



## January Board Meeting Minutes

January 26, 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, Emily Nichols, Dave Dunham, Alex Prouty, Kim Kolbe, Dennis Kern, Mary Ishisaki, Daniel Byron, Kathy Nelsen

**Absent:** Steve Ishii, Jerry Ono

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

**Guests:** Greg Vilorio (JCM), Sandy Mori (JTF), Rich Hashimoto (JMA), Susie Kagami (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: Kathy Nelsen

The motion passed unanimously.

3. **Action Item: Approval of December 2021 Minutes** **6:10**

Motion: Dennis Kern; Second: Mary Ishisaki

The motion passed unanimously.

4. **Action Item: Approval of December Financial Report** **6:13**

Motion: Dave Dunham; Second: Dennis Kern

The motion passed unanimously.

Budget Variance Report: The December year-to-date report shows gross income of \$276,539. We received the assessment revenues from the City in the amount of \$242,391. We also received the \$30,000 grant from the Japantown Merchant Association. The actual expenses ytd is \$379,316 and the budget ytd is \$314,234. This is \$65,082 over the budget or 20.71%. During the holiday season, there was a significant increase in expense activity related to the Dandelion Project and the Japantown Holiday lights. Also, the maintenance service cost for Safecity camera was paid for a full year \$43,860. Other substantial operational expenses were for the legal services and annual audit services.

Balance Sheet: The December year-to-date balance sheet shows that cash balance went up to \$744,845 from prior month's \$569,206. It 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 December ytd is \$276,539. The total expenses is \$379,316 which gives a net loss before carryovers of \$102,778. With the carryovers from the prior years included in the budget, the net income is \$275,815.

**5. JCBD Board Retreat****6:25**

- 5 Year Strategic Plan
- Recruitment of New Board Members
- Brown Act Training

This is just an alert that the Officers and Executive Director have been considering a Board Retreat for later this year. We wanted to put it on everybody's radar. We plan to have this in-person later on in the year when COVID precautions are more relaxed. The listed topics on the agenda will be covered during the retreat. The 5 Year Strategic Plan will be created by a to be formed committee that will be brought to the full Board at a later date. Another committee will be formed to address Board Recruitment. Please bring any candidates to Grace and the committee before talking to them. The Brown Act is a law that addresses how Boards should operate, and a refresher on this would be good to cover.

**6. Executive Director & Staff Reports****6:30****A. Highlights and Accomplishments of 2021**

The JCBD has accomplished a lot in the 2021 calendar year. COVID testing has continued for the community. This is something that is appreciate by Japantown as well as the surrounding communities. The latest delay in testing results is due to the omicron surge and testing will continue to be provided. The JTown Community Clean Up had over 40 people come and help out for the two days in 2021. Many are also returning for the 2022 dates. Last year the City and State recognized JCBD for its efforts on supporting small businesses during COVID, including from Sen. Scott Weiner. The SafeCity Camera Program continues to provide video data to SFPD to make needed arrests. The new Northern Station Capt. Jackson is looking forward to working with JCBD. The e-newsletters are shared throughout Japantown and beyond throughout the City and will be an important continuing effort. Finally, the Community Ambassadors especially AI are doing a great job supplementing city services. A lot of collaboration with Jtown orgs like Japantown Merchants Association, Japan Center Malls, and the Japantown Task Force has occurred and will continue. New partnerships also included OEWD's Shop and Dine program which brought the Holly Jolly Trolley to Japantown during the holidays. Finally, we will continue to have Fleet Week neighborhood concerts in the coming year. Thank you for your support in us continuing to do what we do.

**B. Tentative Calendar of JCBD Activities for 2022**

A list of tentative events was shared to the Board. All of these items are dependent on funding to be received from OEWD. We will continue to provide small business assistance, will create a page on our website to provide information about how to set up a business in Japantown. Max Nihei has been actively working on this. We hope to raise enough money to do a second round of the Heart of Jtown Resiliency Fund Grant Program which will fund businesses who did not receive a grant in the first round. The grant committee includes Rich Hashimoto of the Japantown Merchants Association. With the popularity of Japantenna and the Dandelion Project, we are looking to do more pop up events inside the malls. It brings foot traffic and provides people who are interested in renting space see how the mall is activated. Quarterly meetings have begun with the Japanese speaking community, including the Consul General's Office, Japanese Chamber of Commerce, Kinokuniya, and Mr. Seino. They are looking forward to working with JCBD to conduct events. The Peace Plaza will also continue to be activated by Live at the Peace Plaza events which will be partnerships with Japantown Cultural District,

Cherry Blossom Festival, and Nihonmachi Street Fair. Finally, A JapantownSF visitor's map is in the process of being created.

