increasing to \$16.50 in July, and be aware other CBDS are paying their ambassadors \$19 and \$20 an hour. We've had turnover due to this. The two current ambassadors Ayyreigh and Reyna are doing great. They are superior workers compared to before and we are getting positive comments from stakeholders. We want to retain them, and should think about increasing salaries again next year with this goal in mind.

Emily: The operations supervisor is the second ambassador but with more responsibility?

Grace Horikiri: Yes.

Kathy Nelsen: What is the annual billing?

Emily Glick: We just pay an overhead to Block by Block.

B. Motion: Chip Nakamura; Second: Kathy Nelsen; motion passed.

5. SFMTA Geary BRT Presentation- Amy Fowler, Public Information Officer

A. Amy Fowler, Public Information Officer for Geary BRT Project; Dan Makowski, Project Engineer and Manager

Amy Fowler: I've done a lot of JTF presentations, but this is the first for JCBD. Construction is coming to the north side, which will affect Japantown.

Project benefits are: improved pedestrian safety, and improved transit speed.

Tools to meet these goals: Dedicated bus lanes, bus stop changes, pedestrian bulbs (sections that jut out into the street to slow cars turning and shorten crosswalk lengths), bus bulbs (this allows buses to stay in the transit lane and pull up to the stop), traffic signal upgrades.

Timeline: The project is split between west and east of Van Ness. Quick safety improvements come first (bus lanes, bus stop changes, painted safety treatments for bulb areas, roadway striping changes). Utility upgrades are second (replacing water and sewer mains and installing fiber optic cable conduits). Major transit and safety improvements last (bus bulbs, pedestrian bulbs, traffic signals, roadway repaving).

Mary Ishisaki: Is this cutting Geary down to 2 or 3 lanes for regular traffic?

Amy Fowler: There will be 2 general traffic lanes and 1 bus lane.

Dan Makowski: Construction in Japantown, the Scope of Work will be replacing sewer and water mains, underground conduits, roadway repaving from Masonic to Van Ness. All of this is going to wrap up in about October of this year.

Pedestrian bulbs will be at Webster, Buchanan, Laguna, and Gough Sts., bus bulbs will be at Fillmore, Laguna, and Gough Sts. They are adding surface level crossings onto Buchanan St. (new crosswalks and larger medians at Steiner, Webster, and Buchanan Sts. with planned artwork for those spaces) and adding in signals with countdowns.

David Ishida: Is there a way we can get a schedule of the type of work done, which intersection, and more specific dates?

Dan Makowski: Amy will talk about this in the outreach section.

David Ishida: We want to inform you about community events going on to help with this. Especially with NCCBF we want construction crews to be aware of our schedules.

Dan Makowski: Rich Hashimoto is also on our advisory board but we want to be sure to be in communication with everyone.

Amy Fowler: We are working to avoid major events in Japantown.

Dan Makowski: What to expect, some parking will be temporarily restricted in construction areas for staging and active work zones, traffic lanes will be modified and bus stops will be moved; there will be pedestrian detours, water service will be briefly shut off in water main replacement, business and residences will be notified, switchover takes typically 2-4 hours.

Daniel Byron: It's not just us, but Japan Center is an amalgamation of multiple ownerships, and it's all on one main.

Dan Makowski: This only affects people who get water from the Geary main, so we don't think most of Japantown is actually going to be affected at all, but we'll double check on this.

Amy Fowler: Our staging is a lot more rapid and fluid than the Van Ness project.

Daniel Byron: I'm just worried about the years of construction and merchants, customers getting fed up and avoiding the area.

Dan Makowski: Steiner bridge removal, the area will be closed for a single weekend from 8pm Friday to 5am Monday. Demolition begins Sat-Sun, followed by restoration. Detours will be placed on Post and Sutter Sts. and will include temporary parking removal.

Daniel Byron: There is concern about pedestrian safety on that weekend due to the number of elderly in the area at all times, especially at the Buchanan Mall crossing.

Dan Makowski: A traffic plan will be developed and officers will be out there that weekend.

Mary Ishisaki: Post St. eastbound will be the most concerning.

David Ishida: Is there African American church representation on the CAC? Many of them own HUD units on Post St, Fillmore to Pierce Sts. Jewish Family and Children's Services also own units. We need to be aware which buildings are housing seniors, families, church services, etc.

Daniel Byron: Is it possible to add speed bumps on Post St?

Dan Makowski: We can look into it, but we're still working on developing the plan.

