



Notice of Regular Meeting and Agenda

February 12, 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, Dennis Kern, Daniel Byron, Chip Nakamura, Jerry Ono, Steve Ishii, Rob Malone, Alex Prouty

Absent: Kim Kolbe, Abraham Sanez

Staff: Grace Horikiri, Brandon Quan, Melissa Ayumi Bailey

Guests: Tory Weiss (LGPR, Inc.), Steve Nakajo (JTF), Sandy Mori (JTF), Alice Kawahatsu (JTF), Greg Vioria (3D), Dmitri Shimolin (AVS)

1. Call to order and roll call

2. Approval of Minutes from the Jan. 8, 2020 JCBD Board Meeting (action item)

Motion: Dennis Kern; Second: Kathy Nelsen

3. January Financial Report (action item)

Motion: Robert Sakai; Second: Rob Malone

Mary Ishisaki: We are going along looking ok. I found a couple things to comment on. Everything is under budget except advertising and marketing, which will come into annual budget fine. Community ambassadors are under economic enhancement with no figure. We are working on dividing community ambassadors from environmental enhancement budget to economic enhancement. We are over in social media and website to date, but there is no to year overage. AVS maintenance we have \$24,500 which is likely equipment but will even out. Going along fine.

Daniel Byron: What is Accounts Receivable assessment revenue?

Mary Ishisaki: This is the property assessment. Half comes in after December 10th and a smaller check in March, and then a new segment after April 10th for their fiscal year.

Daniel Byron: So this will come in April or May?

Mary Ishisaki: Yes.

Emily Glick: What is the OEWD column vs JCBD column?

Mary Ishisaki: OEWD is the money billed to property owners, JCBD is revenue that comes into the organization outside of this. For example, Holiday Lights is JCBD funded not OEWD.

Mary: Report to OEWD was submitted, Grace did a wonderful job. This is included in the board packet.

4. Japantown SafeCity Camera Report

A. Status & Financial Report by AVS

Dmitri Shimolin: Quick update on Phase 4. We have continued to work with DPW on the trellis, so far everything points to there being additional work required.

Trenching is adding costs so they'll provide an estimate but we may need to look at other options. Plan is to complete Buchanan Mall coverage in next 2 weeks, which will essentially complete Phase 4. Phase 5 we are working on collaboration on the outreach package about the program and will approach those in hot spot areas to participate. The package speaks to the benefits of joining, such as reduced cost because JCBD has already made investments. Approach for business and property owners to learn about JCBD and the Safe City camera program.

B. Updated Usage Policy

Brandon Quan: Usage policy is being updated. We got feedback from Claudine that was helpful and incorporated edits into the policy. I will send to Claudine for a final review then present it to the officers.

David: So we will look at reviewing and acting on policy next meeting.

C. Video Retrieval Report

Brandon Quan: We had 2 SFPD and 2 public requests. 2 were from Hotel Buchanan unfortunately. There was 1 review request from Super Mira as well, so local businesses were impacted. SFPD crime stats website is still down, but Grace found a new site to start using in the next month.

Mary Ishisaki: Emily had 2 requests, Mr. Miura had 1, but there were none from any other areas?

Brandon Quan: The rest were auto break ins.

Mary Ishisaki: But where exactly did they happen? Were they in the same area as the others?

Brandon Quan: One was on Post between Buchanan and Webster. I need to check the time of day.

David Ishida: In upcoming meetings can we have a short written report of these incidents with locations? Brandon: Yes

D. Meeting with DA Chesa Boudin

Brandon: Chris Larsen, Nellie Bowes of the New York Times, Alex Bastion, and other staff escorted DA Boudin with Dmitri. Chris gave an introduction of the JCBD and its cameras, then Dmitri did a technical overview. DA Boudin and staff were receptive to it and its use for prosecution. He seemed dedicated to combating crime in SF, analytical, interested in metrics and statistics to drive his

program with a preference for empirical data. He talked about developing a way to report unreported crime, like auto glass cleanups compared to reported break ins. This is an interesting idea, and glad he recognizes that there's more break ins happening than are reported and the importance of the lack of data.

David Ishida: This is something we'd discussed reporting before.

Emily Glick: Can you touch on the perception of why NYT was there?

Dmitri Shimolin: The angle was people in SF are worried about crime and CBDs are in the position to help with that. They wanted to learn more about how the CBDs work. Nellie is local, she's a SF based reporter that writes on tech and society. I sent a KRON4 article a couple weeks ago that did a great job covering the issue of crime. They started the research in November 2019 and interviewed specific people and CBD districts. It was a well rounded piece that spoke about the issue and what's being done about it.

E. Electronic Frontier Foundation Information Request

Brandon: EFF is a privacy advocacy group that came to our office last year. They requested our usage policy, a list of cameras, map of cameras and blank retrieval forms. We are moving forward with providing a map that shows our coverage areas instead of specific camera locations. We have concerns about public access to this info. We are in line with what other CBDs and BIDs have submitted to their requests. We are waiting on the usage policy update to submit ours.