### C. Crime & Cleaning Highlights

Cleaning updates. The second new Community Ambassador was let go by Block by Block. AI is currently interviewing for a replacement and has two people in the queue for potential hiring. Two members from the support team are helping AI on a rotating basis currently. The 311 worker app connects people to the Community Ambassadors, who would handle the request from the 311 system if they are able. If it is too large of an issue then DPW is called. 6 CBDs are currently operating this program and Japantown will be launching soon. This is a pilot program. The importance of this app is to show the City how much work the Ambassadors are actually handling. The Mayor has initiated a push within the Tenderloin to address issues taking place there. However, but what's being seen is these populations being pushed out to other neighboring corridors. There has been a noticeable increase in homeless individuals within Japantown because of this.

Crime updates. The Mayor has released a public safety plan for certain neighborhoods. The legislation would be introduced to the Board of Supervisors then added to the ballot. There is a new Northern Station Captain, Capt. Jackson, who was with the bank task force and robbery units. He starts January 31, 2022. We will reach out to have him attend a future board meeting. We are looking at expanding the camera program to include Sokoji Temple, Hinode Towers, and Kimochi Home. These funds would come from the SF Japantown Small Business Survival Funding. This one time funding of \$900,000 total comes from the Nihonmachi Community Coalition. The allocation towards the JCBD is \$154,000 for the Camera Program.

## 7. JCBD Marketing & Communication Committee Updates

6:40

### A. NAKED, Inc. Dandelion Project

The Dandelion Project concluded on Sunday. Thanks to everyone who came to see the exhibit and volunteer. 15,822 people came to view the exhibition in total. NAKED Inc. was very grateful, and the data showed San Francisco ranked 4th on the list of all the locations worldwide in attendance. Thanks to LGPR and other marketing efforts to encourage folks to come. It was a great learning experience for JCBD as well as NAKED Inc because this was their first time working in the US for this exhibition. They are looking at installing the exhibition in New York, and possibly another larger installation in San Francisco in future. We will provide a report giving suggestions for improvements to NAKED Inc. Thank you to Japan Center Malls for giving us the space to house the exhibition, and to all the others who assisted in the installation. We did go over budget, but it was not unexpected.

### B. Other Upcoming Marketing Efforts

Omakase Jtown Mini Food Tour is being planned with LGPR to select 6-7 participating restaurants. The tickets will be sold online and it will be a self guided tour. We are still planning the Japantown Press Trip which will bring in writers from popular publications hopefully in the spring. Collaborations with other organizations will take place to activate the Peace Plaza. Finally, the Japantown postcards will be printed and shared to other tourist locations for advertising Japantown's businesses and the murals on the Webster St. Bridge in the mall.

**8. General public comment - 2 minute per person** **6:45**

**9. Announcements and New Business** **6:50**

A. Introduction of Japantown Task Force's New Executive Director - Emily Murase

Dr. Emily Murase introduced herself to the JCBD Board. She is a longtime Japantown community member. She started on January 18th, and has already met with JCBD staff to begin planning collaboration between the two organizations.

B. Buchanan Mall/Osaka Way Revitalization Project Update

A committee has been formed comprised of Grace Horikiri, Robert Sakai, Glynis Nakahara, and Jon Osaki. Meetings with Maria de Alva of the Planning Department and Trent Teiger of DPW. The budget and state application for funding approval is being drafted. Community meetings will occur before it goes in front of the Board of Supervisors once completed. We are ensuring that everything that happens keeps Japantown at the forefront.

C. San Francisco Japantown Foundation

Mary Ishisaki provided an update on the San Francisco Japantown Foundation's current fundraiser to give grants to Japantown nonprofits. Over \$250,000 with a \$100,000 match was raised last year, and the goal is to do the same this year. The grant application will open up sometime after March. This is for the COVID 19 Recovery Fund for nonprofits providing services in the community.

**11. Action Item: Adjournment** **7:00**

Motion: Mary Ishisaki; Second: Dennis Kern

The motion passed unanimously.

The meeting was adjourned at 6:57PM.

**Next JCBD Board Meeting:** The next scheduled JCBD Board meeting will take place on Wednesday, January 26, 2022 at 6pm. Due to the rise of the Delta variant of COVID, 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.