Mary Ishisaki: There are also churches on Sutter and Post that double park on the weekends for services.

Emily Glick: While we're on the speed bump comment, a lot of people have been looking at the Post/Buchanan crossing, could that be beautified and raised?

Dan Makowski: The speed bumps in this project would be temporary and are not exactly suited for this. The target time frame is mid March but we're still finalizing that, we worked out dates that don't work with JTF and other organizations, a couple of dates work with all 3, but we're finalizing and we'll have more information soon.

Mary Ishisaki: We have concerns about the date getting pushed back into April.

Amy Fowler: Don't worry, we blocked out April completely.

Dan Makowski: We allocated two days but the contractor thinks they can do it in one. The bus turns on detours will be hard, but we'll have people assisting with that.

Amy Fowler: Outreach, we are sending a mailer within several blocks of the affected intersections, placing ads and articles, updating social media, contacting all the mapping apps, 511, 311, also doing internet radio ads (new for SFMTA, way to target drivers who are most affected by this).

Dan Makowski: Changeable message signs just to inform will be placed a week prior (hard to target drivers since they generally don't live in the area).

Amy Fowler: We will also create a dedicated website that all signage will point to.

David Ishida: Outreach to KCBS?

Amy Fowler: Good idea, not on my list.

Greg Vilorio: What do rideshare services use?

Amy Fowler: Lyft uses Google Maps, but Uber has their own so we will outreach to them.

Amy Fowler: Construction Mitigation and Business Support, weekly construction forecasts are sent via email, text, online. Sign up for updates on the website (sent out every Friday for the next two weeks' schedule) We want people to report when they see issues with construction. There is a dedicated 24/7 phone project hotline and email. For OEWD services, contact Jada Jackson (jada.jackson@sfgov.org) for accounting, financing, tax planning, HR/managing employees and legal issues, training tech e-commerce and social media. Custom corridor signage has been developed, we worked with Grace to design this and will be up soon. A marketing component to be determined by merchants, we are working with Grace and Rich on a custom marketing plan for Jtown, want to create something that would benefit merchants most. For Jtown we're doing bus PSAs and Visit Japantown ads on the backs of buses that will get a lot of visibility. Can't control the routes they're on because those aren't attached to the buses, but they will be seen throughout the city.

Greg Vilorio: What about BART ads?

Amy Fowler: No, unfortunately, we have to pay and have no jurisdiction.

Mary Ishisaki: Are you also coordinating with 311?

Amy Fowler: Yes we do give them updates, especially for Steiner Bridge.

David Ishida: Signs for the Buchanan Y are located where?

Amy Fowler: The construction crew has been putting out an A Frame daily in the parking lane going eastbound approaching the Y.

David Ishida: Is this an opportunity to put a large sign with an arrow pointing to Japantown?

Amy Fowler: We are working on a sign for this with the garage.

David Ishida: I understand that benefit for the garage, but want to make one that's broader than that. Japantown first, then we can think about the garage.

Amy Fowler: Sure, we could do "businesses open during construction".

Grace Horikiri: I'm in the SFMTA small business advisory group. Mario from West Portal Merchants Association brought up they also had construction, and said the project ran smoothly because there was a point person from the Merchants Corridor that worked with SFMTA to disseminate information. We will do the same to keep the community updated in a timely manner.

Greg Vilorio: Are we doing everything we can to support businesses here in Japantown? It's a tough question, but it's a question we should ask each other. We should provide information and keep businesses supported during the shutdowns as they come, assuring the business owners of this support.

Daniel Byron: I think what Greg is getting at is, are we communicating directly with each of the tenants, are they onboard, and do they understand the timelines?

Amy Fowler: This is part of what Jada is doing.

Daniel Byron: We have point people that work in the malls that could work with Jada and others to get info to the tenants, Sheron, Kirsten.

Grace Horikiri: We also get info Amy gives us translated into Japanese and Korean for distribution to merchants who don't speak English as well. Steiner materials will be created in English, Chinese, and Korean. I will help with Japanese translation.

David Ishida: Thank you for coming and presenting, learning who to contact, etc.

Grace, please distribute this powerpoint to board members, Sheron, Kirsten, and direct them to the Mitigation slide with contact and website information.

6. Japantown CBD Safe City Program

A. Monthly Financial and Progress Report from AVS

Dmitri Shimolin: We got approval for the trellis and 1728 Buchanan before the holidays. The infrastructure work is presently done, but we need support from property owners with electrical. The owners are working on that, will be completed next month. We just need the owners to maintain the building and provide power, this is all we need for fulltime operation. We are working on Phase 5 expansion outside the JCBD. We are meeting next week to discuss terms and making best use of funds going forward.