David Ishida: So we're consistent with our reporting, nothing more or less than the others.

5. Japantown Marketing & Communication Update

A. PR Update by Tory Weiss, LGPR, Inc.

Grace Horikiri: Tory is a partner of LGPR and helping us with activities. Emily introduced us to them.

Tory Weiss: I am based in Marin and my partner Leah in LA, she's up here at least once a quarter. We both have 15-16 years experience in travel PR. Before teaming up with Leah, Leah did the rebranding of Hotel Buchanan, and both of us did Hotel Kabuki. Even when you work with just a hotel, you tell the story of the destination, so we were well versed in Japantown before joining the JCBD team. We want to tell stories behind Japantown and why it's so unique. Goals are to increase foot traffic, business, and effect change by telling the stories that we want the media and public to pay attention to and care about. We have a photoshoot in march, and are working on a detailed shot list to capture the essence of the community. Images are important to completing the write ups. Aubrie Pick is photographer for this project. Our goal is 30-40 stellar images of restaurants, stores, mall, Peace Plaza, things that speak to what Jtown is. Also

working on a press trip, put together targeted media list of local, national, and regional reporters. We are working on a compelling itinerary for this with experiences and food. Already received interest from 7x7, American Way magazine, Marin magazine, Sf Weekly, Diablo magazine. Interest is also there from the media who can't make the press trip date. We meet with the team twice a month (phone/in person) and keep in close touch via email daily. We are excited to be part of this team and telling the story of Japantown. Please send Grace anything you think is important and special to share with the media to share with us.

B. Other marketing updates

Melissa Bailey: We are writing a sponsorship letter request for Holiday Lights. Spend \$20,000 this year, hoping to find more sponsorship this year. will send out in September. We are also starting to integrate the Tea Garden into marketing, plan to use images from Aubrie to create flyers/postcards to bring audiences into Japantown.

Emily Glick: Can we get analytics from website to see what's going on?

Greg Vioria: Someone needs to log it but the info is there in Google Analytics and has been running since the website launch. Parking and dining were the biggest hits last checked.

C. Greater Japantown Marketing & Communication Meeting

Melissa: Merchants, major stakeholders have been invited. This will be held on March 12th.

6. ED Report

A. Holiday Lights

Grace Horikiri: Neighborhood Arts did a great job again. They lit up the pagoda in 49ers colors for the Superbowl as well. Rich Hashimoto was helpful in assisting getting this done. We want to do projection mapping, but we could work with lighting the pagoda at different times throughout the year at a lower costs.

Emily Glick: What about the idea about keeping white lights year round?

Grace Horikiri: Ernie has to check to see if the bulbs are durable enough for all weather.

B. Shinnenkai (New Year's Gathering) Thank You Lunch

Grace Horikiri: In January we held a Thank You lunch with many city department heads and vendors that provide us support throughout the year. It was a good show of folks, Joaquin Torres OEWD, Chris Corgas, Sandy Mori, Rob Malone, other CBD/BID folks as well. Lots of thanks for thinking of an event like this, they don't get to sit down together much. We hope to do this each year going forward.

David Ishida: It was a great opportunity for city departments to network since they don't get that forum often.

C. Mid Year Report

Grace Horikiri: This was sent to Chris Corgas on the 31st. It's nice to see the impact that CBD has when preparing reports like this. This will be posted on the website for the general public after tonight's meeting.

D. SFMTA Small Business Working Group/ Geary BRT Update

Grace Horikiri: Tomorrow at 3PM, we are holding a community merchant meeting for Jtown businesses about the Geary BRT planning. First part is the Steiner bridge demolition, but underground work is already being done and detouring traffic. SFMTA and OEWD are offering businesses a lot of resources during this period, MUNI ads, wayfinding signs, etc. Please come if you own a business.

7. Staff Updates

A. Cleaning & Crime Report

Brandon Quan: Cleaning report. 4 reported car break ins but we had 31 glass clean ups, showing disparity in statistics. We added biohazard cleanup at the request of OEWD. Disregard business contact, our two new ambassadors were still getting trained on this during the reporting period. Al and Ayrveigh doing a great job so far. We purchased a portable power washer and it's working well. Al is doing well as operations supervisor and brought a lot of good experience from Fisherman's Wharf CBD. Their bios are in the latest newsletter. Crime stats are not there due to the website not being updated, but we had a couple reports, including anti Japanese graffiti being done by a homeless man.

Melissa Bailey: He's been writing similar things on walls along Post and Buchanan for months and has now progressed to moving into the mall.

Grace Horikiri: Most recently, Kinokuniya, JCCCNC, and JCBD have been contacted about this (was done in Kinokuniya elevator).

Daniel Byron: Can we use the camera footage from the 3D side to confirm identity and get him prosecuted for vandalism? Hard to say what to do. If you know who it is, we could readily share that image with SFPD or whoever else.

David Ishida: We need to follow up directly with Northern Station to get this solved because it has been going on for so long.

Emily Glick: Can we do an appreciation breakfast for ambassadors?

Grace Horikiri: Sure.

Emily Glick: Could we do a walk through with the new supervisor like we did with the DA?

Grace Horikiri: There's an invitation only community meeting already set up, but we can contact him about a walkthrough.

Sandy Mori: Another small meeting was held already. This was a meet and greet and we let him know about Jtown issues because he simply doesn't know. He was receptive and we'll keep communication open. We need Preston to

understand the issues.

David Ishida: Follow up with others to see if we can organize a walk through.

Brandon Quan: I got an email from Kyle, his staffer, trying to set up a meeting about establishing a navigation center in District 5. There is a community meeting coming up on February 23rd.

Rob Malone: There's an initiative to put one in every district. It's run by Homelessness and Support Housing, and there are different rules about length of stay and cohabitation. Each one also has resources from all city departments so interventions can happen on site. An issue is created when you need to create transit options for homeless people to get to different centers.

B. Buchanan Mall Vision Plan

Melissa Bailey: As reported previously this was submitted to the SF Jtown Foundation. Next steps include meeting with Cultural District staff to incorporate the collected info into the CCHES report. Other next steps will be planning community meetings about what they would like to see in Buchanan Mall. I met with Nina on this already and we've included Cultural District staff in our findings.

8. Japantown Task Force Update

Steve Nakajo: We are working on focus groups for the Cultural District. We are one of 7 in SF. We are 8 months into this grant funding. In September we are presenting the CCHES report to the Board of Supervisors, essentially for a 3 year planning grant. The Department has put together 6 key areas, reflected in the focus groups. We had one mini gala at Aki Matsuri, 1 evening town hall, and 1 day town hall for Japanese speakers. In February we are doing focus groups. 40 people showed up to the Art and Culture one earlier this month. See below list for upcoming meetings. Those areas, including tenant protection, are the key areas for the report. Staff and consultants have been doing research to accumulate data and report back to the community what the future will look like. March 18th is the JTF board meeting where staff will present a draft of the report. 1st Saturday at Cherry Blossom we will present Japantown 2020: Japantown Futurism public program. We are holding a casting call now for performers. By June we should have the final draft of CCHES, and in July we are working with Mayor's office to produce the product for the Board of Supervisors. Annual recess is in August, so we decided to target September for presentation and use the month of August for lobbying supervisors for approval. These cultural districts are an interpretation of what the neighborhoods look like now and the strategies in CCHES are broadly applicable. We have decided internally to produce a supplement document to the 15-20 page CCHES report. This is a living addendum and would be a community wide document for strategy in how to empower the community despite changes at hand in the city. Peace Plaza project. Question if the park bond will be moved onto the November election. There's competition with priorities in city and county, such as

housing and mental health, so the park bond may in some ways be bumped to the following year if other bonds take precedence. We need to develop strategies for how to handle this in Japantown if they push it off another year and how do we keep visibility of the project alive.

Sandy Mori: Question is whether or not the park bond will be included on the ballot in November 2020. Basically, Steve Nakajima has been invited to sit on the working group to anticipate which projects should be included in the park bond. After this, Rec and Park will hold community meetings. We should go to these meetings and pitch the Peace Plaza. SF is a park friendly city so there will be a lot of competition. Japantown needs to keep the Peace Plaza project in the public eye. But if the park bond doesn't go through, we need to determine how to raise funds for a \$25 million renovation project, and we need to research our other options.

Steve Nakajo: Collaboration between organizations will be key. Keep hope alive but be realistic about what might happen.

9. Upcoming Meetings/Events

- A. SFMTA Geary BRT Community Merchant Meeting - Thu., Feb. 13, 3pm - 5pm
- B. Day of Remembrance - Sun., February 16, 2pm - 4pm
- C. Japantown Cultural District Focus Groups:
 - Economic & Workforce Development - Tue., Feb. 18, 6pm - 8pm
 - Land Use & Environmental Resilience - Thu., Feb. 20, 6pm - 8pm
 - Cultural Heritage Sustainability - Thur., Feb. 27, 6pm - 8pm
- D. Films of Remembrance - Sat., February 22, 11am - 8pm
- E. Fire Safety & Emergency Preparedness Fair - Wed., March 18, 10am - 1pm
- F. No. CA Cherry Blossom Festival - April 11 & 12, 18 & 19
- G. CAAM Fest - May 14 - 24
- H. NBCBayArea Tokyo 2020 Opening - Friday, July 24, 11am - 6pm

10. Discussion and possible action items for future meetings

Grace Horikiri: I am meeting with Naomi Kelly and acting DPW director Alaric Degenfried on Friday with CBD/BID Consortium. Will bring our issues up and make sure DPW doesn't forget about Japantown and our issues.

11. General public comment*

12. Adjournment (action item)

Motion: Robert Sakai; Second: Mary Ishisaki

Next JCBD Board Meeting: Wednesday, March 11, 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.