B. Video Retrieval Requests for the month of December

Brandon Quan: We received 6 requests from SFPD, and 1 from the public. The public requested it after the 30 day limit so we couldn't accommodate it. It is helpful seeing action from SFPD. We had a cell phone theft in the Peace Plaza. Officer Yuka Nagamine came over directly after the incident and reviewed the footage. Suspect was picked up today after she distributed the image from the footage.

David Ishida: Picked up where?

Brandon Quan: In an alley past Gough where people often make sales of stolen goods. In the news, there was also a bust for a fencing ring. SFPD recovered \$2.5 million in stolen goods. This is important to hear because the rings are what support the theft activities. The article cites two community camera networks as being part of this operation.

Raymond Woo: Are there signs up that say we're being recorded?

Grace Horikiri: We are working on signage at the moment.

7. JCBD Internal Marketing & Communication Updates

A. Marketing & Communication Committee Meeting with LGPR, Inc.

Emily Glick: We had a successful call today with LGPR, and are happy to bring media here in person. We are scheduling for the beginning of April but trying to work around conference schedules. We are trying to tie into NCCBF in some way, but don't want the story to be JUST about the festival. The fact sheet is going well, PR people really narrowed in on an FAQ that was all encompassing. PR folks are excited because they're having success getting smaller media bites, finding the media is interested and fact sheet and angles are working. We see good things for 2020.

Grace Horikiri: LGPR, Inc. helped promote Oshogatsu Matsuri. I went by on Saturday and spoke with some of the silkscreen artists asking if it was more crowded. They said a lot more people, specifically families and diverse families, were attending this year. The info sent out by LGPR as well as Potluck Consulting doing social media promotion really helped the attendance this year.

B. JapantownSF Holiday Pin Rally

Grace Horikiri: Second weekend of the mall Santa event we did a Holiday Pin Rally. Visitors and merchants alike were excited. About 50 merchants participated and wanted to know when we'd been doing a next one. We will provide a more detailed cost report, but it does seem like this is really working as a promotional tool. Next one we will hold close to NCCBF.

C. Other Marketing Initiative Updates

Grace Horikiri: None at this time

David Ishida: I would like MarCom committee to look at some type of card to distribute at the Japanese Tea Garden to encourage visitors to come to Japantown after visiting the Tea Garden. If we somehow identify they've picked up that card, can we give discounts? Something. Take advantage of captive audience.

Daniel Byron: We also have someone that has a relationship with the DeYoung. Reach out to Greg Vioria to set a meeting with them.

David Ishida: When will we hold the greater marketing community meeting?

Grace Horikiri: At the end of January or early February.

8. Executive Director Report

A. JCBD New Year Luncheon for City departments and vendors

Grace Horikiri: Joaquin Torres (Director of OEWD), Chris Corgas, Mike Sangiacomo (Recology President), SFMTA, SFPD, Deanne DeSedas (SFMTA) all came. It was a time for everyone to mingle and staff and officers to get to know the people I have been meeting with so often. Everyone appreciated it, it was a good turn out.

David Ishida: Dmitri Shimolin, Roland Tolosa, Ben Horne from Union Square CBD, all good people who could share stories and network. Very positive event.

B. 1st Assessment Payment

Grace Horikiri: This was received, the next one is coming in May, followed by June then July.

David Ishida: When did it actually come in?

Grace Horikiri: Yesterday the 7th.

C. Vision Plan for Buchanan Mall

Melissa Bailey: A final report and Buchanan Mall Vision Plan were submitted to San Francisco Japantown Foundation for the \$10,000 grant received in 2018. This vision plan detailed desired improvements for Buchanan Mall suggested by merchants and other stakeholders. Also detailed in the plan were challenges faced to making those improvements happen, i.e. the high cost of repairing the plumbing infrastructure for the fountains. Next steps include planning community meetings to seek more feedback on the vision for Buchanan Mall.

Raymond Woo: If we're trying to make the fountains work again, can we look at other ideas for beautification?

Melissa Bailey: Yes, absolutely, please come and share these ideas at the community meetings.

David Ishida: Please share this with the Mayor's Fix It Team and Mohammed, see if it's a project he can include in his budget at some point without having to go through a major bond issue. He has some discretion and since it was his idea to create a plan, we should reach out.

D. Mid Year Report Due January 31, 2020

Grace Horikiri: For OEWD, we have to send a report to Chris Corgas outlining the completed projects we undertook July 1st to December 31st. We will include statistics on cleaning, surveillance, and financial review of the first six months. We submitted one last fiscal year, so will use that as a base to create current one

Mary Ishisaki: I spoke to Chris Corgas yesterday and was very happy with how the presentation was made and stated we have a full grasp of what the city is looking for.

8. Updates

A. Crime and Cleaning Report

Brandon Quan: The crime statistics website is still down, and has been down for two months. Grace contacted them but they have no information on when it'll be back up. Cleaning, the ambassadors are doing a great job. The operations supervisor is on site now and using banked hours we have accumulated to cover his time here, so right now we have 3 (including AI). AI is staying until the 13th when he goes in for training to do payroll and scheduling. AI was here before, and was at the BigBelly ceremony, so he's familiar with some Jtown people already (Grace in particular).

Grace Horikiri: The cigarette butt count even increased because the ambassadors are going beyond CBD boundaries to clean.

B. Grant Updates

Melissa Bailey: After several announcement delays, we received word that our proposal for RFP#212 from OEWD was not awarded. Japantown was not in a designated priority neighborhood which likely affected our proposal for this round. We also did not receive a JA Community Foundation mini-grant for Holiday Lights, as their priority focus is senior health and social services, and the awarded projects correlated with that. We are looking to submit a Clif Bar Family Foundation grant in the next month and will be on the lookout for more grant opportunities.

C. Japantown Task Force Updates

Steve Nakajo: Point of information for the Peace Plaza, we are still endeavoring to make sure it's insured, nothing taken for granted. Other activities at City Hall including the homeless program and housing may jeopardize funding, also competition from other neighborhoods. Timeline is coming up around March-April. Rec and Park will make recommendations and we are moving towards that entity and not taking anything for granted in our lobbying to the city. In the Business Legacy program, we have 10 businesses that qualify and working on Japan Video which was the first Japanese owned business. We received critique on not including those merchants. We are also looking at Asakichi as an applicant, also working on Allen Okamoto Property Management. We are still working with 3D in terms of the visitor kiosk, it is still a work in progress. The biggest program is the Cultural District. We had 3 town hall meetings and one mini launch. We are looking at end of March for a draft at which time the JTF board will give feedback. There is a target of 35-40 organizations to meet with to accumulate data, a game plan to submit draft in March. The grand launch is tied into NCCBF's first Saturday, 3-5PM at JCCCNC, we are giving info about the CCHES report. There is a July 14th meeting to determine submission date. I attended the Mayor's inauguration today, Sheriff Paul Miyamoto also had his inauguration today, he is the first sheriff of Asian American descent in the US, we should be supportive of him and take advantage of his position. Consul General Uyama being transferred back to Japan at the end of January, he was particularly connected to Japantown and the Japanese American community. He attended 2 pilgrimages, and awarded several foreign ministry awards to Japantown community leaders. JTF and JCBD met with newly elected Supervisor Dean Preston on December 23rd, he's not very versed in Japantown but he did mention specific buzz words. It is important to establish a relationship because everything we're talking about will take his support. He'll be up for election again in November 2020. I want to acknowledge

Grace for the luncheon because 30 members of City and County of San Francisco plus board representation was there. I have never seen such a gathering in terms of participation and ambiance, JCBD has a great leader within Grace. I appreciate the communication system set up with the ambassadors, this is the best crew yet, the quality of work is outstanding, and I noticed a decrease in some homelessness in the area and credit their work. They have no fear about approaching anyone. The Buchanan Mall Vision Plan partnerships are strong and really will accomplish much more through collaboration.

9. Upcoming Japantown Events

A. Jan. 9 - Osechi Ryori, San Francisco Japantown Foundation

B. Feb. 16 - NJAHS Day of Remembrance

Melissa Bailey: Correction, it is the Bay Area Day of Remembrance Consortium. NJAHS is fiscal sponsor and a consortium member.

C. Feb. 22 - Nichi Bei Foundation's Films of Remembrance

NLF Fundraiser at Palace of Fine Arts. Go to nlfchildcare.org for more info

10. Discussion and possible action items for future meetings

11. General public comment*

12. Adjournment (action item)

A. David Ishida: It is now 7:46

B. Motion: Robert Sakai; Second: Mary Ishisaki; motion passed.

Next JCBD Board Meeting: Wednesday, February 12, 2020, 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.